

Your guide to **FUN**draising success



Because every child
needs a champion



Thank you!

It is because of community fundraisers like you that last year alone we were able to help 14,083 children, young people, and their families. You are true heroes to us and to the thousands of children we support every year.

By fundraising for Barnardos, you are joining a community passionate about keeping children safe from abuse and neglect. As a leading child protection charity in Australia, we rely on the support of the community who stand with us to break the cycle of child abuse and create brighter futures for Australia's most vulnerable children.



So, whether you are hosting a trivia night, running a marathon, teeing off on a golf day or baking biscuits for work colleagues or classmates, our dedicated Community Fundraising Team is here to help make your fundraiser easy, rewarding, and fun. We can't wait to hear about all the creative ways you choose to raise money for Barnardos.

Thank you again, your support means so much to us. Good luck and remember to have fun!

A handwritten signature in black ink that reads "Deirdre Cheers". The signature is fluid and cursive, with a long horizontal line extending from the end.

Deirdre Cheers
Chief Executive Officer, Barnardos Australia

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Why we need your support

19,400 children experiencing homelessness are under the age of 14¹

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46,000 children are unable to live with their parents due to abuse and neglect²

.....

1 in 4 children are exposed to domestic violence³

¹19,400 children: AIHW Australia's Children 2020

²46,000 children: Australian Institute of Health and Welfare: Child Protection in Australia 2019-20

³1 in 4 children: Australian Domestic and Family Violence Clearinghouse 2011, The Impact of Domestic Violence on Children: A Literature Review



"They opened my eyes to a better way of parenting."

Barnardos provides a wide variety of safety and prevention programs and support for children, youths, and families, including the SafeCare parenting program. Upon recommendation from Family and Community Services after a welfare check on their home, Karinda sought the support of Barnardos.



Karinda, SafeCare parenting program participant

Karinda had recently moved with her husband and three children, didn't know many people, and didn't have family in the area. She was feeling overwhelmed and unable to cope, struggling to know where to go for help. All three of Karinda's children have global developmental delay, so they are all around the same age mentally, in addition to one of her sons having ADHD.

Once she had completed the program, she felt that she knew how to interact with her children, how to redirect negative behaviour into positive behaviour, give the children boundaries and set up a routine. For her son with ADHD, Barnardos helped

get support from the school, get doctors assessments and specialist appointments for his speech as well as occupational therapy. Through the program, Karinda feels more confident in her parenting, calmer and more level-headed which has positive effects on the children too – as she said, when she's calm, they're calm.

"Family means everything to me. We wouldn't be anywhere without family. If it wasn't for Barnardos I don't know where I'd be. They have helped me grow so much from where I was to where I am now. They opened my eyes to a better way of parenting and a better way for me to be the best I can be. I feel a lot better about the future and my children's future. I didn't realise what community meant until I came to Barnardos. They opened so many doors for us. I'm so glad I took that first step. We've really found our home."

We need your support so that we can continue to deliver programs such as this, to keep children safe from neglect and provide them with the opportunity to reach their brightest future.

How your donations help

Every dollar you raise means that we can continue to provide critical emotional, financial, and practical support to vulnerable children.

Here are some examples on how we put your donations to work to help vulnerable children. You might find these useful when asking for sponsorship of your event or picking a fundraising target.



\$250

This can help a child out of danger and into our crisis accommodation centres where they are safe from abuse and neglect.



\$500

This can provide basic household appliances, furniture and linen to families escaping domestic violence in transitional accommodation.



\$750

can provide household bill relief to six families experiencing financial hardship, impacting their ability to pay their bills.



\$1000

can provide four months of therapy sessions to help a child recover from the trauma of physical abuse.

Need some inspiration? Meet our fundraising champions



Barnardos changed our lives when they facilitated the adoption of our three amazing children. We wanted to give back and help other children to find the happiness of a forever family. Our adoption party was a fantastic way to help spread the word about Barnardos and encourage our guests to make a donation that would make a real difference.

Our kids drummed up lots of support and they were so proud that they were able to help other kids just like them.

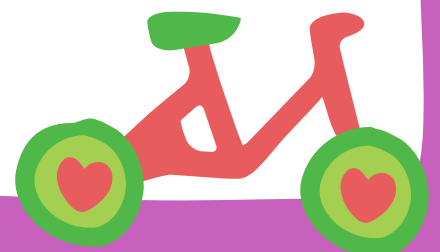
**Fundraising champions –
The Robertson Family**



I completed a series of mountain bike events which helped me reach my personal best while getting Barnardos' message out there. Barnardos gave me an opportunity at a time when no one else would.

So in turn, if I can help one little person have a different life, a better life, then all my fundraising efforts have paid off and I'll gladly do it again!

Fundraising champion – Derek Steele



Fundraising inspiration

Picking how you will fundraise can be tricky, so our best advice is to **think of something you love to do and turn it into a fundraiser** or challenge. The more enthusiastic you are, the more motivated people will be to support you, which in turn will lead to fundraising success.

Still stuck? Here are some tried and tested ideas to inspire you and get you thinking about your own.

Quick and easy



Host a morning or afternoon tea



Ditch a daily habit for a month and donate the money you save



Ask for donations in lieu of presents for your birthday



Hold a bake sale at school or in the office



Have a mufti or pyjama day at school

Require more planning



Take on a fun run and get sponsored by family and friends



Put together a golf tournament



Host a dinner party and ask friends to donate the money they would have spent at a restaurant



Organise a fancy gala dinner with a live auction



Hold a trivia night in partnership with your local pub



Have a local community event with a raffle of prizes from local businesses

Our fundraising champions have the following tips for you:



Have fun and make sure you enjoy what you do!



Find people passionate about Barnardos as well and fundraise as part of a team



Try to get creative with how you choose to fundraise



Step-by-step to fundraising success

Now that you have your idea, it is time to get organised! We have created a step-by-step guide to help you reach fundraising success.

1

Register your fundraising event

Registering your event will set you up an online fundraising page and allow Barnardos to give you the authority to fundraise on our behalf.

Registering will help us understand what you plan to do and how we can best support you. You can customise your online page making sure you include what it is you're planning to do to fundraise, and then share it via social media, email, or even create QR code posters! This is the easiest way to tell your network that you are fundraising for Barnardos.

Register your fundraising event [here](#).

2

Get the green light

Now that you have registered, you should have received an email with your authority to fundraise.

Charities in Australia are legally required to authorise all fundraising activities so if you haven't received your authority to fundraise email yet, please go back to step number one and register.



3

Set a fundraising goal

Setting a target will keep you motivated! Don't be afraid to aim high, you'll be amazed at what you can achieve once you get rolling on your fundraiser and invite your family and friends to support your efforts. Kick start your fundraising by making a self-donation on your page to give your supporters an idea of how much to donate and to show how dedicated you are!

Here is an example of how to raise \$500 (or more!) in 5 easy steps:

1	Sponsor yourself first to show your commitment	\$50
2	Ask 5 close friends and family to donate \$40 each	\$200
3	Ask 10 people in your network to donate the cost of one cup of coffee	\$50
4	Invite 10 friends over to watch a game: provide drinks and nibbles for \$10 each	\$100
5	Host a workplace morning tea, charge \$5-\$10 each	\$100
		\$500

People who set a target raise, on average,

46%

more than those who don't.

Fundraisers who make a personal donation raise

150% more

than those who don't.

4

Set yourself up for fundraising success

Consider exactly how your activity will raise the most money, particularly if there are expenses involved in organising it. Depending on your activity, you could:



Charge entry fees (make sure they at least cover any costs you incur)



Reach out to your community for sponsorship (see if you can use a venue at no cost or sponsor the drinks for the day).



Sell items such as food, drink or homemade products (remember to check health and safety rules)



Incorporate raffles, auctions and other games into your fundraising activity

5

Use the helpful resources available

We've put together lots of handy resources to help you hit the ground running.

There are editable posters, social media tiles, an event checklist, a budget template, sponsorship and prize request letters, bunting and so much more. Check them all out [here](#).

Missing something? Please don't hesitate to reach out so that we can assist you.

6

Time to promote!

Promote your event far and wide! The more people that know about it, the more money you will be able to raise. Here are some tips for promoting your event:

- Put up posters with all the key information near the venue or around your local area
- Tell your family and friends – word of mouth is a great way to get big networks of people involved and to grow awareness
- Tell the local media (use our handy Media Release Template to share the story)
- Share the event and your fundraising page on your social media (use our Social Media Tiles for a quick and easy way to post that you're fundraising to support Barnardos)
- If you have a personal connection to Barnardos, let us know so that we can help promote your event to local media



8

Tips and tricks

We have a few final tips and tricks to help make your event a huge fundraising success! Make sure you remember these throughout the event planning process:

- Always check if your workplace will dollar match donations you receive
- Customise your fundraising page so that your supporters know why you have chosen to support Barnardos Australia. Share updates on your progress through the blog feature – people like to be taken on the journey!
- Be sure to make a personal donation **before** sending your page to family and friends
- Take the time to personalise your emails to friends and family so that they feel connected to why you are asking them for support
- We know that 20% of donations come in after the fundraiser has been completed so it is a good idea to do one last push and share some photos of your fundraiser or achievement!

7

Enjoy it!

You've worked hard to pull off a fundraising event so remember to enjoy it on the day. You should be incredibly proud of your efforts. And on behalf of Barnardos, we would like to say a huge thank you for your time, passion and energy - it doesn't go unnoticed.

We love to see our fundraisers in action so remember to take and share photos! Use #BarnardosAus along with our social media handles so we can see what you got up to.



@barnardos_au



@BarnardosAustralia



@Barnardos_Aus



@barnardos-australia



Remittance and Receipting

Remittance

The final step is to finalise your amazing donations! If you collected cash, or collected funds outside of your fundraising page, you can finalise your donations one of the following ways:

- **Bank deposit** – if you would like our bank account details to pay in or transfer money, please call us on 02 9218 2484 or email events@barnardos.org.au
- **By phone** – please call us on 1800 061 000 to make a payment over the phone using a credit or debit card
- **By cheque** – send a cheque (payable to Barnardos Australia) to Barnardos Australia, Community Fundraising, GPO Box 9996, Sydney NSW 2001.

Please deposit all funds within 30 days of your fundraising activity and use your Fundraiser ID number so we can identify and record your donation correctly. If you don't know your Fundraiser ID number or don't have one, please contact us and we will arrange one for you.

Please do not send cash through the post.

Receipting

Anyone who donates \$2 or more through your online fundraising page will automatically be emailed a tax-deductible receipt. If you're collecting funds offline, please keep a record of those requiring a receipt. We will need their full name, email address and the amount donated.

Please send this information through to us when you deposit the proceeds to the Barnardos Australia bank account so we can issue receipts to your supporters.

Please remember that receipts can only be issued for donations. We cannot issue receipts if supporters have received a benefit i.e., tickets to your event, raffle ticket purchases, silent auction items.

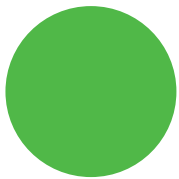
And finally, remember to thank your donors!

Your supporters will be interested to know how much you raised through your fundraising so make sure you share the total with them and thank them for their contributions. Your supporters are who make your fundraising possible – make sure they feel special.

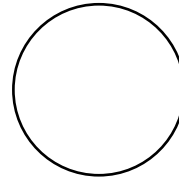
Brand Guidelines

Colour palette

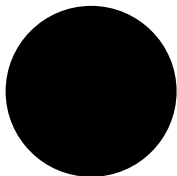
The primary colour of the Barnardos Australia brand is of critical importance when building a positive association with our brand. Use these colours to bring your event or fundraising items together!



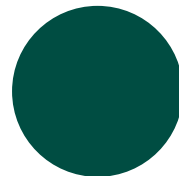
CMYK: 70/0/100/0
RGB: 80/184/72
Web: #50B848
PMS: 361 U



CMYK: 70/0/100/0
RGB: 80/184/72
Web: #50B848
PMS: 361 U



100% rich black
CMYK
20/20/20/100



CMYK: 40/0/88/0
RGB: 165 /207/ 81
Web: #a5cf51



CMYK: 90/45/70/42
RGB: 0 /77 /66
Web: #004D42

Messaging

If you are using the logo and your own logo you can say:

"Proudly supporting Barnardos Australia",

"In support of Barnardos Australia"

"Proceeds donated to Barnardos Australia"

Logo

If you would like to use the Barnardos Australia logo (or a 'Proudly supporting Barnardos Australia' logo) when advertising your event, please be in touch with the events team (details on back page) who will then approve your design and send you the logo file.



Barnardos
Australia

If you would like to know more about our brand, please view the Brand Manual [here](#).

Our dedicated community fundraising team is here to help you!

Thank you for being champions for children by choosing to support Barnardos Australia! Your fundraising will help change the lives of vulnerable children, and for that we cannot thank you enough.

As your biggest cheerleaders, we are with you every step of the way to ensure your fundraiser is a roaring success, so don't hesitate to get in touch!

02 9218 2484
events@barnardos.org.au

barnardos.org.au



Barnardos
Australia