



OVARIAN  
CANCER  
RESEARCH  
FOUNDATION

frocktober

Community Fundraiser  
INFORMATION PACK



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# Let's Frock up!

On behalf of the dedicated team at the Ovarian Cancer Research Foundation (OCRF), we would like to thank you for getting involved in Frocktober.

Your support of the important work that we do, including raising community awareness and vital research funds, will contribute to finding an effective early detection test and improving the prognosis for those diagnosed with ovarian cancer.





# What is Frocktober?

Founded in 2007, Frocktober continues to build momentum year on year, empowering people around Australia to Frock Up, Raise Funds and Frock Cancer.

Ovarian cancer is the most lethal of gynaecological cancers. Without an early detection test, it claims the life of one Australian every eight hours.

As one of the most prominent fundraising events on the OCRF calendar, Frocktober is your chance to get involved, joining the community of passionate people who proudly frock up throughout October and raise urgently-needed funds for innovative ovarian cancer research.



By funding research into early detection and improved treatment options, we can save and extend the lives of thousands of women and girls that currently face very low chances of survival.





# Why should I 'Frock Up'?

Frocktober empowers people of all backgrounds, lifestyles and fabulous fashion sense to support a common cause: ovarian cancer research.

It's a chance to connect with like-minded people, share personal stories, flaunt your fashion style and play a pivotal role in the journey towards an early detection test and improving survival rates for ovarian cancer.

Frocktober is an opportunity to:

- Celebrate your own style
- Appreciate the joy in life and make the most of it
- Contribute to an important cause affecting 1800 Australian women each year





# The power of your frock



Catherine Stephen  
@cstephen81



Jasmine Hunt  
@prettychuffed



Nicole Schultz  
@nikkikat77



Cindy-Lou Esler  
@cindyessler

By joining Frocktober, you're making a powerful contribution not only to the visibility of the disease, but also to the research funding pool.

## Awareness

Ovarian cancer remains a widely unknown disease, shrouded with misconceptions and stigma. By raising awareness during Frocktober, you can normalise conversation about ovaries and educate the people around you.

## Funding

The funds you raise during Frocktober have a direct impact on the volume and duration of research funding offered by the OCRF to researchers around Australia & New Zealand. The more you raise, the more research we can fund and the closer we get to life-saving breakthroughs.





# A short history of Frocktober

In 2007, ten friends were sitting around a table in a 24-hour diner in Geelong. Their backgrounds spanned business, architecture, health, education and design, but they shared one common concern: how they could encourage more people to get involved in a cause that impacts every woman, everywhere—ovarian cancer awareness and research.

Their solution was a quirky fundraiser that would empower women to rethink something they used everyday – their wardrobe – and transform it into something special. That's how Frocktober was born. The themes this wonderful group imagined would drive interest and participation – creativity, flexibility and diversity – still underpin the campaign to this day.





### Creativity

Rather than spending money on new outfits, Frocktober encourages women to donate that money to the cause and instead get creative with their dresses—sewing their own garments, up cycling older pieces, or swapping with friends to rise up to the challenge.

### Flexibility

Participants are encouraged to wear a frock to get involved - but if a frock isn't your thing, you are encouraged to wear something loud and bright to show your support. As long as it sparks conversation, it's okay by us!

There are no restrictions on how you join in. Whether you want to dress up every day for the whole month of October, hold a one off event, or wear the same dress styled differently each day, the choice is yours.

### Diversity

Ovarian cancer does not discriminate. Frocktober places diversity in the spotlight, embracing and celebrating shape, size, colour and style.







# Holding an event

In addition to your dress-wearing, going the extra mile to organise a special event or fundraiser might make the month even more special for you and your supporters. We've done some of the hard work for you and have some ready-made event hosting kits available on our online store.

To get the cogs turning, we have come up with a few examples that have worked well in the past.

## Frockstravaganza

Whether it's in the workplace or with your friends, holding a Frockstravagnza is a great way to raise awareness and funds. Host a Frock themed event – cocktail, thrifted, throwback or whatever tickles your fancy – and have fun with it.

If you're in the office, host a Frock Friday and encourage your colleagues to Frock Up and make a donation to the OCRF. Turn up the heat and add some competition by including a fashion parade for the best dressed 'Office Frocking Legend'.



## Frocktober Maker's Circle

Grab your besties and host an online Frocktober Maker's Circle. Create a dress from scratch, upcycle and give a vintage find a new lease on life, or create an accessory to wear with your current favourite. Find a project and create together throughout Frocktober, then auction your creations online or sell on Etsy.





### Frocktails & Canapes

For an event with a little bit of glamour, grab a handful of friends, dress up in your best cocktail frock and organise a dinner party. A small table at your favourite restaurant, or host cocktails and canapes at home; either way, a small catered event can be a great way to raise some funds.

If your friends are interstate, have Friday night cocktails via Zoom instead. Share your favourite cocktail recipes in advance, or ask your mixologist-bestie to join you online and have cocktail making lessons. Frock up and enjoy!

### Hold a Frock sale

Do you have a bunch of spare frocks in your wardrobe that you'd like to rehome? Are your friends' wardrobes overflowing with beautiful clothes? Why not hold a Frock sale and invite your network to sell their preloved pieces to raise funds for ovarian cancer research? You could host it at work, at home, at a local hall or join an existing market in your area as a stallholder. Not only will you raise funds, you'll contribute to an amazing movement of circular and recycled fashion that's great for our environment.





# Pre-Frocktober preparations

## Get a team together

Everything is better in groups, so gather your tribe and create your Frocktober team. You can all work towards a group fundraising goal, brainstorm events, and then get organising, giving every team member a job.

## Create your fundraising profile

The OCRF have created our very own Frocktober fundraising hub where all donations can be collected. It allows you to create a profile and/or team, add information about your Frocktober journey, and set a fundraising goal that your supporters can follow. Visit [www.frocktober.org.au](http://www.frocktober.org.au) to register.

## Collect your frocks

If you're jumping in head first, then it's time to curate your 31 frocks for the 31 days of Frocktober. Think about borrowing, buying second hand, dusting off the old sewing machine or swapping with friends to supplement your own wardrobe.

Remember that any frock fits the bill, from a costume to a ball gown, so get creative!

## Plan your social media

Think ahead of time about how you are going to post on social media. You might want to consider taking some spare photos to use throughout October and prepare some of your captions and facts in advance.

While you're at it, include the link to your Frocktober fundraising page in your Instagram profile.

These small actions can have a big impact on your campaign success.





# Planning your fundraiser

To give your fundraiser the best chance of success, we have collated a few points to consider in the planning stages of your event.

## What

Think about the type of fundraiser you want to hold and what you will need to organise for the event. It should be a fun event for both you and your guests, whether it be an intimate lunch with friends or a large scale movie night.



## When

Be aware of any public holidays or key community dates which could clash with your event. Schedule your fundraiser in advance to give yourself enough time to adequately prepare, and your guests enough notice to attend.

## Where

Venues often have discount rates for charity functions, so don't be afraid to mention the cause. Choose a location that can hold your guests comfortably, and which is easily accessible with parking and public transport.

## Who's on your list

Your guest list should be tailored to the type of event you are hosting. Will any businesses be sponsoring the evening? Be sure to curate the event's proceedings around the cause, including introducing your guests to the OCRF and why you are fundraising. Enlist the help of family and friends if you need extra support planning your event.





# Posting on social media

Posting a photo is one of the most effective ways to get people you know involved with your Frocktober efforts. Are you going to stick to smart phone selfies? Perhaps you have a budding photographer partner who would be willing to be a part of your campaign. Whether it's at home in front of the mirror everyday, or in the office next to all your frocked up co-workers, keep it consistent to help people follow your Frocktober journey.

Accompany your images with a brief caption covering the important cause you are supporting. People will be interested in Frocktober, what you are doing, and the work of the OCRF.

To help you develop your social media captions, you can download our social post templates from the resources section of the Frocktober site to fill in any gaps in your own content.

Here you will also find our Frocktober fact sheet that you may want to reference throughout the campaign to remind your supporters of why their gift is so crucial.

Choose a platform that you like using, whether it be Instagram, Facebook, Twitter, Pinterest or even your own blog. Make sure you include the link to your donation page and the tags.



The OCRF has a wide range of ambassadors who may be able to attend your event. We have celebrity ambassadors, researchers and most importantly, passionate survivors willing to tell their stories.

Having an OCRF ambassador speak at your event can be a great marketing tool as well as inspiring your supporters to give more on the day.





# Authorising your event

This will grant you access to our branding for use in your communications and promotions, as well as the opportunity to partner with our researchers and brand ambassadors.

All that you have to do is seek approval from the OCRF by reading our Fundraising Guidelines and filling out an Authorisation to Fundraise form. Assuming that your event abides by the OCRF's brand values and fundraising guidelines, and it does not pose a high risk, you will receive a letter confirming your Authorisation to Fundraise.



We can grant you access to our branding for use in your communications and promotions, as well as the opportunity to partner with our researchers and brand ambassadors.

Contact us via [community@ocrf.com.au](mailto:community@ocrf.com.au) if you'd like to seek authorisation for your event and access to our brand logos to use in promotional activities.





# Promoting your event

## Social media

Promote an event, invite your family and friends, and encourage them to share it with their own networks. Information can spread quickly on Facebook, and you can easily track the progress of your campaign with popular hashtags on Twitter and Instagram. Don't forget to let the OCRF team know. We can support you via our social media channels.

Please contact us on [community@ocrf.com.au](mailto:community@ocrf.com.au)

## PR opportunities

There is no reason why you can't seek out more traditional means of promotion as well. Local magazines and news crews are often willing to give some publicity to charity events, especially if you have a personal story to tell.

Write a press release outlining the key messages and send it out to your network at least a month in advance, and another follow up document detailing the success of the event when it is complete.



The OCRF has a wide range of ambassadors who may be able to attend your event. We have celebrity ambassadors, researchers and most importantly, passionate survivors willing to tell their stories.

Having an OCRF ambassador speak at your event can be a great marketing tool as well as inspiring your supporters to give more on the day.



# Guidelines to consider

## Insurance

The OCRF is unable to provide insurance to cover third party community fundraising activities. You may want to consider public liability, venue, or other forms of insurance depending on the location and scale of your event. A local broker will be able to discuss your needs and make the necessary arrangements.

## Health and safety

Even for small scale events, safety is a top priority. Have a first aid box on hand, as well as someone who knows the correct procedures. St John's Ambulance can provide support if necessary. For larger scale events, include a safety debrief with helpers covering topics such as emergency procedures, responsibly handling electrical equipment, and food hygiene.

## Permits, licences & approvals

Laws and regulations relevant to fundraising events vary between states and territories. It is your responsibility as the Authorised Fundraiser to ensure that your event abides by these laws, and that you have obtained the appropriate permits. Raffles and competitions may require a permit when the prize pool exceeds a certain amount.

Special consideration should also be taken when fundraising in public spaces. You may be required to obtain a permit from the council, and approval from local authorities such as schools or the police. When collecting money from people you do not know personally, you may be required to wear an identification badge which includes your name, the registered charity (in this case, the OCRF), and where the money will be going.

To find out more about the regulations specific to your state or territory, you can contact the relevant local authority. See the following page for details.



# Local authorities

## Australian Capital Territory

Fundraising Authority: L19000261  
ACT Gambling and Racing  
Commission  
PO Box 214, Civic Square ACT 2608  
(02) 6207 0361  
[www.gamblingandracing.act.gov.au](http://www.gamblingandracing.act.gov.au)

## South Australia

Fundraising Authority: CCP727  
Office of the Liquor and Gambling  
Commissioner, Lottery Licensing  
GPO Box 1719 Adelaide SA 5001  
131 882  
[lottery@saugov.sa.gov.au](mailto:lottery@saugov.sa.gov.au)  
[www.cbs.sa.gov.au](http://www.cbs.sa.gov.au)

## New South Wales

Fundraising Authority: CFN 13759  
Office of Charities Department of  
Gaming and Racing Office of  
Charities  
GPO Box 7060, Sydney NSW 2001  
(02) 9995 0300  
[www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)

## Tasmania

Fundraising Authority: F1A-12  
Liquor and Gaming Branch  
representing the Tasmanian Gaming  
Commission  
GPO Box 1374, Hobart TAS 7001  
(03) 6233 2475  
[gaming@treasury.tas.gov.au](mailto:gaming@treasury.tas.gov.au)  
[www.gaming.tas.gov.au](http://www.gaming.tas.gov.au)

## Northern Territory

Racing, Gaming & Licensing Division  
of NT Treasury  
PO Box 1154, Darwin NT 0801  
(08) 8999 1800  
[agd.licensingnt@nt.gov.au](mailto:agd.licensingnt@nt.gov.au)  
[www.nt.gov.au/industry/gambling](http://www.nt.gov.au/industry/gambling)

## Victoria

Fundraising Authority: 10429  
Victorian Commission for Gambling  
Regulation, Minor Gaming Unit  
PO Box 1988, Melbourne VIC 3001  
(03) 9651 3630  
[minor.gaming@vcgr.vic.gov.au](mailto:minor.gaming@vcgr.vic.gov.au)  
[www.vcgr.vic.gov.au](http://www.vcgr.vic.gov.au)

## Queensland

Fundraising Authority: CH1204  
Queensland Office of Gaming  
Regulation  
Locked Bag 180, City East Brisbane  
QLD 4002  
(07) 3872 0999  
Toll free number (QLD) 1800 064 848  
[www.business.qld.gov.au/industries](http://www.business.qld.gov.au/industries)

## Western Australia

Fundraising Authority: 20100  
Gaming and Wagering Commission  
PO Box 6119, East Perth WA 6892  
(08) 9425 1888  
[rgl@rgl.wa.gov.au](mailto:rgl@rgl.wa.gov.au)  
[www.rgl.wa.gov.au](http://www.rgl.wa.gov.au)  
[www.business.qld.gov.au/industries](http://www.business.qld.gov.au/industries)





# Post-event wrap up

## Finalising your fundraiser

You can breathe a big sigh of relief and pat yourself on the back—your event was a hit!

Don't forget to get in touch with the OCRF via [community@ocrf.com.au](mailto:community@ocrf.com.au) or contact a member of the team on 1300 682 742 and share the good news. Start sorting your receipts, because we will be guiding you through the important paperwork and collecting the funds raised.

Your event would not have been possible without all of those people that helped you along the way. Be sure to let your sponsors, donors and attendees know that you appreciate their support.

## Share your photos

Share photos from your event on social media to show everyone how things went and more importantly, to take the opportunity to let everyone know how much you raised for ovarian cancer research.

We would love to see your photos, too! Tag us on social media or send photos through to us via email so we can share in all the fun flashbacks from your Frockstravaganza.







# Depositing your funds

Transfer any funds raised directly to the OCRF and be sure to email [community@ocrf.com.au](mailto:community@ocrf.com.au) with an explanation of the funds raised, as well as any details of receipts you require. We can also add funds raised offline to your online fundraising page.

## By card

Call 1300 682 742 to pay the funds via your credit or debit card over the phone.

## By bank transfer

Complete payment to the OCRF bank account within 14 days of your event.

Bank account details:

Name of Account: OCRF Donations

BSB: 083 004

Account Number: 490 875 036

Reference: [YourName] Frocktober

## By cheque

Make your cheque payable to the Ovarian Cancer Research Foundation, and post to the OCRF within 14 days of your event.

2/59 Keele Street, Collingwood, VIC, 3066

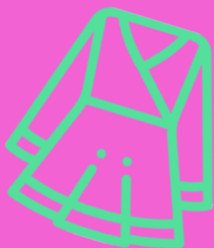




# Thank you for your support

Thank you for choosing to support the OCRF through your participation in Frocktober. Your time, effort and fundraising will help us to support ongoing research into finding an early detection test and improved treatments for ovarian cancer. It takes passionate people such as yourself to fight for this cause, so thank you.

We wish you the best of luck on your Frocktober journey.



## Contact us

Ovarian Cancer Research Foundation Ltd  
2/59 Keele St, Collingwood, VIC, 3066  
1300 OVARIAN (1300 682 742)

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ACN: 130 949 834

[ocrf.com.au](http://ocrf.com.au) & [frocktober.org.au](http://frocktober.org.au)

Facebook: @OCRFAustralia

Instagram: @ocrf

Twitter: @ocrfaustralia