



Save the Children
100 YEARS

**Bright ideas for
fundraising with
Save the Children**





YOU CAN CHANGE THE FUTURE FOR CHILDREN

When you raise vital funds for Save the Children Australia you are making a real difference to the health, well-being and protection of children at risk in Australia and around the world. Your support will help to build a better world; a world in which children are protected from harm and have access to quality education and health services.

This guide is here to help you achieve your fundraising goals. It's full of practical tips, advice and ideas on how to plan a successful fundraiser that's stress free and fun.

SEVEN STEPS TO SUCCESS

Here are some simple steps you can follow to help make your fundraising event a success. If you get stuck at any point, don't worry. Just email us at events@savethechildren.org.au or call us on **1800 76 00 11** and we'll be happy to help.

STEP 1: CHOOSE A FUN EVENT, ACTIVITY OR ADVENTURE

While your event can be simple – such as a morning tea or a book sale – adding a personal touch is always a good idea. Choosing an activity that you would want to do yourself makes the whole process more enjoyable. And if you need some thought-starters, take a look at some of our favourite fundraising ideas later in this guide.

STEP 2: GET TO KNOW US AND SOME OF OUR GUIDELINES

Check your state's fundraising legislation to see if any permits are required before you get started, as laws differ in every state, particularly for raffles and competitions. You can find more information at www.fundingcentre.com.au/help/fundraising-legislation

STEP 3: SET YOURSELF A BUDGET, A TARGET, LOCATION AND DATE

Aim to keep your set-up 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: COLLECTING THE FUNDS

Fundraising online is a great way to share your event with friends, family and colleagues. We've made it easy for you to set up an online fundraising page at www.savethechildrenfundraising.org.au If you are hosting an event where people pay on the day, you can make the donation online via credit card, bank transfer or cheque. Remember to keep a record of your donor details and amounts, so we can provide tax-deductible receipts where possible.

STEP 5: GET YOUR FRIENDS ON BOARD

Many hands make light work and it's more fun with your friends. Either form a committee to plan the event together or ask friends to help you on the day.

STEP 6: 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! Email your friends and family, share on social media and put posters up in your workplace, community centre or church.

STEP 7: WE'D LOVE TO HEAR FROM YOU

Keep in touch along the way with any questions, challenges or stories of success. At the end of your event, we would love to hear any feedback you may have.



1

Everyone loves cake

FAVOURITE FUNDRAISING IDEA #1: BAKE SALE

Everyone loves delicious homemade treats for a morning or afternoon tea. Gather a group of friends or colleagues and put on a spread selling your baked goods at school, in the office or at an event.

For a modern twist on the traditional bake sale, have an 'un-bake sale'. You simply get everyone to donate what they would have spent on making or purchasing baked goods.





2

Choose a lucky number

FAVOURITE FUNDRAISING IDEA #2: RAFFLE

Ask friends, family and local businesses to provide prizes and have a raffle as part of your event. It's an easy way to raise money and it can be lots of fun. Just remember to check the legislative requirements in your state, as they do 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.

3

It's party time

FAVOURITE FUNDRAISING IDEA #3: GARDEN PARTY

Open your garden up to your friends, family and local community to admire the results of your green thumb. Set up a garden walk with people in your local area and ask people to make a donation to partake. Have tea, coffee and a bake sale at each stop to raise even more. You could even organise a scavenger hunt for the little ones who will be attending.





4

Bring out your inner Masterchef

FAVOURITE FUNDRAISING IDEA #4: HOST A DINNER PARTY

Put your cooking skills to good use and prepare a delicious dinner for your friends and family. Ask them to donate what they would spend if they went out to a restaurant. For even more fun choose a cuisine for the dinner and ask everyone to dress up like the country!

5

What do you know?

FAVOURITE FUNDRAISING IDEA #5: TRIVIA NIGHT

Organising a trivia night can be as simple as choosing a theme, finding a venue and writing some questions. Everyone loves to put their knowledge to the test for prizes and you can charge an entry fee, as well as having a raffle.



A clapperboard with black and white diagonal stripes is positioned diagonally on a bright yellow background. Several pieces of white popcorn are scattered around the clapperboard. The clapperboard has text including 'TAKE' and 'ROLL' visible.

6

A night with the stars

FAVOURITE FUNDRAISING IDEA #6: MOVIE NIGHT

Many cinemas will let you host a movie screening for charity. They will usually charge about \$11 per ticket, which means you can set the ticket price to \$25 and make a good profit per ticket sold. Choose a popular movie that people will want to see and have a raffle to increase funds raised.



**We're here
to help**

FREQUENTLY ASKED QUESTIONS

Can we request a speaker for our event?

Save the Children has lots of incredibly knowledgeable and enthusiastic staff members who love to talk about the amazing work we do. Where possible we can organise a speaker for community events. Please contact the events team at events@savethechildren.org.au

What's the best way to make a donation?

Donations can be made by bank deposit, online or cheque. If you would like to make a donation via bank deposit, please contact the events team at events@savethechildren.org.au

Can I make a donation to a specific campaign?

By making a general donation to Save the Children we are able to direct your donation to where the most urgent need is. This means when disaster strikes we can be on the frontline providing essential food, water and shelter. Your general donation will also support our ongoing programs that create a positive and lasting impact, giving children a healthy start in life, the opportunity to learn and protection from harm. If you would like to make a donation to a specific program, please contact us on events@savethechildren.org.au to let us know.

Are donations tax-deductible?

If a person is making a donation and receiving nothing in return they are eligible for a tax-deductible receipt. However, if they are receiving a good or service in return they are not. This includes 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.

Who is Save the Children Australia?

Save the Children Australia was founded in 1919 and works in both Australia and overseas to create better lives for children. We are one of 30 members of Save the Children International, a global child-focused, independent and secular development organisation, working in more than 125 countries. Save the Children International delivers emergency and long-term development programs to support children around the world. We work together to share expertise, coordinate activities and pool resources, which enables us to extend our reach and impact for children. Save the Children Australia is a Public Benevolent Institution (ABN 99 008 610 035).

What do Save the Children do?

Save the Children is one of Australia's largest aid and development organisations, and we believe every child deserves a bright future. In Australia and around the world, we do everything we can to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes and children are most vulnerable, we rapidly respond to save children's lives. We always make sure children's unique needs are met and their voices are heard. For more information about the work of Save the Children Australia, please head to www.savethechildren.org.au

Where does Save the Children work?

As part of Save the Children International, Save the Children Australia works in more than 125 countries around the world. Save the Children Australia manages and implements programs that assist children in 24 countries around the world. We directly deliver programs in the Pacific region and support children and families in our own community, running programs in 96 locations across Australia.

Where do the funds go?

From every \$1 you give us, we invest 71 cents to benefit children through our health, education, child protection and humanitarian response programs, and through increasing public awareness of international aid and development issues. We invest 13 cents to raise the next \$1 and 7 cents to commercial activities such as our retail stores. The remaining 9 cents is invested to ensure we have the talented people, infrastructure and systems we need to manage and deliver our programs for children.

Who can I speak to if I have more questions?

Our Supporter Care team are always ready to help. Just call **1800 76 00 11** or email events@savethechildren.org.au

HERE'S WHAT **YOU CAN ACHIEVE**

Approximately 10,000 children under six and their parents take part in our Play2Learn program every year. Run by our trained early childhood staff, the free playgroups help young children learn to play, socialise, establish routine and prepare for school.

Each session is carefully designed to ensure its relevance and appropriateness for children from a range of backgrounds, such as children who are culturally and linguistically diverse, newly arrived and refugee families, and Aboriginal and Torres Strait Islander communities.

“PLAY2LEARN SAVED BOTH OF US.”

Laura and her five-year-old son David* live on an isolated property more than four hours west of Brisbane. Laura cares for her sick father and has to work night shifts to make ends meet. She recently had to withdraw David from daycare due to financial reasons but was desperate to make sure he still got every opportunity to grow and develop. When she came across a Play2Learn group in a nearby park, she knew it would be the perfect fit.

“To me, it was like saving my child, because it gave me that opportunity to help him without having that cost outlay,” she says. “It is a big benefit [for David]. It helps him with socialisation, with school, and with interacting with his peers as he gets older.”

Laura says the support from other parents in her group has been invaluable for her as well. “Play2Learn saved both of us, I think. Save the child and save the mother,” she laughs. “[At playgroup] you talk to other ladies and they have the same hassles that you think you’re struggling with by yourself. You talk to the other mums and they’re going through the same things.”



THANK YOU

Thank you for giving children a better future. Your efforts will mean more children are protected from harm and have access to quality education and health services. With 100 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 couldn't do this without people like you.



Save the Children

For more information:

Email events@savethechildren.org.au

Visit www.savethechildren.org.au

Phone 1800 76 00 11

33 Lincoln Square South, Carlton 3053