

Fundraising Toolkit for Kids Helpline



Contents

You're making a difference	3
How to get started	4
Fundraising ideas	5
Tips for a successful fundraiser	6
Terms and conditions	7
Forms:	9
• Application to fundraise for yourtown	9
• Fundraising summary	10
• Donors who need a receipt	11

You're making a difference!

Thanks for your interest in raising funds for **yourtown**. Fundraising is a fantastic way to help create brighter futures for children and young people across Australia.

Funds raised will support Kids Helpline*,

Australia's only free, private and confidential 24/7 phone and online counselling service for young people aged 5 to 25. Kids Helpline plays a critical role in protecting children and young people - we save young lives and work to prevent the hurt from happening in the first place. Every 90 seconds a young person contacts Kids Helpline about anything - including when they're feeling unsafe, are being abused, or feel like hurting themselves and others.

This toolkit is a great resource as you organise your fundraising initiative. It contains everything you need to know including how to get started, ideas for organising a successful fundraising event and important requirements.

We highly recommend that you create your own campaign page on the Everyday Hero website at nfp.everydayhero.com/au/kids-helpline

It's so easy to set up and process donations. People donate via your supporter page so you don't have to handle or bank any money, plus your donors receive a receipt and **yourtown** is automatically notified about what you've raised. This means you can focus on the fun stuff!

Accepting cash donations is fine too - there's just a bit more for you to do. You'll need to keep the funds secure until you can bank them. We also need you to send us the **Fundraising summary** (it's at the back of the toolkit) at the end of your fundraiser so we can identify the funds you bank and send receipts to your donors.

* Kids Helpline is a service of **yourtown**.



How to get started

The following is a step-by-step guide on how to get started.

Your fundraising idea

Read through this toolkit to get an idea of what is involved. Decide what type of fundraising initiative you'd like to organise (check out our **Fundraising ideas**).

Terms and conditions

Read the **Terms and conditions** to see what your fundraising activity requires. Does it require permits or insurances? Does it meet legal obligations?

Register to fundraise

Complete the **Application to fundraise for yourtown** at the back of this toolkit. Mail or email the application to the **yourtown** Fundraising Team. We'll email you an approval to fundraise and a Fundraising ID to quote whenever you contact us or bank funds.

Start fundraising

Plan and run your amazing fundraising initiative. Refer to this toolkit for lots of useful information about how to promote and run your initiative. You can also check out **yourtown.com.au/fundraising-and-events** or contact **yourtown's** Fundraising Team.

We highly recommend you create your own Everyday Hero Page and encourage people to donate through your supporter page. That way you don't have to handle or bank money, or issue receipts – it's all done for you!

After you've finished fundraising

Within 14 days, you are required to:

- Bank all funds received and include your Fundraising ID in the transaction reference. If you do accept cash donations, please refer to your Authority to Fundraise email which includes bank account details for depositing funds.
- Mail or email the **Fundraising summary** and **Donors who need a receipt** form to **yourtown's** Fundraising Team and we'll send receipts to your donors.

We'd also love some feedback on how you went and any suggestions on how we can improve this toolkit.

We're so grateful for whatever you raise because all monies go to creating brighter futures for children and young people. We'll also email you a certificate of thanks for your wonderful efforts.

Contact details for the Fundraising Team at yourtown:

Email: fundraising@yourtown.com.au

Mail: **yourtown** Fundraising Team
GPO Box 2469, Brisbane QLD 4001

Phone: 07 3867 1233

Fundraising ideas

Remember – keep it simple! Choose an idea that suits your resources and experience. We've listed the ideas in terms of roughly how much time and effort is required to organise them.

Just ask

It seems so obvious, but sometimes that's the simplest and most effective method. Create an Everyday Hero fundraising page. Explain to people what you're raising funds for and give them a link to the online donation form. Simple!

Gold coin donations

- Mufti/free dress or crazy hair days

Offer a service

- Christmas gift wrapping or car wash

Food-related

- Sausage sizzle, pancake breakfast, cupcake sale, dinner party or morning tea
- You've got to be careful with food hygiene and safety rules with these activities

Get sponsored to do a challenge or dare

- Walkathon, fun run, colour run, zombie fun run, reading challenge, spellathon, duct tape your Principal to a wall, jail and bail your Principal or go without something (eg. devices, chocolate)

Host a charity event or raffle

- Christmas carols, charity concert, trivia night, talent show, movie night, karaoke night, fashion show, murder mystery, games night, storm the fort, sport competition, rubber duck race or a scavenger hunt
- Challenges and events can be a great way of raising funds, but they tend to take a lot of planning and effort. Think carefully before you take one on - will you have enough time and resources? If you're not sure, it might be worth choosing an easier idea



Tips for a successful fundraiser

The early stuff

It's important to register your fundraising initiative with **yourtown** and receive all approvals before you get started. Research whether your fundraising activity requires any type of permits, licences or insurances – remember to check the Commonwealth, State and Territory legislation and local government regulations.

It's worth researching other individuals, community clubs or organisations that have hosted similar events and see how they turned out. You may find ideas to improve or enhance your event or you might see things you've missed.

A plan

Create a thorough plan of how you propose to approach your fundraising initiative. Having a plan means your fundraiser is more likely to run smoothly and effectively. The plan should address what your fundraising targets are, the costs, what needs to be done, if you require help and promotional materials needed.

Make a checklist/to do list.

Is this profitable?

The hardest part of any fundraising activity is making sure it makes a profit. Calculate a budget. How much will it cost to host the fundraiser? Will it make enough profit to make the effort worthwhile?

Set your goals

Set yourself goals. How much do you want to realistically raise? What are your time frames and what assistance will you need to get there?

Fundraising tools

Fundraising online is the easiest way to collect donations and can be done via the Kids Helpline Everyday Hero page nfp.everydayhero.com/au/kids-helpline

One idea might be to start off with making an online donation from yourself or a friend to your Everyday Hero page with a starting amount of \$20 - \$50 to set a precedent for other donors. If you do wish to conduct other fundraising activities offline, please read the **Terms and conditions** included in this toolkit.

Raising your funds

Let people know about your fundraising event. Send an email to your colleagues, friends and family with the link to your Everyday Hero fundraising page. Include a captivating piece on your initiative and where the funds raised will go and ask them to spread the word. If you have a personal story or connection to Kids Helpline, this is a great place to share it. You could post regular messages through social media (eg. Facebook, Twitter, Instagram) as well as putting up posters, handing out flyers etc.

Support

Depending on what type of fundraising initiative you're planning, local businesses may like to get involved so it doesn't hurt to ask and see if they will donate items you may need to make your initiative a success.

- 
- Work out a budget
 - Set my goals
 - Advertise my event
 - Go for it!

Terms and conditions

Please read these terms and conditions. As the organiser of a fundraising activity you have certain responsibilities which we've outlined below.

Approval to fundraise

Before you start fundraising, you'll need to submit the **Application to fundraise for yourtown** to our Fundraising Team for approval.

yourtown reserves the right to withdraw approval to fundraise should the fundraising activity become high risk or a conflict of interest. If this was to occur, all fundraising and promotion must cease immediately and all monies raised must be returned to **yourtown** within 14 days.

Laws and regulations

You are responsible for ensuring that your fundraising activity complies with relevant laws and regulations, including organising any permits, licences, insurance or authorities to fundraise where necessary, particularly for raffles and competitions. Information on fundraising requirements can be found online through the Australian Taxation Office (ATO).

Insurance (eg. Public Liability)

You are responsible for ensuring the safety of your fundraising activity. **yourtown's** insurance policy does not cover activities conducted by outside organisations, groups or individuals. Please organise appropriate insurance cover. If it will be taking place in a public area, remember to check with local authorities and obtain any required permits.

Financial

You are responsible for ensuring the fundraising activity is profitable (that the money raised is higher than the costs incurred). The financial aspects of the activity – record keeping,

promotion, supplies – need to be in your name and is your sole responsibility.

Banking funds

All monies raised must be forwarded to **yourtown** within 14 days after the event. If you only receive donations via an Everyday Hero page, then this happens automatically. You can bank cash donations into **yourtown's** account:

Bank: Westpac
Account Name: **yourtown** Gift Fund Account
BSB: 034 001
Account No: 348 848
Reference: Quote your Fundraising ID

Any cheques should be made out to **yourtown** and mailed to **yourtown** Fundraising Team, GPO Box 2469, Brisbane QLD 4001 (include your Fundraising ID so we know which fundraising activity it relates to).



Terms and conditions - Con't

Donation receipts

If any of your donors require a receipt, please record their details on the **Donors who need a receipt** form included in this toolkit, then post or email it to us at the end of your fundraising activity. We will send receipts directly to each donor. Donations of \$2 or more are tax deductible, except where goods or services are received in return for payments (eg. auction prize, event ticket, sale of baked goods). Also note that donations made online through Everyday Hero are receipted electronically by them, so you don't need to include these donors.

Please note, unfortunately we can't provide cash tins or receipt books for fundraising activities.

Also, as much as we'd love to provide more assistance with running your fundraising activity, due to limited resources we're unable to take on a coordination role, such as soliciting prizes, organising publicity or celebrities, assisting with ticket sales or providing goods and services.

Promotion

Please email any promotional designs to **fundraising@yourtown.com.au** so we can check and approve before you use them.



Application to fundraise for yourtown

Once you've read the toolkit, please return this application form to the **yourtown** Fundraising Team, GPO Box 2469, Brisbane QLD 4001 or scan and email to: fundraising@yourtown.com.au

Your details:

Contact name	<input type="text"/>		
Name of organisation	<input type="text"/> <small>(if applicable)</small>		
Address	<input type="text"/>		
	<input type="text"/> <small>Suburb</small>	<input type="text"/> <small>State</small>	<input type="text"/> <small>Postcode</small>
Phone	<input type="text"/> <small>Mobile</small>	<input type="text"/> <small>Other</small>	
Email	<input type="text"/>		

About your fundraising activity:

Name of the activity	<input type="text"/>		
Description of the activity	<input type="text"/>		
Start and finish dates	<input type="text"/> <small>Start date</small>	<input type="text"/> <small>Finish date</small>	
Method of fundraising	<input type="checkbox"/> Donations	<input type="checkbox"/> Sale of products	<input type="checkbox"/> Tickets <input type="checkbox"/> Other

Agreement:

By signing below you hereby agree to the **Terms and conditions** within this toolkit.

Signed by or on behalf of the Fundraiser:

(Parent or guardian to sign if the Fundraiser is under 18 years of age)

Name:	<input type="text"/>		
Signature:	<input type="text"/>	Date:	<input type="text"/>

Fundraising summary

Thanks for fundraising for **yourtown's** Kids Helpline. You're awesome!

So, how did your fundraising activity go?

Within 14 days after your fundraising activity, please complete and return this Fundraising Summary and the **Donors who need a receipt** form to:

yourtown Fundraising Team
GPO Box 2469, Brisbane QLD 4001

or scan and email to: fundraising@yourtown.com.au

Name of fundraising activity:	<input type="text"/>
Fundraising ID:	<input type="text"/>
Total income raised:	<input type="text"/>
Any costs deducted:	<input type="text"/>
Net income raised:	<input type="text"/>

(Please include a copy of your receipts)

Signature:	<input type="text"/>	Date:	<input type="text"/>
------------	----------------------	-------	----------------------

