

# LEMONADE

## Community Fundraising Kit



# Contents

- 1 Welcome and thank you
- 2 About Anglicare WA
- 3 Step-by-step checklist for fundraising
- 4 A-Z fundraising ideas
- 5 Fundraising tips
- 6 Fundraising guidelines
- 7 Event completion form
- 8 Support from our team
- 9 Frequently asked questions

## Contact

If you have any questions or need to get in touch, please contact our Philanthropy team via:

T 08 9263 2091

E [getinvolved@anglicarewa.org.au](mailto:getinvolved@anglicarewa.org.au)



[anglicarewa.org.au](http://anglicarewa.org.au)





# Welcome and Thank You

Thank you for choosing to fundraise for Anglicare WA! Every contribution, no matter the size, makes an impact and supports people and families in need across Western Australia.

You are helping to keep our services going which means more young people with a roof over their head, more families with their power switched on, and support to those experiencing trauma or violence at home.

This toolkit is designed especially for you. It will provide you with support, ideas, tips and tools to ensure your fundraiser is a success and lots of fun along the way!

Your interest in fundraising for Anglicare WA is greatly appreciated and we look forward to hearing what you will do to support our community.

We can't do it without you.

Thank you!





2

## About Anglicare WA

Anglicare WA is a leading not-for-profit organisation highly regarded by clients, funders and donors. We play an important part in building strong communities and families. We influence policy makers and ensure that institutions and systems are attuned to the needs of all people in our community. Our work is achieved in a spirit of reconciliation between Aboriginal and non-Aboriginal Western Australians.

### Our Purpose

To drive positive outcomes for those in need and challenge barriers to thriving

### Our Vision

A just and fair Western Australia where everyone can thrive

### Our Values

- **All about people:** We show respect and compassion placing people at the heart
- **Focused on strengths:** We believe in and amplify the strength of people and communities
- **Fiercely inclusive:** We make sure everyone can belong
- **Trusted partners:** We walk alongside and inspire trust
- **Curious and creative:** We seek new ways to do it better
- **Courageous and gutsy:** We tackle difficult issues, speak up and take action even when it's hard.

### Together we can make a difference

We know the critical issues that are impacting some of our most vulnerable people and so we have pioneered preventative and crisis programs that are customised for each community and delivered with trust and respect. These include:

- ending youth homelessness
- stopping family and domestic violence
- reducing poverty
- healing families
- empowering Aboriginal communities
- supporting people with a disability

3

# Step-by-Step Checklist for Fundraising

4

Step 1: <b>Get informed</b>	Visit our website <a href="http://anglicarewa.org.au">anglicarewa.org.au</a> and follow us on our social media channels.	●
	Read this toolkit as well as our Fundraising Guidelines (and you will already be half way there!). This toolkit is filled with vital information for your fundraiser.	●
Step 2: <b>Decide</b>	Choose your fundraising activity. There are many that you can get involved in. Be inspired by our A-Z list to help you decide!	●
Step 3: <b>Make it official</b>	Complete the Application Form and send it to us. (If we haven't sent it to you, please let us know!)	●
	Once your application form is approved you will receive all the things you need to really get started. This includes your Agreement Form which we will send to you so that you can start fundraising on our behalf.	●
Step 4: <b>Promote</b>	Promote and share your activity with everyone! Put word out there to your network of people and utilise your social media channels such as Facebook, Twitter, LinkedIn and Instagram.	●
Step 5: <b>FUNdraise!</b>	This is the fun part. Hold your fundraiser, collect donations and take lots of photos to share with us!	●
Step 6: <b>Submit</b>	Complete the Event Completion Form and deposit your donations. We will provide you with acknowledgement of receipt of your money.	●
Step 7: <b>Celebrate!</b>	Display your official Anglicare WA certificate with pride as you have supported struggling people and families across WA. Thank you – we couldn't have done it without you.	●





# A-Z Fundraising Ideas

Afternoon tea  
Anniversary  
Art exhibition  
Arts and craft day  
Auction  
Baby shower  
Bake off  
Bake sale  
Band night  
Bike ride  
Bingo game  
Birthday  
Book club  
Bracelet making  
Breakfast/brunch  
Bridal register donations  
Car wash  
Coffee morning  
Colour dress day  
Comedy night  
Community day  
Concert  
Cook off  
Cricket match  
Cupcake/cake stall  
Dance off  
Dinner dance  
Dog wash  
Donation  
Dress up party  
Dye or shave your hair  
Easter egg hunt  
Exercise competition  
Family recipe cookbook  
Fancy dress party  
Fashion show  
Fete  
Film night  
Footy teams day  
Fun run  
Gala ball  
Garage sale  
Garden party  
Gold coin day  
Golf day  
Guess the number of items in the jar  
Halloween party  
Hat day

Head shave  
High tea  
Horse racing  
Idol singing competition  
In-lieu of gifts  
Instagram ask  
International dress up day  
International food days  
Inter-office sports match  
Job swap day  
Joke or magic show  
Jump rope challenge  
Jumping castle  
Kakoda trail  
Karaoke competition  
Kilimanjaro trek  
Kosciosko climb  
Kris Kringle  
Ladies night in  
Lawn bowls  
Lemonade stand  
Lip Sync Battle  
Lipstick challenge  
Lollies in jar guessing game  
Luncheon  
Market stall  
Matched giving  
Money tree donations  
Morning tea fundraiser  
Movie night/marathon  
Mowing lawns  
Murder mystery party  
Nail spa day  
Netball tournament  
New year's resolution  
Night in  
Online fundraising page  
Open garden  
Orienteering game  
Party  
Personal challenge  
Photo exhibition  
Picnic day  
Pie eating competition  
Quiz night  
Raffle  
Record breaking competition  
Regular giving

Running race  
Sausage sizzle  
Silent auction  
Sky dive challenge  
Sleep out  
Sleepover  
Special occasion donations  
Sponsor your boss to do something out of the ordinary  
Sponsored events  
Sports day  
Swap shop  
Swear jar  
Sweepstake  
Talent quest  
Teachers vs students  
Theme day  
Tip jar  
Treasure hunt  
Trivia night  
Twenty-four-hour marathon  
Under the stars event  
Uniform free day  
Unwanted gift sale  
Valentine's day fundraiser  
Volley ball tournament  
Walkathon  
Walking dogs  
Watersports challenge  
Wear orange/blue day  
Wine tasting evening  
Wishing well  
Workplace giving  
Wrapping presents  
Wristbands or pin sales  
X-factor competition  
Xmas hampers  
Xmas party  
Xmas wishing tree  
Yard sale  
Yogathon  
Zany hair day  
Zero sugar month  
Zoo dress up day



5



# Fundraising Tips (to boost fundraising)

## Tips to boost your fundraising



**Update and promote** your personal or team fundraising pages (if you are fundraising online!)



**Encourage your friends and family to donate** – don't forget to say thank you!



### **Thank your supporters!**

Let them know how grateful you are no matter how big or small the donation may be



**Add an email signature** to your emails with the link to your fundraising page or details or your event



**Set a target!** Aiming high can be great motivation and gives you something to strive for



Show you are serious by **making the very first donation** – it sets the tone for future donations!



**Upload photos and details** about what inspires you to fundraise for Anglicare WA



**Ask your local businesses** about supporting you by donating the venue, prizes or services for your fundraiser. You will be surprised how generous they can be if you just ask!

## Social media tips

Using your social media account is great to share your fundraising story in an incredibly meaningful way. Here are some tips to get you started:

1. **Use images that are eye catching and relevant to your post.** Posts that grab people's attention often include people smiling at the camera. Also, make sure the background doesn't detract from the subject so that the subject stands out.
2. **Tag us @AnglicareWA on Facebook, Instagram, LinkedIn or Twitter so that we can share your post.**
3. **Include the hashtag #AnglicareWA in all social media posts to gain more exposure**



Here is an example of a great social media image used for one of our events



# Fundraising Guidelines

## Anglicare WA fundraising guidelines

Anglicare WA (AWA) abides by the Charitable Collections Act 1946. In granting an Endorsement Letter, AWA requests that you adhere to the following fundraising guidelines.

### Getting started

1. All fundraising activities must be endorsed by AWA. Once we have received your signed Fundraising Agreement, including your budget outline, and we are satisfied that your fundraising activity fits with the philosophy and policies of AWA, we will forward you an Endorsement Letter.
2. AWA will not endorse any fundraising activity that does not fit with the organisation's values.
3. 'Fundraiser' means the individual or organisation holding the fundraising event on behalf of AWA. Fundraisers do not represent AWA but are acting on their behalf to raise funds that will be forwarded to AWA. Fundraisers must make this clear in all dealings with the public, sponsors and supporters.

### Once endorsed

1. You, as the fundraising/event coordinator, take responsibility for all organisational aspects of the fundraising activity/event. This may include soliciting prizes, organising publicity and providing goods and services. AWA is here to only offer advice and guidance when needed.
2. Any documents/promotional material used by the coordinator in relation to the fundraising activity must be approved by AWA. If the fundraising/event coordinator wishes to incorporate the AWA logo on any materials or products, the coordinator must obtain permission from the Anglicare WA Manager Marketing & Communications before printing.
3. The AWA logo can only be used to advertise that AWA is the organisation benefiting from the activity/event.
4. Third party fundraisers are not covered by AWA's insurance and therefore you need to seek your own Public Liability Insurance.

### Raffles

1. If you intend to hold a raffle where the sale of tickets and declaration of results takes place on the same day and at the same premises and the aggregate value of prizes offered does not exceed \$2,000 (Small Private Lottery) no permit is necessary.

2. If you intend to sell raffle tickets to the public for more than one day (Standard Lottery) you need to obtain a permit from the Department of Racing, Gaming and Liquor. In this case, it is your responsibility to submit an application with the Department, print raffle tickets, submit a financial report and advertise the results in *The West Australian*. The produced tickets must show:
  - Permit number
  - Price of ticket
  - Description and value of prizes
  - Ticket number
  - Name and contact phone number of permit holder
  - Name of organisation
  - Closing date of ticket sales and drawing date
  - Name and date of the publication in which results are to appear.

### Receipts

1. Your receipt will be issued once the following items have been returned to AWA:
  - Monies raised (these must be returned to AWA within 14 days by law)
  - Statement of Income and Expenditure
2. If donors require a tax deductible receipt AWA can provide individual receipts provided the gift satisfies the criteria outlined by the Australian Taxation Office and the appropriate records have been obtained. Please contact us for the applicable forms.
3. Receipts will be sent directly to the donor once the funds have been received by AWA.
4. The following are not tax deductible:
  - Ticket purchases (raffle or to and event)
  - Auction purchases or purchases of goods/merchandise
  - Donation of goods/services and
  - Sponsorship

### Helpful contacts

Department of Racing, Gaming and Liquor  
Phone 08 9425 1888, [rgl.wa.gov.au](http://rgl.wa.gov.au)

Fundraising Institute of Australia (FIA)  
Phone 02 9411 6644, [fia.org.au](http://fia.org.au)

#### Disclaimer

1. AWA 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/event coordinator or helpers failing to adhere to any of the above terms and conditions.
2. Further to this, endorsement letters will not be issued where the viability of the fundraising activity is in doubt.
3. AWA is not responsible for the promotion of the event and are not able to use AWA social media channels for this purpose. Posts will be made at the discretion of AWA.





# Event Completion Form

**Applicant:**

**Name of Event:**

**Date of Event:**

**Income:**

**Expenses:**

**Total amount to Anglicare WA:**

Funds must be received by Anglicare WA within 10 business days of the end of the event.

**Please make cheques payable to:**  
Anglicare WA  
GPO Box C138  
East Perth WA 6005

**Please make Direct Deposits to:**  
Name: Anglicare WA  
BSB: 086 366  
Account: 731124824  
Reference: Your Name

We would like to thank you again for supporting Anglicare WA





## Support from our team

Anglicare WA has a small (but fabulous!) marketing and fundraising team who are here to help where possible. Our friendly team can support you to make your fundraiser a great success.

Contact our team on [getinvolved@anglicarewa.org.au](mailto:getinvolved@anglicarewa.org.au) or on 9263 2091.

We have the following resources available:

- Simple customised online donation page can be created for your event
- Proudly Supporting Anglicare WA logo
- Impact Statements
- Posters
- Donation boxes
- Balloons
- Certificates
- Tax Receipts (please see guidelines for more information)
- Occasionally we can provide a speaker at large activities, depending on availability of staff

**Your support makes such a difference. Thank you!**



# Frequently Asked Questions

**Q: How much should I aim to raise?**

A: As a general rule, community fundraising events should aim for 4:1 return – for every \$1 you spend you should aim to raise \$4.

**Q: Where does the money I raise go?**

A: 100% of all money raised goes to supporting Anglicare WA's many services and we will direct your donation to the areas of greatest need. However, if you would like to direct the funds you raise to a specific service or program, just let us know.

**Q: Can I donate clothes or other gifts to Anglicare WA?**

A: Yes! Our Op Shops are always looking for goodies.

**Q: Will my fundraising event be covered under Anglicare WA's insurance?**

A: No, unfortunately not. You will need to seek your own Public Liability insurance for your event.

**Q: Do I need a license or permit for my fundraising activity?**

A: Possibly! Please double check with Racing, Gaming and Liquor for information on:

- a) Liquor license
- b) Raffle permit

Visit [rgl.wa.gov.au](http://rgl.wa.gov.au) for more information

**Q: What support can Anglicare WA provide to help me promote my fundraising event?**

A: We have such a small team here at Anglicare WA but we will support you where we can. We encourage you to do as much as you can for your event, but you can always call us for help or advice if you need it! We are unable to provide any event promotion or graphic design (please see the guidelines).

**Q: Can expenses be deducted from funds raised by the event?**

A: Yes, absolutely. Please do this prior to depositing the funds into the Anglicare WA account

**Q: Can Anglicare WA promote my fundraising activity?**

A: Unfortunately not. We can however promote it internally to staff. We often give shout out's to some of our fabulous fundraisers via our social media accounts when scheduling permits.

**Q: Is my fundraising tax deductible?**

A: All donations over \$2 are tax deductible for the donor. Please keep accurate records of donations that are given to you. An email address, name and phone number is required for receipting purposes.

**Q: How do I transfer the money raised to Anglicare WA?**

A: Easy! You can just pop it in our account (please see the event completion form) or you can post us a cheque. Just make sure you let us know that it is from you.

**Q: Can an Anglicare WA staff member attend my event?**

A: We might be able to! Please let us know if you would like someone there and we can see if we have a staff member or volunteer available.



GPO Box C138  
East Perth WA 6892

T 08 9263 2091  
E [getinvolved@anglicarewa.org.au](mailto:getinvolved@anglicarewa.org.au)

[anglicarewa.org.au](http://anglicarewa.org.au)



T 08 9263 2091  
E [getinvolved@anglicarewa.org.au](mailto:getinvolved@anglicarewa.org.au)

    [anglicarewa.org.au](http://anglicarewa.org.au)



# Fundraising Application Form



Contact name:	<input type="text"/>		
Postal address:	<input type="text"/>	Postcode:	<input type="text"/>
Email:	<input type="text"/>		
Phone:	<input type="text"/>		
Name of fundraising activity/event:	<input type="text"/>		
Date and time:	<input type="text"/>	Fundraising target:	<input type="text"/>
Event venue:	<input type="text"/>		

Details of fundraiser/event: (plan, estimated number of people, event history if applicable):

Will any other charity be benefiting from this event?

☐ Yes

☐ No

If yes, what is the name of the charity:

How do you intend to promote your event?

(Please note that all promotional material must be approved by Anglicare WA prior to advertising):

We would love to hear your reason for choosing Anglicare WA as a beneficiary of your activity/event:

## Fundraising Budget Outline

- The fundraising event cannot be used for your own commercial gain or profit.
- The event must have the potential for financial success so that neither the organisers nor Anglicare WA are liable for unpaid expenses.

Anticipated income

Total:

Anticipated expenditure

Total:

**Agreement:** I have read and agree to abide by the Anglicare WA [Fundraising Guidelines](#) and indemnify Anglicare WA from and against any claims for injuries or damages arising at or from the fundraising event/activity.

Signed:

OR

☐ I agree

