



# National Shade Day Teacher's Resource Kit

Schools Shade Day  
7th September 2012





An electronic copy of the Teacher's Resource Kit can be downloaded from [www.melanoma.org.au/schools.html](http://www.melanoma.org.au/schools.html).

This material is has been developed by Melanoma Institute Australia and is provided to schools for educational purposes. © Melanoma Institute Australia 2012

## Thank YOU!

Thanks for your interest in being a part of National Shade Day 2012. This interactive kit will provide you with teaching resources to help raise awareness of melanoma and encourage students to stay safe in the sun.

In addition to the teaching resources provided, we would like you to encourage your students to:

1. Take up a personal challenge during the month of September in support of people living with advanced melanoma who face personal challenges every day.
2. Organise a fundraiser for Melanoma Institute Australia (see Get Involved! Student Kit).



## What is National Shade Day?

National Shade Day is the national awareness and fundraising day for Melanoma Institute Australia. The Schools Shade Day will be held on Friday 7<sup>th</sup> September 2012 and will kick off a month of activities to promote sun safety, raise awareness of melanoma, and to raise funds for much-needed melanoma research. We would love your school to get involved!

Not many people are aware that melanoma is a young person's cancer and that it is largely preventable. We want to encourage everyone to protect themselves from the sun's potentially harmful UV rays and get to know their skin. The amount of cumulative sun exposure in the first 15 years of life is linked to an increased likelihood of skin cancers as an adult, including melanoma. That's why sun protection and early detection is so important!

Although the Schools Shade Day is Friday 7<sup>th</sup> September, you are encouraged to use these resources at any time during the month of September, and beyond.

People living with advanced melanoma face personal challenges every day, such as dealing with whether or not their cancer is coming back. In addition to sun safety, the resources in the kit will also encourage students to think about these personal challenges.

## What is Melanoma Institute Australia?

Melanoma Institute Australia is a non-profit organisation dedicated to preventing and curing melanoma through innovative, world-class research, treatment and education programs. Melanoma Institute Australia relies on the generosity of the community to continue its ground-breaking work into this potentially devastating cancer.



## Resources

These resources are linked to syllabus outcomes and we hope you find them useful. There are interactive components in these resources, marked by ✨.

Lesson plan

Print out the following resources for your classes:

- Lesson 1: About Melanoma (pages 3–5)
- Lesson 2: Prevention (pages 6–8)
  - Poster 1: Protect Yourself From the Sun in Five Ways Poster
  - Video on ABCDE guidelines for melanoma detection:  
<http://youtu.be/CF7oNQaK0Ms>
- Lesson 3: What is Your Personal Challenge? (pages 8–12)
  - Poster 2: What is Your Personal Challenge? Poster
  - Poster 3: What is Your Personal Challenge? Poster To Complete
  - Poster 4: What is Your Personal Challenge? Pledge

The second half of the pack is the Get Involved! Student Kit. Please print this out and give to a student who would be keen to organise a fundraising event.

## Presentation

Would you like a speaker from Melanoma Institute Australia to give a talk at your school?

Our Community Co-ordinator and passionate melanoma survivor, Jay Allen, may be available to give a presentation to your students about his personal battle with melanoma and sun safety. Jay is also the main campaigner behind the successful sun bed ban in NSW and has a powerful story to share. For more information or to make a booking, please call us on 02 9911 7200.

## More information

If you would like more information about melanoma, or would like to know more about Melanoma Institute Australia, please visit [www.melanoma.org.au](http://www.melanoma.org.au) or call 02 9911 7200.



## About Melanoma

### Melanoma statistics

- Melanoma is the most deadly form of skin cancer. In fact, it's the most common cancer in young Aussies (aged 15–39 years old).
- Sadly over 1,200 people die from melanoma every year in Australia.
- Australia has the highest incidence of melanoma in the world, with over 11,000 new cases every year.



### What is melanoma?

- Like other cancers, melanomas are made of cells which multiply without the normal control of the body's regulating systems.
- Melanoma starts in the pigment cells (melanocytes) of the skin. These cells are the cause of freckles and moles on the skin and produce the brown colour of a suntan.
- Melanoma can occur anywhere on the skin, even on the soles of the feet. Melanocytes in the eye, nervous system and mucous membranes (eg. lining of the mouth and nasal passages) can also become cancerous, though this is rare.
- Melanoma grows quickly. If untreated, it may spread to the lower layer of the skin where cancer cells can escape and be carried to other parts of the body in blood or lymph vessels.

### Causes

- Although no-one knows exactly how melanoma develops, we do know that there is a link between ultraviolet (UV) light exposure (eg. through sunlight or sunbeds) and melanoma.
- Melanomas behave as they do because the genes in their cells have become damaged.
- A number of genetic factors are being investigated for their role in melanomas, including inherited genes and genetic defects acquired from environmental causes like UV radiation.
- Anyone can develop melanoma, but the risk is increased for people who have:
  - Fair Celtic skin that burns easily, freckles and doesn't tan easily
  - A history of repeated episodes of sunburn and blistering, especially in childhood and adolescence
  - Other close family members who have had melanoma
  - Certain types of moles



Early detection

- Melanoma that is detected and treated early has the best outcome.
- Self-examination of the skin is important for all Australians, especially those with known risk factors for melanoma.
- Get to know your skin by checking it regularly (every month). Photograph any moles that look suspicious; that way you can notice any changes that may be a melanoma.
- Get your skin checked by a professional (GP, skin cancer clinic or dermatologist) every year (or as often as suggested by your doctor).
- The ABCDE guidelines provide a very useful way to monitor your skin and detect the early signs of melanoma. It is important that you seek expert advice if you notice any of the following characteristics in your moles:
  - A is for ASYMMETRY: One-half of a mole does not match the other.
  - B is for BORDER: The edges are irregular, ragged, notched, or blurred.
  - C is for COLOUR: The colour is not the same all over, but may have differing shades of brown or black, sometimes with patches of red, white, or blue.
  - D is for DIAMETER: The mole is larger than 6 mm across (about the size of a pencil eraser) or is growing larger.
  - E is for EVOLVING. Changes in size, shape, colour, elevation or another trait (such as itching, bleeding or crusting).

★ Watch a video

Watch our video on the ABCDE guidelines at: <http://youtu.be/CF7oNQaK0Ms>

★ Quiz

What characteristics can you see in these melanomas? (Tick the relevant boxes)

|   | Asymmetry                | Borders                  | Colour                   | Diameter                 | Evolving                 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|  | <input type="checkbox"/> |
|  | <input type="checkbox"/> |
|  | <input type="checkbox"/> |



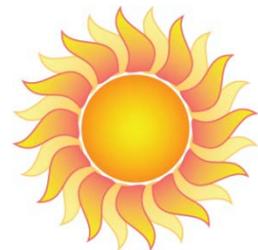
## Treatment

- Fortunately about 90% of people diagnosed with melanoma can have them simply removed with surgery. The remaining patients, however, need more extensive investigations and are at risk of developing metastatic melanoma (where melanoma spreads to other parts of the body like lymph nodes, the lungs or brain).
- Until recently, there were very few treatment options for people with metastatic melanoma.
- Research is underway at Melanoma Institute Australia to investigate what genes are involved in the development of melanoma.
- By understanding the role that genes play in the development of the disease, we hope to then develop customised treatment based on a patient's genetic profile. This targeted therapy will make treatment more effective for patients, ultimately prolonging life.
- Melanoma is a disease that can be highly preventable. Early detection can save lives!

### ★ Pop quiz!

List five ways that you can protect yourself from the sun:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_





# Prevention

The best way to prevent melanoma is to protect your skin from the sun and to avoid using sunbeds. Love your natural skin tone! Try to avoid exposure to the sun during the hottest part of the day and protect yourself from the sun in these five ways:

**PROTECT YOURSELF FROM THE SUN IN FIVE WAYS**

-  Seek shade, especially in the hottest part of the day
-  Wear sun-protective clothing that covers your back, shoulders, arms and legs
-  Wear a broad-brimmed hat
-  Apply a broad spectrum sunscreen with an SPF of at least 30+ every 2 hours and after swimming or exercise
-  Wear wrap-around sunglasses

★ Group discussion

How well do you protect yourself from the sun using these five methods?



# PROTECT YOURSELF FROM THE SUN IN FIVE WAYS



Seek shade, especially in the hottest part of the day



Wear sun-protective clothing that covers your back, shoulders, arms and legs



Wear a broad-brimmed hat



Apply a broad spectrum sunscreen with an SPF of at least 30+ every 2 hours and after swimming or exercise



Wear wrap-around sunglasses

## TAKE ACTION AGAINST MELANOMA FOR THE MONTH OF SEPTEMBER.

To donate or find out more go to  
[melanoma.org.au/nsd](http://melanoma.org.au/nsd) or call 1300 882 353





# WHAT IS **YOUR** PERSONAL CHALLENGE?

## ★ Your challenge

As part of National Shade Day—a national awareness campaign for Melanoma Institute Australia—we are asking you to make September the month where you commit to doing a challenge in support of people living with advanced melanoma who face personal challenges every day.

What do you find a challenge? What do you know, deep down, that you should do but don't do often enough (or ever!)?

Is it doing your assignments on time? Cooking dinner for your parents more often? Volunteering your time in your community? How about spending less time on Facebook and more time doing exercise? Or deciding not to get a tan this summer?

We are asking you to pick something that you find a challenge and commit to doing it for the month of September. People living with advanced melanoma don't have a choice about the challenges they face. Challenge yourself in support of people living with melanoma.

1. Brainstorm challenge ideas with your classmates and friends and then choose a challenge.
2. Complete the Personal Challenge Poster and see what your friends and classmates have chosen as their personal challenge.
3. Complete the Personal Challenge Pledge Card and have your teacher or parent sign it. This is a handy reminder of your commitment to your personal challenge.

*I'm going to ride  
around Australia*



People living with advanced  
melanoma face personal  
challenges every day.

*...I will not  
get a tan this  
summer*



**WHAT IS**

**YOUR**

*I'm going  
to climb  
mount  
Kilimanjaro*



*i'm going  
to cook  
dinner for  
the family  
one night  
a week*



**PERSONAL**

**CHALLENGE?**

**TAKE ACTION AGAINST MELANOMA  
FOR THE MONTH OF SEPTEMBER.**

Register your challenge at  
[www.melanoma.org.au/nsd](http://www.melanoma.org.au/nsd)

*We're going to  
trek the  
Annapurna Trail*



**SUPPORT MELANOMA RESEARCH AND**

**EDUCATION TO HELP FIND A CURE.**

People living with advanced melanoma face personal challenges every day.

**WHAT IS**

**YOUR**

**PERSONAL**

**CHALLENGE?**

**TAKE ACTION AGAINST MELANOMA FOR THE MONTH OF SEPTEMBER.**

Register your challenge at  
[www.melanoma.org.au/nsd](http://www.melanoma.org.au/nsd)

**SUPPORT MELANOMA RESEARCH AND**

**EDUCATION TO HELP FIND A CURE.**

# WHAT IS YOUR PERSONAL CHALLENGE?



i'm going to cook dinner for the family one night a week



## MY PERSONAL CHALLENGE PROMISE

I ..... pledge to commit to my personal challenge of

.....  
during the month of September in support of people living with advanced melanoma who face personal challenges every day.

.....  
Signature (yours)

.....  
(date)

.....  
Signature (parent/teacher)

.....  
(date)

**SUPPORT MELANOMA RESEARCH AND**

**EDUCATION TO HELP FIND A CURE.**



National Shade Day is an awareness and fundraising initiative of Melanoma Institute Australia.



# National Shade Day

## Get Involved!

### Student Kit

Melanoma is the most common cancer in young Aussies? I want to do something about it!



Schools Shade Day  
7th September 2012



## Thank YOU!

Thanks for your interest in being a part of National Shade Day 2012. This kit will provide you with everything you need to plan your fundraising event for National Shade Day and to help raise awareness of melanoma.

Have a read then grab your friends and fellow students, and start thinking of ways that you can create your own special event to raise awareness and funds for melanoma, the most serious form of skin cancer, during the month of September. We want you to have fun supporting us, so get your creative thinking caps on!

Included in this kit is information about:

- National Shade Day
- Melanoma Institute Australia
- Fundraising: Ideas to inspire you
- How to get started
- Registration form and fundraising terms of agreement
- Money matters



## What is National Shade Day?

National Shade Day is the national awareness and fundraising day for Melanoma Institute Australia and the Schools Shade Day will be held on Friday 7<sup>th</sup> September 2012. It kicks off a month of activities to promote sun safety, raise awareness of melanoma, and to raise funds for much-needed melanoma research. We would love your school to get involved!

People living with advanced melanoma face personal challenges every day, such as dealing with whether or not their cancer is coming back. By raising money for medical research, you will be giving hope to people who have to live with melanoma every day. You can hold your fundraiser on Friday 7<sup>th</sup> September or any time during the month of September.

## What is Melanoma Institute Australia?

Melanoma Institute Australia is a non-profit organisation dedicated to preventing and curing melanoma through innovative, world-class research, treatment and education programs. Melanoma Institute Australia relies on the generosity of people, like you, to continue its ground-breaking work into this potentially devastating cancer.

Find us...



For more information, visit [www.melanoma.org.au](http://www.melanoma.org.au) or contact [info@melanoma.org.au](mailto:info@melanoma.org.au).



## Fundraising: Ideas to inspire you

The great thing about fundraising is that you can have fun while doing something good! The most successful fundraisers come from people who come up with ideas based on what is already around them. So put your thinking caps on.

We can provide you with posters, information leaflets, logos, etc, and may also be able to provide you with a melanoma survivor to speak at your event. Give us a call on 02 9911 7200 if you want to discuss your ideas.

Here are some ideas to get you started:

- Do you play on a sports team? Hold a “Match for Melanoma” where everyone gives a gold coin donation to play and invite your friends to sell drinks or snacks at the match.
- Are you in a band? Play a gig!
- Hold a mufti day at school and ask everyone to pay a gold coin donation to dress casually. You could also hold a competition for the best hat!
- Are you artistically-minded? Hold an art exhibition at your school and auction off the artwork to parents and the local community.
- Ask your local cinema to see if they will hold a preview screening of a new release movie. Charge a few extra dollars per ticket and sell to families at your school. At the screening, you may also be able to sell chocolates, drinks or other snacks.
- Ask each family at your school to contribute to a school cookbook. Have them printed and sell the cook books to families, teachers and members of the community.
- Hold a guessing competition. Fill a jar of lollies and charge people \$3 per guess. The winner gets all the lollies!
- Hold a party or dance at your school. How about a masquerade ball or a themed party?
- Organise a night out at a bowling alley or an afternoon of barefoot bowls. Simply charge a few extra dollars on top of the price to hire the venue.
- Love to cook? Why not cook up a big batch of your favourite dish and sell it to your class mates for their lunch? Or hold a cake stall or BBQ at school.
- Host a trivia night at your school and get the parents involved.
- At your next school sports or swimming carnival, why not sell ice blocks, drinks or fruit?
- Love to perform? You’re not alone! Hold a talent competition at your school.
- Host a themed night and invite friends and family to participate. For example, hold an 80’s party!





## How do I get started with my fundraising?

1. Grab your mates  
Get some friends or classmates who are just as passionate as you are about making a difference for melanoma. Keep the main group of people (or “committee”) limited to 3–5 people so that you can plan your event effectively. You can always ask for extra help from friends later on.
2. Choose your fundraising event  
Look through the list of suggestions for inspiration and brainstorm. Narrow down your selection and choose a fundraising event that is best suited to your skills, interests, networks and resources.
3. Get an advocate  
Get an important advocate (eg. teacher, year advisor) to support you with your idea.
4. Set a date and get permission  
Choose a date for your event and seek permission from all the relevant people involved (eg. Your school principal, teachers, parents).
5. Plan your event  
There are lots of tasks that will need to be done in preparation for your event. Make a list of everything that needs to be done and start dividing up the tasks. Think about:
  - Resources available and needed
  - Budget – designate a “treasurer” to look after the money
  - Extra help needed
  - Advertising and promotions
6. Keep track of your finances  
If you are going to be spending money on your event, you need to prepare a budget first to plan out how much money you can afford to spend based on how much you expect to make back. For fundraising, you shouldn’t spend more than 30% of your expected income in costs.
7. Submit your Registration Form to Melanoma Institute Australia  
Once you have your fundraising event planned out, you need to submit the form on the next page. We’ll look over it and as soon as we have approved your application, you can start fundraising.
8. Consider online fundraising  
In addition to your fundraising event, you may also like to set up your own personal online fundraising page. That way you can email your friends and share your page on Facebook and Twitter. Go to [nationalshadeday2012.gofundraise.com.au](http://nationalshadeday2012.gofundraise.com.au) and create your page!



# Registration Form

## School details

School name: \_\_\_\_\_

School address: \_\_\_\_\_

Grade/Class: \_\_\_\_\_

## Student contact

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

## Teacher contact

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

## Fundraising event or activity

Title: \_\_\_\_\_

Date or timeframe: \_\_\_\_\_

Please describe your proposed fundraiser: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Location: \_\_\_\_\_

\_\_\_\_\_

Estimated donation: \_\_\_\_\_



**Declaration:**

We have read the Fundraising Terms of Agreement and agree to hold my fundraising event in accordance with these. I understand my obligation with regards to sending the proceeds raised to Melanoma Institute Australia by 31<sup>st</sup> October 2012.

I \_\_\_\_\_ (teacher) and \_\_\_\_\_ (student)  
of \_\_\_\_\_ (school name) agree to conduct my fundraising event in a manner which upholds Melanoma Institute Australia's integrity, professionalism and values. I agree to inform Melanoma Institute Australia if the details of my event deviate from what is written on this form and I understand that the Institute reserves the right to withdraw support from this event or activity at any time if it is deemed to have violated anything referred to in this document or in the Fundraising Terms of Agreement.

Teacher's signature: \_\_\_\_\_

Student's signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please return to the Marketing and Communications Co-ordinator:

Email: [fundraise@melanoma.org.au](mailto:fundraise@melanoma.org.au)

Fax: 02 9954 9290

Mail: National Shade Day  
Melanoma Institute Australia  
PO Box 1479  
Crows Nest NSW 1585



# Fundraising Terms of Agreement

## Introduction

Melanoma Institute Australia is grateful to the efforts of groups, individuals and organisations wishing to raise fund. Melanoma Institute Australia channels as much of its resources as possible into research, so does not have the resources to manage or monitor each fundraising activity. To ensure compliance with the various Fundraising Acts individuals or organisations wishing to fundraise on behalf of the Institute should follow the guidelines set out below to ensure accountability to the donating public.

## Authority to fundraise

Melanoma Institute Australia is legally required to approve and authorise all volunteer activity including fundraising. Once your activity has been approved, Melanoma Institute Australia will issue you with a letter of authority to fundraise which states your legal authority to fundraise on our behalf. Once authority to fundraise has been issued the individual or organisation has an obligation to adhere to the terms and conditions set out below.

## Responsibility of the fundraiser:

- The fundraiser will be run in the name of the person listed on the authorisation form and will be solely responsible for the activity.
- Melanoma Institute Australia bears no responsibility for the management or conduct of a fundraising event organised by a third party.
- It is the responsibility of the third parties to ensure they are compliant with the relevant legislative requirements, including obtaining the appropriate permits/licenses if necessary.
- Costs incurred by fundraising events or activities must, at all times, be held to a percentage of revenue which is generally acceptable within the fundraising sector (expenses should be less than 30% of the total proceeds).
- The party responsible for the fundraiser must ensure that employees, agents, volunteers, partners or contractors of the fundraising activity do not represent or hold themselves out as having the authority to act on behalf of Melanoma Institute Australia.
- It is most important that anyone wishing to raise funds for Melanoma Institute Australia clarifies the purpose of the appeal to those they are raising funds from.

## Registration/Licensing requirements:

As we cannot advise on your specific fundraising registration/licensing requirements, we recommend you take the time to read the information provided by the relevant government bodies. In each state there is a Charitable Fundraising Act or equivalent that fundraisers must adhere to. Other regulations you should be aware of relate to gaming, liquor licensing and the preparation of food. You may also need to contact your local council to find out if there are any permits you need to obtain. Legal requirements for any event held by a third party such as insurance are the responsibility of the third-party organiser.



For more information in your state or territory please contact:

| STATE | DEPARTMENT  | PHONE          | WEBSITE or EMAIL   |
|-------|---|----------------|--|
| NSW   | Dept of Gaming & Racing Office of Charities               | (02) 9995 0300 | <a href="http://www.dgr.nsw.gov.au">www.dgr.nsw.gov.au</a>           |
| VIC   | Dept of Justice Consumer and Business Affairs             | 1300 558 181   | <a href="http://www.consumer.vic.gov.au">www.consumer.vic.gov.au</a> |
| WA    | Dept of Fair Trading: Charitable Collections              | (08) 9282 0901 | <a href="mailto:charities@mft.wa.gov.au">charities@mft.wa.gov.au</a> |
| TAS   | Dept of Treasury and Finance: Tasmanian Gaming Commission | (03) 6233 3468 | <a href="mailto:gaming@tres.tas.gov.au">gaming@tres.tas.gov.au</a>   |
| QLD   | Dept of Treasury Office of Gaming and Racing              | 1800 064 848   | <a href="http://www.qogr.qld.gov.au">www.qogr.qld.gov.au</a>         |
| NT    | Dept of Industries and Business                           | (08) 8924 4280 |  |
| ACT   | Dept of Urban Services City Operations Branch             | (02) 62077139  | <a href="http://www.act.gov.au">www.act.gov.au</a>                   |
| SA    | Dept of Treasury & Finance Revenue Services               | (08) 822 69599 | <a href="http://www.pics.sa.gov.au">www.pics.sa.gov.au</a>           |

### Receipting and payment of funds

- As a fundraiser you are responsible for all financial aspects of the activity including record keeping, management of funds, issuing temporary receipts and depositing funds. You must ensure that you comply with the Charitable Fundraising Act and regulations in your state.
- If a third-party fundraiser accepts donations on behalf of Melanoma Institute Australia and the donors require a tax deductible receipt (as long as these comply with the legal obligations as a fundraiser), the Institute can provide individual receipts but must have a list of donor names, addresses, donation amount (generally kept on a temporary receipt). The Institute will send receipts directly to the individual donors once the funds and donor information has been received.
- Not all donations to the Institute may have tax deductibility. If the donor is receiving a benefit where the value of what they are receiving is worth less than 10% of what they are contributing can we provide tax deductibility - and then it is only for the difference between the item's value and their contribution.
- Monies raised must be remitted to the Institute by 31<sup>st</sup> October 2012 and include a financial summary.



### Use of name

If the fundraiser wishes to refer to or promote Melanoma Institute Australia, the organisation must be referred to as “Melanoma Institute Australia”. Suggested wording when referring to the relationship between the fundraising activity/event and Melanoma Institute Australia is:

- “Proudly supporting Melanoma Institute Australia through National Shade Day”
- “Funds raised are used to support Melanoma Institute Australia’s mission to prevent and find a cure for melanoma”
- “All net proceeds will go to Melanoma Institute Australia for melanoma research, treatment and education”
- “This is a volunteer run event raising money for Melanoma Institute Australia through National Shade Day”

### Use of logo

- The Melanoma Institute Australia supporter logo and National Shade Day logo is available upon request. Any placement of the logo must be approved by the Institute and all promotional material featuring the Institute logo should be sent to the Marketing and Communications Co-ordinator for approval prior to printing.
- Under no circumstances do we grant you authority to manufacture, sell or license the sale or manufacture of merchandise bearing the Melanoma Institute Australia logo or name.

### Media and other communications

Any communications produced by third-party fundraisers must specify:

- The intent/purpose of the fundraiser
- What percentage or amount of funds will go to Melanoma Institute Australia
- Where funds will be applied

Melanoma Institute Australia is happy to discuss any promotional ideas you may have for marketing material or media releases. Please note that fundraisers are responsible for generating their own publicity, however:

- Melanoma Institute Australia is able to provide information about the Institute and melanoma for the media.
- Clearance from Melanoma Institute Australia must be obtained before contacting any media and all printed material, including media releases, must be forwarded to Melanoma Institute Australia for approval prior to circulation.
- Please note that the fundraiser is not authorised to speak on behalf of the Institute, only about the fundraising activity.

Melanoma Institute Australia may also be able to provide you with a speaker for your event. At present, speakers are only available in the Sydney area and are subject to availability.



### **Sponsorship and product donation**

Sponsorship is a great way to boost your fundraising efforts. However it is possible that Melanoma Institute Australia has already made an approach to a corporate organisation for sponsorship. As such, if you wish to approach a corporate sponsor for cash sponsorship or product donation, please check with Melanoma Institute Australia first.

### **Cause-related marketing (CRM)**

Individuals or businesses can partner with Melanoma Institute Australia by donating a percentage/fixed amount from the sale of a selected item or product (eg. Item of clothing, book or food item) as part of their regular course of business. Please contact the Institute directly to discuss a Cause-Related Marketing Agreement.



## Money Matters

Once you've had a lot of fun organising and running your event, it is time to send in all the money you have raised! Always make sure money is counted by at least two people to ensure it's accurate.

Please ensure you send the money to us by 31<sup>st</sup> October 2012.

Your money can be paid in one of the following ways:

- Credit card online - Go to [www.melanoma.org.au](http://www.melanoma.org.au) and make an online donation for the full amount you have raised using a credit card. Make sure you make a note that it's for National Shade Day and list the name of your event.
- Credit card by post - Fill out the Payment Form and post to us OR call us on 02 9911 7200 and we will be happy to take your payment over the telephone. Remember to mention it's for National Shade Day and the name of your event! We accept the following credit cards: Visa, Mastercard, and AMEX.
- Cheque – Post us a cheque made payable to Melanoma Institute Australia together with the Payment Form.
- Direct deposit – You can transfer money directly into our ANZ bank account. However, it is VITAL that you send us a copy of your transaction receipt as otherwise we will not know who has given us the money! Send it with the Payment Form or email your receipt to [fundraise@melanoma.org.au](mailto:fundraise@melanoma.org.au).

Account name: Melanoma Institute Australia | BSB: 012-361 | Account No: 835633105

## Thank YOU!

Thank you so much for all your fundraising efforts! Every dollar raised will support our melanoma research and education programs. We are working towards a cure, so thank you for your part in making that happen!





# National Shade Day Payment Form

Please complete this form and return it to Melanoma Institute Australia along with your cheque payment or EFT (Electronic Funds Transfer) receipt slip by Wednesday 31 October 2012. Do not send cash in the mail. Fax to 02 9954 9290, email to [fundraise@melanoma.org.au](mailto:fundraise@melanoma.org.au) or mail to:

Melanoma Institute Australia  
PO Box 1479  
Crows Nest NSW 1585

## Contact details

Name: \_\_\_\_\_  
School: \_\_\_\_\_  
Address: \_\_\_\_\_  
Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment details

Total funds raised: \_\_\_\_\_  
Name of fundraiser: \_\_\_\_\_

### PAYMENT OPTION 1: Credit Card

Please debit my credit card: VISA       MASTERCARD       AMEX   
Card number: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
Card holder's name: \_\_\_\_\_ Expiry date: \_\_\_\_ / \_\_\_\_  
Signature: \_\_\_\_\_ Total amount to be debited: \$ \_\_\_\_\_

### PAYMENT OPTION 2: Bank cheque or money order

Cheque attached to the amount of \$ \_\_\_\_\_  
Please make all cheques (personal, bank cheque or money order) payable to Melanoma Institute Australia.

### PAYMENT OPTION 3: Bank deposit/EFT

I, \_\_\_\_\_ have deposited \$ \_\_\_\_\_ in the following account:  
Account name: Melanoma Institute Australia | BSB: 012-361 | Account No: 835633105  
Please staple bank deposit slip or EFT transaction receipt to this document.