



# CHILDFUND AUSTRALIA FUNDRAISING GUIDE

ChildFund

BECAUSE  
EVERY CHILD  
NEEDS A  
CHILDHOOD

# THANK YOU FOR CHOOSING TO FUNDRAISE FOR CHILDFUND AUSTRALIA.

This is a wonderful way to come together with your family and friends to make a positive impact for children living in poverty.

This guide contains information on:

1. How your donations will help children
2. Getting Started
3. How to create a fundraising page online  
(your friends and family can easily donate this way!)
4. Fundraising tips and ideas
5. Information about ChildFund Australia  
(to help promote your fundraising)
6. How to send ChildFund the funds you have raised
7. Letter template for you to gain the support of local businesses
8. Contact us
9. Fundraising Guidelines and Conditions
10. Ready to fundraise? Here is your application form!



**BECAUSE EVERY CHILD NEEDS A CHILDHOOD**



## 1. HOW YOUR DONATIONS WILL HELP CHILDREN

At ChildFund Australia we believe that every child needs a childhood. We would like all children to be able to say, "I am safe. I am educated. I am heard. I have a future".

Here's how your donations will help children say these words:

### "I am safe"

Your donations can help communities to strengthen their child protection mechanisms to keep children safe from harm, and provide emergency humanitarian assistance in times of disaster, both natural and manmade.

### "I am educated"

You will be helping to implement education projects where children are supported to learn essential skills in literacy and numeracy. They will also have the opportunity to take part in creative arts, sports and vocational activities.

### "I am heard"

You will be helping programs assist children and youth to have the confidence to share their opinions, they will be able to participate in family and community decision-making on issues which affect them.

### "I have a future"

Your support means that we can implement programs which prioritise the health, wellbeing and resilience of children, working in partnership with their families and communities to ensure that their basic human rights are safeguarded and upheld.



WE COULDN'T MAKE ANY OF THIS POSSIBLE WITHOUT YOU.

**YOU ARE AMAZING!**

## 2. GETTING STARTED

Here are some ways to help get you started and keep organised!

### DECIDE ON YOUR DATE AND YOUR EVENT/ACTIVITY

Start by selecting a date for your event or activity. Make sure it's not too soon - or too far away! You'll need time to organise your event, but you don't want to lose momentum from your supporters.

Some event or activity ideas are: City 2 Surf, competitions, film nights, gift registry for your birthday or wedding, garage sale, fancy dress party, school mufti day, cake stall, morning tea, trivia night, silent auctions, car wash, comedy night, physical challenge – walk/swim/trek/ fun run.

If you choose to do a raffle, this is classified as a 'game of chance' by Liquor and Gaming. If you choose to do a raffle in NSW or include NSW entrants, you will require a permit. More information about games of chance and raffles can be found here: [https://www.liquorandgaming.nsw.gov.au/Pages/gaming/competitions/games-of-chance.aspx#Raffles\(fundraising\)](https://www.liquorandgaming.nsw.gov.au/Pages/gaming/competitions/games-of-chance.aspx#Raffles(fundraising))

As it is much safer for us to securely send funds overseas to developing communities, please do not gather any clothing or goods for children, as unfortunately we are unable to send these.

### SET YOUR BUDGET

Make a list of all the things you need to pay for. Try to keep your costs down as much as possible and/or have your friends help out.



### ORGANISE OTHERS

Make a list of who might help you spread the word and who your donors might be. Include all your friends, family, colleagues and all the many businesses that you regularly use personally and professionally. It's also great to include your employer as businesses often support the charitable efforts of their staff.

You might like to ask others to help you organise your event and/or tell their networks about it. They could even organise their own small event to help support your cause, like lawn bowls, or they may simply forward your email to their network of friends.

### HAVE A TIMELINE AND A COUNTDOWN

Countdown from the event day and create some milestones for your fundraising. Plan dates to send reminder emails to your donors like "six weeks to go and I need your help!" or "time is running out to make a difference, only two weeks to go – donate today!" messages. Keep it upbeat, exciting and keep it urgent.

In your timeline, include updates to your supporters as well as those who have yet to make a donation. Update them on how you are preparing, how many people have donated (and the amount you've raised so far) and even add a big thanks to the person who has donated the most since your last update. Updating your network of donors is easy – just update your fundraising page and forward the link to everyone!

### INSURANCE

Unfortunately, ChildFund Australia only has insurance for employees and cannot provide insurance for any venue or council. Please make sure you speak to the venue or council about the insurance required (if any) and where to purchase it.

### 3. HOW TO CREATE A FUNDRAISING PAGE ONLINE

One of the easiest ways to collect money for your fundraising event is to create own personal fundraising web page. Once it's created, you can email the link to family, friend and donors!

*Your fundraising page explains to your donors, friends and family what you are raising money for and lets them know your target. It makes it easy for them to donate and easy for you to raise funds!*

ChildFund Australia has partnered with two online fundraising platforms, 'Everyday Hero' and 'Just Giving'. These wonderful platforms provide fundraisers with a simple and effective way to fundraise online, and the choice between the two is yours.

To make your page as effective as possible, think about how you can make your page really compelling. Everyone loves a good story – and this will motivate people to donate once you've explained why you are fundraising. They'll understand what's involved, who they will be helping and why this is an important cause for you. Let it come from the heart, let people see your passion and see how wonderful the cause is.

Your page is highly personal - you can upload your photo or a video and write your own message to inspire people.

As you progress with your preparations and fundraising, you can update your message and photo... and why not let everyone know about your update by resending a link to your page. Resending the link with your update will also work as a reminder to make a donation.

Updating your page means you don't have to update everywhere else, simply just repost your link with the new info to your social networks.

You can keep an eye on your page and watch as the amount raised goes up and up!

When your supporters make their donation online, their receipt will automatically be issued, which is just another way a fundraising page makes things so easy – one less thing for you to think about. \*Note that pages can only be used for tax deductible donations. We'll get to this later in the tips section.

At the end of every month, all of the donations made to you are electronically transferred to ChildFund Australia – again, one less thing for you to do.

### OK, LET'S GET YOUR FUNDRAISING PAGE UP AND RUNNING!

#### EVERYDAY HERO ONLINE PORTAL

Visit [www.everydayhero.com.au](http://www.everydayhero.com.au)

Select the "Create your fundraising page" and follow the steps. Don't forget to select ChildFund Australia as your chosen charity!



#### JUST GIVING ONLINE PORTAL

Visit <https://www.justgiving.com/>

Click on Start Fundraising

If you have fundraised with Just Giving before, simply Log In. Otherwise, see below log in section and click on 'New to Just Giving? Sign Up'.

Enter your details and create a password.

Continue by following the steps.

Continue on and enter your full name and contact details.

Don't forget to ensure your donations come to ChildFund Australia, simply search for us and select.

Once you have set all your details and named your page, continue on to click, Create your page.

Now you can click 'edit' so you can enter your fundraising target, edit your story and add a photo or video!

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# CASSIE PAINTS PICTURE OF HOW TO HELP CHILDREN IN NEED IN AFRICA

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Talented young artist Cassandra Gee – better known as CassieSwirls (pictured here with her mother, Linda) – donated \$5 from every painting sold in one month towards helping children in Africa. The money raised from her efforts helped to provide emergency food and water to children impacted by severe drought.

Her marbled acrylic paintings, which are complete with glitter and metallic swirls, are an expression of her feelings and one way she shares her generous and loving spirit.

Mum Linda says it was important to teach Cassie to help those in need at an early age. Linda hopes Cassie's effort will encourage other people to do what they can to help vulnerable children.

"I just know she's a very giving and nurturing kind of person."

Linda hopes Cassie's effort will encourage other people to do what they can to help vulnerable children.

"Being mindful of other people and giving back, I think, is something you always need to bear in mind when you're working and living life," Linda says.

Fundraising provides you with a great way to help children who live in poverty by collectively making a donation with impact.

## 4. FUNDRAISING TIPS

### TELL YOUR FRIENDS AND FAMILY FIRST – TALK TO THEM AND THEN EMAIL THEM ALL THE DETAILS!

Make sure you remember to cast your net wide - copy and paste the URL from your fundraising page into your own email system and use this to contact your supporters. This way you'll be able to contact more people simultaneously and also set up email groups. Don't forget old friends and colleagues, clubs or groups that you are part of and any business contacts.

**TOP TIP:** Donors tend to match the donations that have already been made - so you might want to start with your most generous supporters first!

If you can, update your email signature on your work/ home email to include a link to your fundraising page.

Ask again! Reminders work! People often need a nudge to get them into action – perhaps they were just waiting for payday or a spare moment and it slipped their mind.

Make a poster! Create a flyer or poster and stick it up around the office, at the gym, local school, post office or wherever you are permitted.

Ask your employer if they will match the amount of money that you raise!

Ask to be included in various newsletters and websites.

Involve your local community! Local businesses and community bulletin boards can display flyers, publications can feature an article about your fundraising, local groups such as schools clubs and sports teams can also spread the word.

Asking a business to sponsor your event is a great way to gather support. You might like to offer them a shout out on your fundraising page, you might offer to wear a t-shirt with their logo on the event day or allow them to feature flyers at the event.

Businesses love supporting charities. Think about all the businesses that you regularly deal with and ask them if your story can be included in the next newsletter and on their website. You can even ask your local newspaper.

At the end of this guide, you will find a template letter for contacting local businesses.

Keep fundraising even after the event is over. It's surprising how many donations are received after an event has finished, so don't stop. Update your fundraising page once more and email it to everyone as a reminder to everyone who supported you and didn't.



Each time someone makes a donation, make sure you thank them. Every donor should feel great, knowing that they have made a difference. Why not ask your donors if they can send the link to your fundraising page to their networks – you already know it's a cause they're passionate about so they are sure to want to help you reach your goals towards helping children!

Being passionate about your fundraising is infectious. Your passion can motivate others to help you with events and increase donations too. You can never be too passionate!

## TAX DEDUCTIBILITY

- When a donor does not receive anything in return for their donation of over \$2, it is a tax deductible donation.

A few examples of donations that are tax deductible:

- Donations on your webpage
- Gift registry donations
- Company matched donations
- Corporate donations
- Donations to your cause

- When a donor receives something or the chance to win something, their donation is not tax deductible.

A few examples of donations that are not tax deductible:

- Donations for Morning Tea
- Purchase of raffle tickets
- Event tickets for a show
- Sales of items (cakes, sausage sizzle etc)



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## 5. INFORMATION ABOUT CHILDFUND TO HELP PROMOTE YOUR FUNDRAISING

When you are promoting your event or activity, don't forget to mention where the money you raise is going and how much of a difference each donation can make.

Below are some paragraphs about ChildFund Australia and how each donation can make a difference.

There are some different length options for you here to cut and paste for your web page, emails, letters etc.

### INFORMATION ABOUT CHILDFUND AUSTRALIA FOR YOU TO COPY AND PASTE:

#### INFORMATION ABOUT CHILDFUND AUSTRALIA IN A QUICK SNAPSHOT:

At ChildFund Australia we want every child to be able to say: "I am safe. I am educated. I am heard. I have a future." Because every child needs a childhood.

#### INFORMATION ABOUT CHILDFUND AUSTRALIA IN A LITTLE MORE DETAIL:

ChildFund Australia is an independent and non-religious international development organisation that works to reduce poverty for children in many of the world's most disadvantaged communities.

It is a member of the [ChildFund Alliance](#) – one of the world's oldest and most experienced child-focused development agencies. With a global network of 11 organisations, the ChildFund Alliance assists more than 14 million children and families in over 60 countries.

ChildFund would like every child to be able to say: "I am safe. I am educated. I am heard. I have a future." Because every child needs a childhood.



## DETAILED INFORMATION ABOUT CHILDFUND AUSTRALIA:

ChildFund Australia is an independent and non-religious international development organisation that works to reduce poverty for children in many of the world's most disadvantaged communities.

We work in partnership with children, their communities and local organisations to create lasting change, respond to humanitarian emergencies and promote children's rights.

ChildFund Australia is a member of the ChildFund Alliance – one of the world's oldest and most experienced child-focused development agencies. With a global network of 11 organisations, the ChildFund Alliance assists more than 14 million children and families in over 60 countries.

ChildFund Australia would like every child to be able to say: "I am safe. I am educated. I am heard. I have a future." Because every child needs a childhood.

### HERE IS HOW YOUR DONATION WILL HELP CHILDREN SAY THESE WORDS...

#### "I am safe"

We support communities to keep children safe from harm, help build effective child protection systems and provide emergency humanitarian assistance in times of natural disaster and conflict.

#### "I am educated"

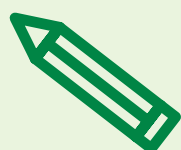
We implement projects to give children early childhood education and access to quality schools where they acquire essential skills in literacy and numeracy, while also being given the opportunity to take part in creative arts, sports and vocational training activities.

#### "I am heard"

Our programs give children and youth the confidence to share their opinions, and to participate in family and community decision-making on issues which affect them.

#### "I have a future"

We implement programs which prioritise the health, wellbeing and resilience of children, working in partnership with their families and communities to ensure that their basic human rights are safeguarded and upheld.



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**SYDNEY STUDENTS KEEP IT SWEET FOR GOOD CAUSE**

**CHILDFUND AUSTRALIA FUNDRAISING GUIDE**

At Hilltop Road Public School in Sydney's west, the school's curriculum incorporates fundraising activities to help children in developing countries. Their grade 2 classes banded together to sell jelly to raise money for water filters in Cambodia, as part of their studies on water conservation and sanitation.

The children raised more than \$1,370 after a day of selling blue-coloured jelly at recess and lunch, which provided 54 ceramic filters to some of the most remote communities in Cambodia, where families struggle to access safe drinking water.

While a shortage of clean water is no laughing matter, eight-year-old students Darcy and Ekin (pictured above with ChildFund staffer Anne Marshall in green) say the fundraising effort made learning fun.

"We were studying how some countries do not have access to clean drinking water and this began our fundraising efforts to make a difference in the world," teacher Mary Nurkic (pictured above, on the right) says.

"The ChildFund website makes it simple to find a cause to support and the students have received direct feedback about where the money has gone," Mary says.

"I hope that students learnt how fortunate they are to have access to clean drinking water and that people around the world are not as fortunate," Mary says.

"I also hope that students realised that they can make a difference, no matter how small."

## 6. METHODS OF PAYMENT

Before any donations are sent, please ensure Childfund is aware of your fundraising efforts.

If you are fundraising via an online portal such as Everyday Hero or Just Giving, your donations will automatically be transferred to ChildFund Australia and your supporters will receive a receipt via the online platform. This is the simplest method of fundraising.

However, if you are not fundraising online, here are the other payment methods available:

- Cheque or money order (payable to ChildFund Australia)
- Credit Card (please make credit card donations via the phone)
- Electronic transfer from a bank account, with the description of the donor name and the fundraising event name (Transfer to BSB: 032-013; Account: 250910. If required, swift code is: WPACAU2S)

All donations sent to ChildFund MUST be accompanied by the following information:

- Your name
- Your event name
- Total funds raised
- If individual receipts are required, we will need the donor to contact us directly and advise us of your name and event name along with their own name, address, phone number and donation amount.





## 7. LETTER TEMPLATE FOR YOU TO GAIN THE SUPPORT OF LOCAL BUSINESSES:

Approaching businesses for their support can be really rewarding. We recommend approaching businesses that you frequently visit and who may know you already. Adapt the below letter to meet your needs and personalise it to include as much information as your challenge as possible.

Dear <Favourite Company>,

It is with great pleasure that I inform you of my charitable efforts to raise money for children who live in extreme poverty around the world via ChildFund Australia.

ChildFund Australia is an independent and non-religious international development organisation that works to reduce poverty for children in many of the world's most disadvantaged communities.

Every child needs a childhood, and ChildFund Australia would like every child to be able to say: "I am safe. I am educated. I am heard. I have a future."

On <insert date>, I will be competing in the <insert chosen challenge> to raise money for ChildFund Australia and I would be proud if <Favourite Company> would support me in this challenge. At the time of writing this letter I have raised <\$470> but need to reach my target of <\$1200> and to do this I need your help.

I have created a web page that contains all the details of my fundraising and event preparation. I will continue to update this page in the lead up to the challenge. Please take a look: <enter your fundraising page URL>. Your donation towards helping children would be greatly appreciated.

I would like to ask <Favourite Company> to sponsor me in this challenge. Your sponsorship could either be a fixed donation or you could match the total funds that I raise through my fundraising. Whichever option you choose your donations can be made through my web page or by cheque made out to ChildFund Australia. If there are any other ways that you can support my fundraising, please let me know. I would be grateful if I could include a message in the next company newsletter, on the intranet or a message included on all employees' payslips.

<Favourite Company>, your assistance in raising <\$1200> is vital to saving children who are suffering from extreme poverty.

I look forward to hearing from you soon.

Regards,

<Your name>

Phone: <enter your phone number>

Email: <enter your email address>

Donate: <enter your fundraising page URL>

## 8. TALK TO US!

At ChildFund Australia we love hearing about the creative ways that our supporters raise money. If you have a good story to tell about your experience, or some expert fundraising tips that you want to share with other fundraisers, we would love to hear about them all. Please email your fundraising story to our Fundraising Officer at [info@childfund.org.au](mailto:info@childfund.org.au)

If you have any questions or would like to discuss your fundraising, please contact our Community Fundraising Officer. Phone: 1800 023 600 Email: [info@childfund.org.au](mailto:info@childfund.org.au)

## 9. FUNDRAISING CONDITIONS AND GUIDELINES

This document aims to clarify the requirements of ChildFund Australia and complex laws relating to fundraising activities in Australia with variations from State to State. Please take the time to read and understand the conditions below as it is important you follow them.

1. Participants must provide a proposal to fundraise with detailed information about the activities they are proposing to engage in. All proposals may be received online via our website or in writing and must include dates, duration, place, people, and organisations that are to be involved. If any of the information changes after approval has been granted an updated proposal must be provided.
  2. For fundraising activities to be approved they must fit within the values of ChildFund Australia, produce reasonable financial returns against time and expenses and must not be considered high risk by ChildFund Australia.
  3. In all states, no fundraising can commence until the fundraiser has received their "Authority to Fundraise" from ChildFund Australia with a unique fundraising sanction number.
  4. Fundraisers can only use the name of ChildFund Australia to fundraise in relation to the activities that they are fundraising for. To use the logo in your fundraising please contact the Community Fundraising Officer as further conditions apply.
  5. Before contacting any media, please contact ChildFund Australia, as all media relations need to be approved. Due to limited resources ChildFund Australia will not be able to manage your media relations.
  6. Written material that describes the work and role of ChildFund Australia must be approved before it is circulated.
  7. If the fundraiser is completing a sporting challenge they must have prior agreement from donors that if they do not complete the challenge for whatever reason that the donor gives consent for ChildFund Australia to receive the funds. Alternatively, the money can be returned to the donor but the fundraiser must keep records of everyone who requests that the money be returned to them.
  8. ChildFund Australia will provide advice and information regarding general fundraising legislation; however, it remains the responsibility of the individual fundraiser to ensure they comply with relevant State-based legislation.
  9. Permission to fundraise is not a license to run your own raffle, please refer to the relevant State-based legislation as there are extensive guidelines regarding this type of fundraising.
  10. Fundraisers are not agents or employees of ChildFund Australia; they undertake all fundraising activities at their own risk. ChildFund Australia will not be held responsible for any injury, damage or loss sustained during any fundraising activity. Fundraisers will not be covered by ChildFund Australia's public liability policy under any circumstances.
  11. ChildFund Australia cannot pay for your expenses but expenses can be deducted from funds raised through keeping accurate record of all costs incurred. These records must be kept and presented when you submit your fundraising monies.
  12. To ensure all fundraising events are profitable, expenditure should never exceed 40% of the total funds raised.
  13. ChildFund Australia has tax deductibility status for donations of \$2 or more.
  14. The Tax Act does not allow ChildFund Australia to issue a tax deductible receipt to anyone who has received anything at all in return for their donation e.g. if you organise a Comedy Night and people pay an entry fee then this is not tax deductible as they have received entry and whatever else was included in the night in return for their entry fee ie: the comedy show itself.
  15. It is recommended that fundraisers use the online fundraising website [www.everydayhero.com.au](http://www.everydayhero.com.au) or [www.justgiving.com.au](http://www.justgiving.com.au) to keep track of donations from friends or family. The website allows individuals to make contributions directly to the participant, and automatically issues an electronic tax receipt to the donor when they have made their payment. As such, it can only be used to collect donations for tax deductible fundraising (refer to point 14 above). The website enables fundraisers to easily keep track of their fundraising and the proceeds are transferred directly to ChildFund Australia by Everyday Hero/Just Giving. It also significantly reduces administration time and costs at ChildFund Australia.
  16. Larger donations from friends and family can be accepted by ChildFund Australia via electronic transfer, cheque/money order or credit card. A tax deductible receipt will be issued by ChildFund Australia to each of your supporters whose money is sent directly. To facilitate this, you must provide the full name, address, telephone number and donation amount of your supporters who require a receipt (name and contact person if you have been supported by a business).
  17. Refer to the Payment Details for information on how to transfer fundraising money to ChildFund Australia. All funds should be received within 2 weeks of the event.
  18. State legislation prevents fundraisers from collecting money door-to-door or in public places such as shopping centres and leisure centres unless prior permission is granted.
  19. Fundraisers must make themselves familiar with their state legislation.
    - ACT – Gambling and Racing Commission
    - NSW – Office of Liquor and Gaming
    - NT – Racing, Gaming and Licensing
    - QLD – Office of Liquor, Gaming and Racing
    - SA – Office of Liquor, Gambling Commissioner
    - TAS – Liquor and Gaming
    - VIC – Victorian Commission for Gambling Regulation
    - WA – Department of Racing, Gaming and Liquor
- Once we have received a signed and completed proposal to fundraise, we will issue you with an Authority to Fundraise from ChildFund Australia. Until then you are not able to begin any fundraising activities.

PLEASE DON'T FORGET... WE COULDN'T HELP CHILDREN WITHOUT YOU,

**YOU ARE AMAZING!**

READY TO BEGIN?  
PLEASE START BY FILLING IN THE PROPOSAL ON THE  
FOLLOWING PAGE TO FUNDRAISE.



PARTICIPATE WITH FRIENDS AND FAMILY IN A LOCAL MARATHON!



CHILDFUND AMBASSADORS, THE BOYS FROM BONDI RESCUE CREATED THEIR OWN FUNDRAISING PAGE TO FUNDRAISE FOR A POSTIE BIKE TO HELP DELIVER ESSENTIAL GOODS AND SERVICES TO FAMILIES IN REMOTE DEVELOPING COMMUNITIES.

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# PROPOSAL TO FUNDRAISE

Once you have decided to fundraise - please either email or post the following details to ChildFund Australia in order to be granted your 'Authority to Fundraise'.

## Fundraiser's Details

First Name:

Last Name:

Street Address:

Suburb:  State:  Postcode:

Phone Number:

Email:

## Describe your Fundraising Event/Activity:

Date or period of Fundraising Event:

Venue and address of Event:

How much will you raise?

Will any expenses be incurred?  No  Yes

If yes, how much will be spent?

Do you plan to pay for these expenses?  No  Yes

I have read and understand the Guidelines and Condition of Fundraising and agree to abide by them when conducting my fundraising event.

Signature:

Date:  /  /

Send these details through to Community Fundraising Officer at:  
[info@childfund.org.au](mailto:info@childfund.org.au)