

The ultimate fundraising kit



YOUR GUIDE TO HAVING FUN AND CREATING BETTER LIVES FOR CHILDREN

HELP CREATE POSITIVE CHANGE FOR CHILDREN

Everyone has a goal to get fit, an ambition to host an event or a dream to embark on an adventure of a lifetime. But sometimes you just need the motivation to get started, and this is where we can help.

When you fundraise for Save the Children, you can achieve your goal while you have fun and raise money to help provide protection, healthcare and education for children overseas and at home. A win-win for everyone.

So boil the kettle for a cuppa, settle into the couch and read on for all the information you'll need to get started.



Book sale volunteers take a break for a cup of tea. Photo: Save the Children.

contents

WHY - P. 3

THE IMPACT YOU MAKE

HOW - P. 11

ALL THE INFO YOU NEED
TO CHANGE LIVES

WHO - P. 5

MEET OTHER AMAZING
PEOPLE LIKE YOU

APPENDIX - P. 15

TERMS AND CONDITIONS
AND FEEDBACK FORM

KADIJA GETS A SECOND CHANCE

When Kadija's* mother brought her to a Save the Children-supported nutrition clinic, she was suffering from vomiting and diarrhoea and was refusing to eat. She was malnourished and in urgent need of help.

"When I got here [the nutrition clinic], I had lost all hope of her surviving... I was scared. Her intermittent breathing got me thinking that she might die," Kadija's mother, Farida*, says.



One-year-old Kadija and her mother at the Save the Children-supported facility providing nutrition services in northern Nigeria. Photo: Lucia Zoro/Save the Children.

"I lost my other child... she just fell sick in one day and died before the next daybreak. When Kadija got sick I felt a déjà vu. Like I might lose her too."

Our health workers provided Kadija with life-saving treatment and specialised feeding.

"Now Kadija is different to hold. There is a great change! Now I can play with her. She plays with me and the children around her. She has stopped crying all the time. She even reaches for food," Farida says happily.

More children like Kadija need our help

In 2012, 6.6 million children under the age of five died from easily preventable causes like diarrhoea and malaria. Your fundraising efforts could help children access the support and healthcare they need to survive.

*Names have been changed.

HOW YOUR MONEY HELPS:

\$50 COULD PROVIDE A COURSE OF EMERGENCY FOOD TO SAVE THE LIFE OF A SEVERELY MALNOURISHED CHILD LIKE KADIJA.

A NEW START FOR TIM

Like many young people in the criminal justice system, 17-year-old Tim* had a very unsettled childhood.

His parents were absent and his older siblings were in and out of prison. Tim had also been sentenced to detention on five different occasions over a two-year period.

When Tim was in the Ashley Youth Detention Centre, he started working with our Transition from Ashley Youth Worker, Julz. Over a three month period, Julz helped Tim to prepare for his release and develop goals around education, work and life.

When asked about the Transition from Ashley program, Tim said: "this is the most support I have ever had from anyone in my whole life. Julz helps me with anything that he can and it's really made a difference to my life. The program is wicked and I really, really appreciate it."

With Julz's support, Tim stopped his drug habit and returned to formal education for the first time in many years to complete Years 11 and 12.

*Name has been changed.

HOW YOUR MONEY HELPS:
\$52.1 COULD PROVIDE ONE MONTH OF MENTORING TO A YOUNG PERSON WHO HAS RECENTLY BEEN RELEASED FROM DETENTION.

More young people in Australia need our help

Nearly 12 per cent of Australian children live below the poverty line. This means many children need help to access education, healthcare and protection services.

Your fundraising efforts could help children access the support and services they need to succeed in life.



Young people's lives are turned around through our Transition from Ashley Youth Detention Centre program. Photo: Save the Children.

OTHER AMAZING PEOPLE LIKE YOU

Meet some incredible people who have gone before you. Their efforts have not only spread the word about our work and raised vital funds to support children and their families, they've also achieved a personal goal for themselves.

HOW YOUR MONEY HELPS
\$222 COULD TRAIN TWO
HEALTH WORKERS ON CLEAN
AND SAFE DELIVERIES AND
NEWBORN CARE IN ETHIOPIA.



Phil (left) and his friend Anthony rode postie bikes 8,000km around Australia. Photo: Save the Children.

MEET PHIL AND ANTHONY: THE BEARDED POSTIES

Long-time friends Phil and Anthony grew beards and rode postie bikes 8,000kms around Australia to raise money for Save the Children. Their incredible journey took 35 days and raised more than \$3,000.

"We both wanted to do a big ride but wanted to have a purpose," Phil says.

"It's cliché, but children really are the future. I've been touched by Save the Children's great work internationally, but they do amazing work in Australia too – like helping families recover after the Queensland floods earlier this year."



Phil (left) and Anthony. Photo: Save the Children.

CAM AND HIS COLLEAGUES TAKE THE PLUNGE



Cam and his team told their friends and family they would jump out of a plane if they donated to Save the Children Australia. Photo: Save the Children.

Cam McPherson and his team from Save the Children Australia decided they needed to walk the talk and sign up for a fundraising event. To Cam's dismay, his team suggested jumping out of a plane. Luckily Cam survived and the team raised a whopping \$7,700.

"The team and I were incredibly happy with how much we raised for Save the Children," Cam says.

"There were a few moments of trepidation before the sky dive but the experience was thrilling and all for a good cause.

"It was also a great team building experience for us and a chance to see a different side of each other."

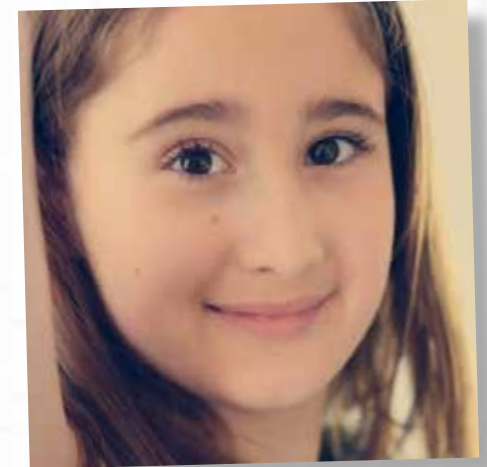
CHARDONNAY DANCES UP A STORM

Chardonnay Woodleigh hit the dance floor for five consecutive hours to raise money for Save the Children Australia. The enthusiastic nine-year-old filled the hours with a range of jazz, tap, contemporary and hip hop routines and raised \$930 all while doing something she loved.

"I wanted to do something to help," she says.

"One thing that made me want to do this is because we learnt at school they hardly have anything. I feel bad that they get dirty water and have to walk miles and take hours to get to school.

"I don't like how they don't get food and don't have clean water and they can get really sick."



Chardonnay danced for five hours straight to raise money for Save the Children.

HOW YOUR MONEY HELPS:
\$500 COULD VACCINATE 25 CHILDREN IN SIERRA LEONE AGAINST FIVE DEADLY DISEASES, ENSURING THEY CAN FIGHT OFF ILLNESSES THAT KILL THOUSANDS OF CHILDREN IN THEIR COUNTRY EVERY YEAR.

THE BIG BOOK SALE

Rob Rippingale and his team of volunteers hold a huge book sale every year. It's well-known around Perth and people come from near and far to rummage through the thousands of books on offer.

Volunteers work through the year processing book donations and preparing for the sale. In 2013, the sale raised an amazing \$270,000!



Thursday morning regular volunteers Rosalind Lindsay, Wendy Silver and Liz Weir sort through recent book donations. Photo: Save the Children.

MEET SAMANTHA: THE ULTRA MARATHON RUNNER



Samantha Gash: lawyer, runner and fabulous fundraiser for Save the Children. Photo: Save the Children.

In 2012, ultra-marathon runner Samantha Gash fought off dingos and overcame towering sand dunes to become the youngest person to run non-stop across the Simpson Desert. She raised more than \$30,000 that went towards our early childhood education programs in Australia.

"I devised my own expedition and ran 379kms non-stop across the Simpson Desert. In what became the greatest reward and motivator, I collaborated with Save the Children," Samantha says.

"Save the Children is a well-established, trusted and independent organisation that I truly believe are committed to ensuring that every child attains the right to survival, protection, development and participation. Your fundraising can assist a child to access education, health services, clean water and shelter."

But don't worry; you don't have to conquer the Simpson Desert to raise funds for us! Join one of Australia's many running events and choose a distance that's right for you.

Run
TO SAVE



THE STEPS TO SUCCESS

Before you race off and start organising your fundraising event, check out our simple step-by-step guide to help you make your event a success. If you get stuck at any point in the process, [drop us an email](#) or [give us a call](#), we're always happy to help.

STEP 1: Choose a fun event, activity or adventure

While your event can be simple – an egg and spoon race or morning tea – adding a personal touch is an excellent idea. For a little inspiration, check out our [Book of Ideas](#). It's jam packed with great suggestions.

STEP 2: Get to know us and some of our guidelines

Turn to page 15 of this kit and read up on us and our terms and conditions. Check out your state's fundraising legislation and any permits required before you get started as laws differ in every state – particularly for raffles and competitions.

STEP 3: Set yourself a budget, a target, location and date

Try to keep your costs to a minimum, use volunteers and use equipment and materials that are second hand, donated, borrowed or free! Set an achievable fundraising target to keep yourself motivated.

And pick a date that's suitable for your event, activity or adventure.

STEP 4: Make it official

Fill out our [Fundraising Application Form](#) and tell us what you're planning to do. This makes sure your event is aligned with what we stand for and also means we can offer you expert advice and resources to make your event a success. We'll get back to you within five working days and then it's all systems go.

STEP 5: Collecting the funds

Fundraising online is easy. Setting up a [free online fundraising page](#) takes less than five minutes and is a simple way for people to donate. If you're hosting an event where people pay on the day, [contact us](#) to find out other ways you can send your collected funds to us. Keep a record of your donors' details and amounts so we can provide tax deductible receipts where possible.

STEP 6: Get your friends on board

Many hands make light work and it's more fun with your friends. Ask them to help you set up on the day, train with you, leaflet drop or come along for moral support.

STEP 7: Spread the word

Promote, promote, promote. The more people who know and care about your event, activity or adventure, the more funds you'll raise. See page 13 of the kit for tips on how to get noticed.

STEPS TO SUCCESS

1. CHOOSE A FUN EVENT, ACTIVITY OR ADVENTURE
2. GET TO KNOW US AND SOME OF OUR GUIDELINES
3. SET YOURSELF A BUDGET, A TARGET, LOCATION AND DATE
4. MAKE IT OFFICIAL
5. COLLECTING THE FUNDS
6. GET YOUR FRIENDS ON BOARD
7. SPREAD THE WORD
8. WE'D LOVE TO HEAR FROM YOU

STEP 8: We'd love to hear from you

[Keep in touch](#) along the way with any questions, challenges or stories of success. And at the end of it all, fill out our super short feedback form on page 16 of this kit. Your feedback helps us improve the fundraising experience for other people like you.

SPREAD THE WORD

It's fantastic you're taking the time to fundraise for us, so don't be shy about telling people about it! Check out our three hot tips for getting your name out there.

Tip 1: Socialise

Jump online and share your event on Facebook, Twitter, Instagram or YouTube – whatever takes your fancy! Join our community on [Facebook](#) and we can help promote your event too.

Tip 2: Make the news

We have some great people in our media team who would love to help tell your story to your local newspaper or radio station. [Get in touch](#), they'll be happy to hear from you.

Tip 3: Create your very own ad

Download our [Share the vision](#) or [Help me fundraise](#) poster and display it where your target audience will see it. For example, if you're hosting an event at your local pub, make sure you pin up posters around the bar and in the bistro. Or if you're trying to get people to donate for your ride around Australia, pin it up in the kitchen at work.



thank you

We exist because of dedicated people like you. Thank you for all your time and support – you're amazing.

Your efforts will mean more children are protected from harm and have access to quality education and health services.

With more than 90 years of experience, we are at the forefront of saving children's lives when disasters strike and our long-term development programs create lasting change for children and their families.

We have programs in more than 120 countries, but we also work in every state and the Northern Territory in Australia. Each year we support millions of the hardest to reach and most vulnerable children and young people.

We'll make sure every dollar you donate to us is invested to deliver the best possible outcomes for children at the lowest possible cost.

APPENDIX ONE: OUR TERMS AND CONDITIONS

The following information has been produced to assist community fundraising initiatives to ensure that all fundraising is both transparent and accountable to members of the public donating to our cause.

Getting started

All fundraisers promoting Save the Children as a beneficiary must receive approval prior to commencement of any activities.

Once Save the Children is in receipt of your [online Fundraising Application form](#) and is satisfied that the fundraising activities are in line with the philosophy and policies of our organisation, you will be notified and you can begin planning your fundraising for Save the Children.

We will of course also provide support where possible. Due to the large volume of fundraising activities held nation-wide, Save the Children may not be able to attend your event or fundraiser and may have limited time to meet with you to discuss fundraising options, however we will always do our best to assist.

Endorsement/Logo usage

If you wish to incorporate Save the Children's logo on any marketing material or product, you must obtain signed written permission from Save the Children prior to use.

Any documents or promotional material carrying the Save the Children name in relation to the fundraising activity must also be approved in writing by Save the Children.

Save the Children does not and will not associate its name, brand or involvement with the tobacco, pornography or weapon manufacturing industries.

Insurance

Save the Children has public liability insurance and volunteer insurance, however these insurances are only applicable to Save the Children events; not events run by third party or community fundraising groups.

All insurance queries regarding fundraising should, in the first instance, be directed to your local state office.

Contact details for Save the Children's state offices are available on our website: www.savethechildren.org.au

Obligations of a community fundraiser

Fundraising for Save the Children must be carried out in accordance with the relevant state fundraising legislation.

Information on state fundraising requirements can be found online through the [Australian Taxation Office](#).

Auctions/Selling goods to raise money

The sale or auction of any good or service to benefit Save the Children, must be approved in writing by the organisation prior to the sale or auction event. Authority to conduct fundraising auctions or sales can be obtained by filling out the Save the Children online Application form.

Raffles

If you intend to hold a raffle, you will need to confirm the legislative requirements applicable to your state. Requirements will vary from state to state according to the value of prizes and how the raffle is advertised. Further information can be found online through the [Australian Taxation Office](#).

In general however, raffle tickets must show:

- Permit number (if applicable)
- Ticket price
- Description and value of prizes
- Ticket number
- Name and contact number of permit holder
- Name of organisation
- Closing date of ticket sales and drawing date
- Name and date of issue of the publication in which results are to appear

Events with an entry fee

Many events can have an entry fee such as a dinner, golf day, theatre night etc. It is important to note guidelines below with regard to tax deductibility of entry fees.

Tax-deductible Receipts

Receipts for tax purposes can only be issued to people giving donations of money. The following payments do NOT give rise to the issue of a tax-deductible receipt:

APPENDIX ONE: CONTINUED

- Event entry fees
- Raffle ticket purchases
- Purchase of goods (e.g. chocolates, merchandise) or services
- Purchase of goods and services at an auction except where the payment at auction is in excess of the market value of the item. Where such a payment is made, the value which is in excess of the market value would attract a deductible receipt.

In general, for an entry price to be tax deductible the value of entry must be greater than \$250 and the value of the minor benefit (e.g. dinner) is no greater than 10% of the entry fee and does not exceed \$100. A receipt can only be issued to an individual. Companies are not entitled to receive a tax-deductible receipt for entry fees.

Financial Records

Save the Children complies with the regulations imposed by relevant state fundraising legislation. Save the Children does not provide cash tins or receipt books. If donors make a gift, Save the Children can provide

tax-deductible receipts if the donor's name and address are provided.

Banking

All monies raised must be either sent by cheque or money order to the the events coordinator, Save the Children Australia, Locked Bag 5000, Fitzroy, VIC 3065.

Alternatively you can deposit the money directly into the Save the Children bank account using your surname as listed on the Fundraising Application Form, as well as informing Save the Children when the money is banked and the amount. To receive the Save the Children bank account details, please contact the Donor Relations Team on 1800 76 00 11.

Disclaimer

Save the Children reserves the right to withdraw its approval for the fundraiser/event at any time if it appears that there is a likelihood of the fundraiser failing to adhere to any of the above terms and conditions. Further to this, endorsement letters will not be issued where the viability of the fundraising activity is in doubt.

APPENDIX TWO: OUR FEEDBACK FORM

My name: _____

Event name: _____

Date held: _____

Activity: _____

What worked well for you? _____

Did you have any challenges? _____

How would you do it differently next time? _____

Do you have any ideas or suggestions for us to help improve the experience for the next fundraiser?

THANK YOU! We value your thoughts and ideas.