

# We're pinking up. Now for all cancers.

Pink Up Your Town Handbook



 McGrath  
Foundation  
Community  
Friend

# Contents

3.

4.

5.

6.

7.

8.

9.

10.

11.

13.



# Welcome from Tracy Bevan

On behalf of the entire McGrath Foundation team, thank you for joining us for Pink Up Your Town.

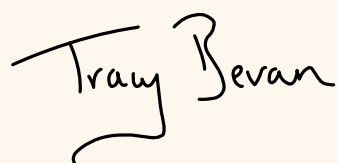
For 20 years, we've been dedicated to ensuring no one goes through breast cancer without care, supporting over 156,000 families across Australia. This year is a special one. We are taking our commitment even further by expanding our care to all cancers.

And we couldn't do it without you.

Over the years, I have seen first-hand how incredible our Pink Up Your Town communities are. You're not just raising funds – you are changing lives. By turning your towns pink, you're uniting as a powerful force of compassion and showing Australia that pink is the colour of care.

Every single person who fundraises for the Foundation helps ensure that no one misses out on the care and support of a McGrath Cancer Care Nurse. So, on behalf of my beautiful friend Jane McGrath, thank you. Please stay in touch and share your pictures. We love seeing you pink up, and we look forward to hearing what you have planned.

Your kindness, your passion and your commitment make a huge difference to the lives of families going through cancer. We are so grateful to have you a part of this exciting new chapter of the McGrath Foundation.



Tracy Bevan | Ambassador and Director  
McGrath Foundation



# A note from the McGrath Foundation

Thank you so much for registering to Pink Up Your Town to show your support for people and families going through cancer.

Whether your street, your business or your entire town turns pink, you're helping to ensure that no one goes through cancer without care by raising money in support of McGrath Cancer Care Nurses.

For those of you who have already turned pink and raised funds for us before, a warm and sincere welcome back. Your insights through your past event will hold you in great stead for this coming event.

For our new fundraisers, a very friendly welcome to the fun! Everyone who turns pink and helps raise money in support is making an impact, and we appreciate your time and effort.

We're also here to support you every step of the way. Our dedicated fundraising team is available to any questions, ideas and to offer you any assistance the best way we can.

Together, let's fundraise for all cancers.

Thank you and good luck!  
McGrath Foundation

✉ [pinkupyourtown@mcgrathfoundation.com.au](mailto:pinkupyourtown@mcgrathfoundation.com.au)





# Help us take our care to all cancers

The McGrath Foundation's purpose is to ensure that no one goes through cancer without the care of a McGrath Cancer Care Nurse.

We raise money to fund McGrath Cancer Care Nurses right across Australia and deliver world-leading cancer nursing services for people and their families through any type of cancer.

McGrath Cancer Care Nurses provide expert clinical, psychosocial and emotional support to people and their families throughout treatment for any type of cancer. The support of a McGrath Cancer Care nurse is free of charge, thanks to the generous support of people like you.

Almost 1 in 2 people in Australia will be diagnosed with cancer in their lifetime. We need support like yours to ensure that no one goes through cancer without care.



# What is Pink Up Your Town?

When you Pink Up Your Town, you are joining a nation-wide show of support for people experiencing cancer, whilst also ensuring no one misses out on the specialist care of a McGrath Cancer Care Nurse. This campaign has the power to bring people, communities, and whole towns together. It is an incredible fundraising activity that calls for an entire town to 'pink up'.

## How does it work?

Pink Up Your Town is usually driven by a team of community members that come together to show the colour of care of your town and in support of the McGrath Foundation.

This means you can plan a calendar of pink events throughout the month or one or two key events, its completely up to you. From your streets, to your schools, local businesses and your community organisations, by going pink you have the ability to bring the whole community together!



Pink Up Mudgee





# Local Legends

Since 2018, the NSW town of Penrith has turned pink to show the community what the colour pink means to them, and to show their support for people going through cancer.

From high teas to major raffles, pink sports games to pink pooch days, and even the local council turning the town lights pink, Penrith has shown its dedication through various fundraising methods in support of the McGrath Foundation.

The community have even come together, creating PUP (Pink Up Penrith) merchandise that is now a staple for all during the month.

The town has collectively raised over \$400,000 to support McGrath Cancer Care Nurses and continue to grow their fundraising every single year.



"Being involved in Pink Up Penrith for McGrath Foundation has instigated community and business to come together, with a measurable purpose to continue to fund McGrath Cancer Care Nurses. The spirit and passion bringing people together for such a worthwhile cause is the reason each year we look forward to Pinking Up Penrith and helping ensure that no one goes through cancer without care!"

**Gai Hawthorn**  
CEO of Penrith CBD Corporation and leader of 'Pink Up Penrith'



# Kickstart Pink Up Your Town

Pink Up Your Town is all about bringing the community together to make a difference. From friends, families, and local businesses, to schools, sports clubs or community groups. And everyone in between! Uniting your town in pink for the McGrath Foundation is a team effort to help ensure no one goes through cancer without the care of a McGrath Cancer Care Nurse.

## Who can get involved?

Getting involved is simple. The first step is to gather your Pink Up Your Town team.

Your Pink Up Your Town team or committee (or whatever you'd like to call it!) are responsible for organising all fundraising activities in your town – including the lead-up, planning and execution of all events.

Think about the people in your community who love to bring ideas to life, people who are well connected, passionate and want to make a difference.

This might include:

- Members of your local Chamber of Commerce
- Members of your City Council
- Employees at your Regional Tourism Office
- Local event planners, business owners and 'well connected' individuals
- Your local Real Estate Agents
- Individuals that run or are active within key community-based clubs, meet-up groups or organisations
- Your own family and friends
- Staff and leaders at your local schools

## Tip

Taking a personal approach is usually the best way to invite someone to join your town's team. Reach out by phone, email, or ask for a face-to-face meeting to invite someone to participate. Make a list of who you'd like to approach, gather their contact details, and start asking.







# Team up and Pink Up!

Each town is unique, and so is every Pink Up Your Town experience. There's no set way to do it, but if you would like some guidance, we suggest you have a team that covers all the basics including:

## **Town Captain**

This person oversees the planning, keeps everything on track, and is your contact point between your town and the McGrath Foundation.

## **Events Planner**

Someone who can plan and run fundraising events e.g. BBQs, morning teas, trivia nights and launch party.

## **Logistics Extraordinaire**

To manage event logistics, schedules, and venues.

## **Sponsorship Superstar**

Someone to engage with local businesses for sponsorships, donations, and raffle and auction prizes.

## **Community Connector**

To connect with local businesses, schools, and clubs to encourage participation.

## **Social Specialist**

A well-connected person who is savvy online to help spread the word through social media, newspapers and community networks.

## **Finance Maestro**

Someone who is good with numbers and spreadsheets! This person should track donations, handle finances, and ensure the funds are correctly remitted to the McGrath Foundation.

### **Tip**

The above roles can be amended to suit you. You may want to combine some positions depending on people's strengths and the size and needs of your town.



# Key Timings

Once you've got your team in place, it's time to get started. To help get things moving, we've put together a standard timeline to help you stay on track:



## June

Register and form your Pink Up Your Town team/committee. Get your plans in motion! And don't forget to join our Pink Up Your Town Community Facebook group [here](#).



## July - August

Community outreach and finalise your key events. Let us know what you have planned!



## September - October

Pink up! Media, promotion and events! Get the word out about the incredible things you have planned.

We encourage you to hold a launch event to kick start Pink Up Your Town. Be sure to take and share lots of photos!



## November

Wrap things up with a closing event and celebrate your amazing success! Then be sure to please remit your funds to the McGrath Foundation (more on this on page 13 and 14).



# Fundraising ideas as your town turns Pink

There are so many different ways to Pink Up Your Town. Make it your own!

Here are just a few ideas:

## Pink Up your streets

Turn your town street lights pink, decorate your trees with pink fairy lights, and hang pink bunting anywhere and everywhere.

## Pink Up your sports

From cricket matches and golf days, to barefoot bowls and run clubs.

## Pink Up your shop windows

Ask your local businesses to turn their displays pink.

## Pink Up your events

We're talking high teas, garden parties, masquerade balls, trivia, bingo and more.



Pink Up Crows Nest



Pink Up Mudgee Trivia





# Fundraising ideas as your town turns Pink

## **Pink Up your schools**

Get the kids involved with pink mufti days, a pink disco, sausage sizzles and bake sales.

## **Pink Up your stalls**

Host a pink market stall with all your town's pink goodies

## **Pink Up your pamper**

Ask the local nail and hair salons to promote a deal for pink nails or hair with proceeds to the McGrath Foundation.

## **Pink Up your prizes**

Ask local businesses to donate prizes to raffle and auction off at your events.



Pink Up Foster-Tuncurry



# Fundraising Guidelines

For a smooth and successful fundraising experience, and to ensure you are representing the McGrath Foundation the right way, please review the following guidelines.

## Using our brand

The McGrath Foundation name and logo cannot be used in ways that suggest official sponsorship or endorsement. Any promotional materials must use our 'Community Friend' logo, must comply with our brand guidelines, must clearly state that the event is "in support of the McGrath Foundation" rather than "hosted/run by" the McGrath Foundation, and need written approval from the McGrath Foundation.

- Brand guidelines and Community Friend logo can be found here: [McGrath Foundation Partner Community Friend](#)  
Password: brandhub
- Email us here to seek approval of your fundraising materials: [pinkupyourtown@mcgrathfoundation.com.au](mailto:pinkupyourtown@mcgrathfoundation.com.au)

## Your Authority to Fundraise

Before fundraising on behalf of the McGrath Foundation, you must be granted an official Authority to Fundraise. To receive your authority, please register your Pink Up Your Town and await confirmation via email from McGrath Foundation before beginning any fundraising activities. The McGrath Foundation reserves the right to refuse or cancel an Authority to Fundraise at its discretion at any time if an event or activity does not align with our values, poses a risk, or breaches fundraising regulations.

## Remitting and receipting

The McGrath Foundation can only issue tax-deductible receipts for donations over \$2 that are made directly to the McGrath Foundation either via our fundraising platform or via a direct deposit from the individual donor or organisation.

- This means we cannot provide individual receipts to donors who have contributed to a lump sum that is later remitted to the McGrath Foundation.
- To ensure all donors receive a tax-deductible receipt, we strongly encourage using your Pink Up Your Town fundraising page. Donations made via your fundraising page will receive an automatic receipt at the time of donation.
- If you are collecting cash donations, we encourage you to direct each individual donor to donate to your fundraising page to receive a receipt each individual donation.



# Fundraising Guidelines

- If cash is collected and you are making a direct deposit to the McGrath Foundation or the cash is being deposited by the individual donor, please find remittance form and instructions [here](#).
- All funds should be remitted as soon as possible and no more than 7 days from the conclusion of your event.
- Each individual cash donation requires a separate deposit & a separate remittance form to be completed, to ensure the donor is issued a receipt directly.
- Funds collected from event ticket sales, raffle ticket sales and auction sales are not eligible for tax-deductible receipts. Please do not accept payments for these activities via your fundraising page. If you are collecting cash for these reasons, please deposit the funds via direct deposit to the McGrath Foundation within 7 days of the event and stipulate the source of the funds via email.

## Maximise your impact, minimise your costs

The McGrath Foundation is not responsible for any expenses incurred during your fundraising activities. If expenses are incurred, they should be lawful and proper and should be deducted before remitting the gross income raised to McGrath Foundation. To ensure your fundraising activities have the greatest impact, we recommend keeping expenses as low as possible.

## Protect your pink event

The McGrath Foundation accepts no responsibility for any accidents or incidents that occur during the organisation or running of the approved fundraising activity. If you are hosting an event in a public place, you may need public liability insurance. The McGrath Foundation does not provide public liability insurance for third-party fundraisers, you must arrange your own public liability insurance.

## Fundraise fair, fundraise right

As a fundraiser, you are responsible for ensuring your event complies with all local, state, and federal fundraising laws. Your fundraising activities should be ethical, legal and respectful.

## Privacy Policy and Terms and Conditions

If you have any questions about your fundraising, need any guidance or approvals, or require help remitting funds, please reach out to our team at: [pinkupyourtown@mcgrathfoundation.com.au](mailto:pinkupyourtown@mcgrathfoundation.com.au)

