



FUNDRAISING TOOLKIT

WHY YOUR FUNDRAISING MAKES A DIFFERENCE

Today, 3 million Australians are living in poverty, including one in six children. That's almost 740,000 children. Poverty can seem insurmountable, but sometimes, all that people need is a chance to break the cycle of disadvantage.

Grow a Star provides opportunities for young people from disadvantaged backgrounds to follow their dreams.

To engage in activity is to engage in life and society. Our program aims to build the capacity and self-confidence in young people to achieve their highest ambitions. For many disadvantaged and vulnerable young people, there are many barriers that get in the way of them participating in their interests and enthusiasms. Too often, an opportunity to excel is closed off because of financial and family circumstances.

This is where Grow a Star comes in. We work with young people and their families to enable them to follow a hobby, an interest, a passion or ambition.

We work with young people and their families to enable them to follow a hobby, an interest, a passion or an ambition. We remove barriers by:

- Funding specialist lessons or coaching
- Purchasing equipment or specialist clothing
- Funding sports club registration and representative fees
- Funding some travel expenses and excursions
- Funding costs of specialist elective school subjects
- Providing music lessons or the purchase of an instrument
- Providing mentoring and support

These are examples and the possibilities are numerous. The program has supported budding rock musicians, athletics champions, lawn bowls specialists and ambitious tennis players, to name a few. What we ask for is enthusiasm and commitment, which is not usually in short supply among our emerging Stars.

PLANNING AHEAD

Before you begin fundraising for Grow a Star, you will need to complete an **Authority to Fundraise**, which you can use, to prove you are a community fundraiser for your cause. You will need this, especially when booking a venue or running an event such as a sausage sizzle.



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Creating a **Fundraising Plan** will help to break down what might appear to be an impossible goal. The effort you put into creating a good plan will save you time, stress and energy in achieving your goal. Keep it simple, focus on the things you enjoy doing, and then create clear goals. Break down the goals by setting achievable regular targets. Chipping away is the key. It all adds up!

TIPS AND TRICKS

Do	Don't
Research the Grow a Star program, develop a short statement on why it's important to you and how the money raised will make a difference.	Have no understanding of the program and how the money you raise will benefit disadvantaged youth and the community in general.
Find friends and family to ask for support with your fundraising activities – tell them how much this means to you to have their support.	Do it all yourself – use your support networks.
Be confident – why wouldn't anyone want to support you taking on this challenge as well as supporting the cause?	Be afraid to ask for support and/or money.
Get started as soon as possible and have a well-planned schedule for activities.	Leave it all until the last minute
Create an ambitious target. Aim high!	Worry about hitting your target.
Acknowledge people for their support.	Forget to say Thank You!

GET STARTED!

Your Online Fundraising Page - A place to send your supporters

If you are signing up for one of our adventure challenge events, you'll have the opportunity to set up your online fundraising page, which is a terrific way to make it easy for your supporters to make donations and track your progress. It allows you to tell your story, share your success, engage with social media and recognise your sponsors. You can also send personal emails to your networks with the link to your page. Ask your friends and family to share with their networks too.

You can blog about your adventure on this page too, so people can share the experience and the challenge with you as your journey progresses.

This page also allows you to keep an eye on your fellow adventurers, see how they're tracking and cheer each other on!



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EASY FUNDRAISERS

Casual Friday - Hold an out of uniform day at your workplace and charge those who join in. Think about theming the day too!

Morning or Afternoon Tea – Hold your own morning or afternoon tea at your workplace or at home on the weekend. Charge an entry fee and have entrants donate a plate of food. It's a great opportunity for a gathering and a conversation about your challenge!

BBQ – Arrange a Bunnings, Woolworths or Masters Homes BBQ or hold one at your home, workplace or school and charge a fee per item consumed. Try and get your local super-market, butcher, to donate items to keep your expenses as low as possible!

100 Club – Sell squares on a board for \$20 each (\$2,000.00). One winner gets \$1,000.00 or divide it between first second and third winners. You get to keep \$1,000.00 for the cause.

Sweepstakes or tipping competitions – hold competitions on who you think will win this year's gold Logie, Oscar or Melbourne Cup! Even a simple 100 Club competition is a great tool to fundraise.

Hold a Garage or Book Sale – Turn unwanted gifts and products into fundraising dollars. Ask your friends and colleagues to join in too, maybe they have a few items that could add to the sale? Someone's trash is another person's treasure!

Guessing Competition – Fill up a jar with lollies, marbles, or anything you can get your hands on! Charge each person per guess and have a nice prize for the person who guesses the closest without going over....PLUS they get the jar with the goodies!

Shave / Colour / Spray your hair – Have people sponsor you to change your hair, maybe auction off the first shave, or first dab of colour to the highest bidder.

Baby photo guessing competition – Get your friends or work colleagues to bring in their cute baby photos and charge an entry fee. The winner gets a prize.

Cake Sale – It's a bake-off! Bake a few cakes or slices and sell them at your workplace or to your friends. Get as many people involved as possible.



grow a star

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Lamington or Pie Drive – If you're a gun cook, make your own for the ultimate profit margin. If not, find a friend who cooks or visit your local supermarket. Hold a stall at work, university, or at a sports field during weekend sports events.

Raffle / Auction – Organise prizes for a raffle or auction to have at your workplace. Ask your local businesses to support you with prize donations. Sell tickets everywhere!

EVENTS

Movie Night - Approach your local cinema and see if they will hold a preview screening of a new release movie for Grow a Star.

Karaoke Night – Organise a night with family, friends or work colleagues and see who has talent! All you need is a machine, a room and some well-oiled vocal chords (or not...).

Ten Pin Bowling/ Barefoot Bowls– Bowl your friends and work colleagues over with a friendly game at the bowling alley or club.

Trivia or Bingo Night – All you need for a successful trivia or bingo night is a venue, some questions (or numbers) and several enthusiastic teams!

Pamper Party – Have friends pay an admission fee to an evening of head massages, reflexology, aromatherapy and iridology. Students of natural therapy need to practice on someone and might donate their services to your fundraiser. Call your local colleges and schools.

Sporting Knockout Event – Grab your work colleagues together for a sports knockout competition with some touch footy, cricket, soccer or netball. Each participant is charged a fee with all donations going to Grow a Star.

Virtual Challenges & Competitions – Don't want to leave the house? Get some mates together and organise a game day or tournament on your Wii, Playstation or Xbox. Charge everyone an entry fee and organize a prize for the winner.



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LEGAL MATTERS

LOGO & LOGO USAGE GUIDELINES

Detailed guidelines for our logo and its usage will be provided to you if you require. Please remember any usage of the Grow a Star logo will require approval. We have a logo specifically for our supporters; so just ask!

Our logo represents our brand, so it's very important that you follow the rules of its use carefully. Please make sure that you use the correct logo for your requirements.

NAMING YOUR EVENT

Grow a Star's name cannot be used as part of your event name; however you may say that funds raised are to be donated to the Grow a Star program.

When running an event, ensure that you comply with your state regulations. Further information can be found at <http://www.ato.gov.au/nonprofit>

STATE GUIDELINES AND LICENCES

There are guidelines and regulations regarding raffles and auctions, so be sure to check those relevant to your event below. You will also need a licence for any of the following activities (outside of licenced venues):

- Providing alcohol
- Providing entertainment
- A public collection
- Putting up banners or signs in public
- Selling goods in a public place

State Guidelines can be found at:

NSW: www.olgr.nsw.gov.au **QLD:** www.qogr.qld.gov.au | 1800 064 **ACT:** www.act.gov.au | 02 6207 0065 | 02 9995 0666 **NT:** www.tbc.nt.gov.au | 08 8999 1332 848 **SA:** www.olgc.sa.gov.au | 08 8226 8500 **TAS:** www.treasury.tas.gov.au | 03 6233 3468 **VIC:** www.vcgr.vic.gov.au | 03 9651 3630 **WA:** www.docep.wa.gov.au/charities | 08 9282 0832

TAX DEDUCTIBILITY

Supporters who make donations directly to a charity, are eligible for a tax-deductible receipt. A tax-deductible receipt cannot be provided if the supporter is receiving something in return, i.e raffle ticket, event registration etc.