

# CENTRAL PARK **PLUNGE** Fundraising Kit



AnglicareWA™

# Contents

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

## Contact us

For more information please contact us:

M 0424 728 798

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

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



1

## Welcome and Thank You

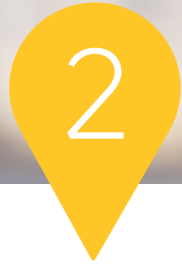
Thank you for choosing to fundraise for Anglicare WA by taking the plunge down Central Park! Every contribution, no matter the size, makes an impact and supports people across Western Australia.

You are making a difference in young people's lives. In particular young people at risk or experiencing homelessness. Street Connect is a dynamic outreach service on the streets of Perth. This service is often the first crucial step in a young person's journey off the street. Street Connect youth workers assist, support and educate vulnerable young people, providing trustworthy, compassionate support and vital social connections. In addition to providing immediate support and intervention, we empower young people and help them achieve their goals.

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 about what you will do to support our community.

We can't do it without you. Thank you!



## 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
- **Gutsy and Courageous:** We tackle difficult issues, speak up and take action even when it's hard

### Together we can make a difference

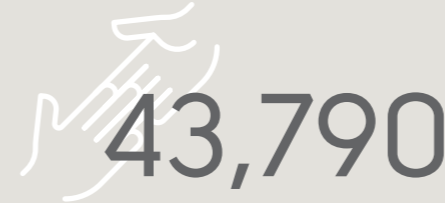
We know the critical issues that are impacting some of our most vulnerable people and so we have pioneered preventative and crisis programs that are customised for each community and delivered with trust and respect. These include:

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

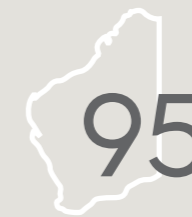


## Our 2019 Impact

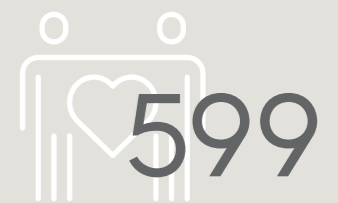
Together, we are a force for change



In 2019 we supported **43,790 West Australians**, who needed a helping hand.



We walk alongside **95 community partners** in 55 locations, from the bottom of the Great Southern to the tip of the North West.

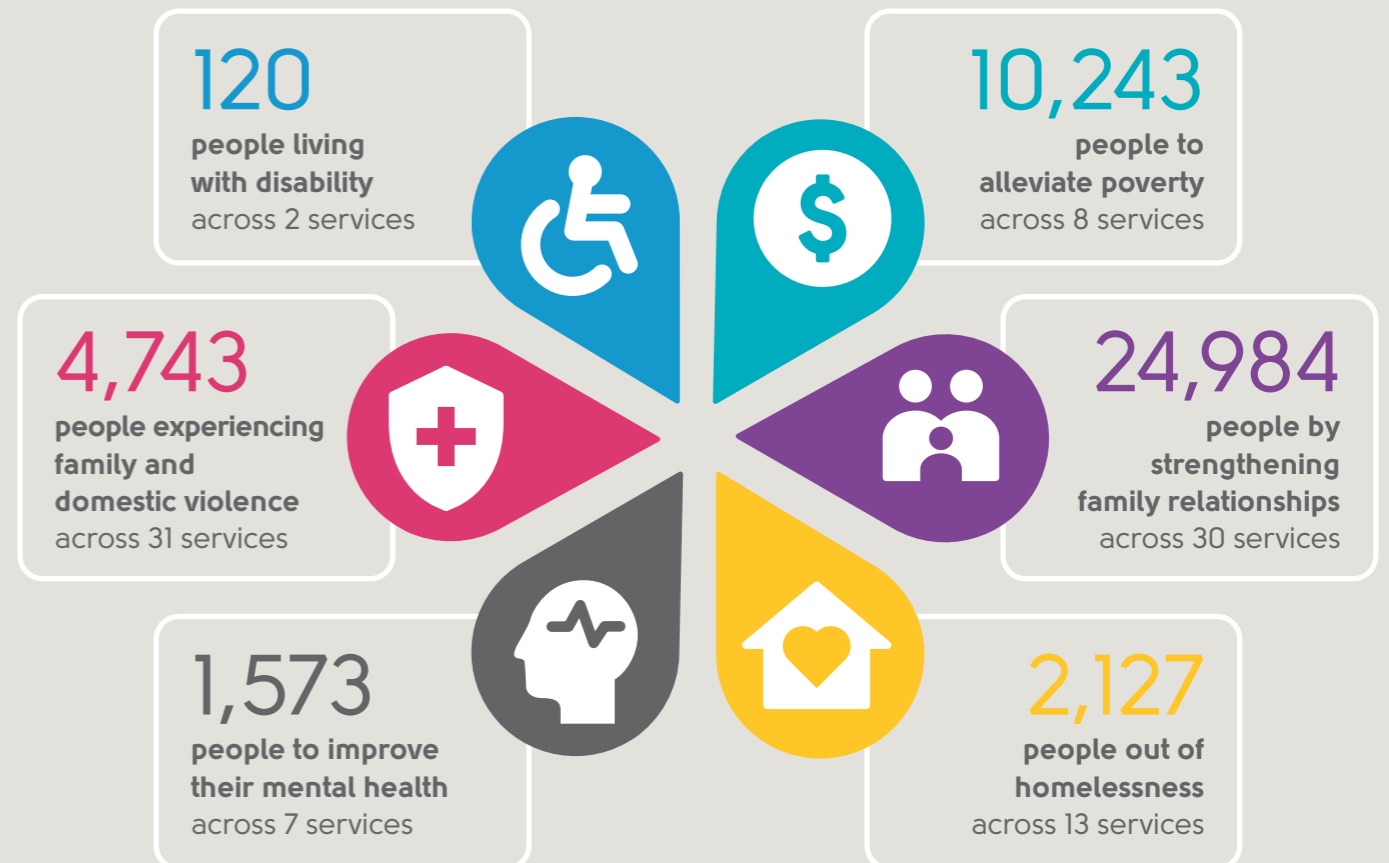


**599 staff** are putting people at the heart of what we do, delivering **76 programs** that improve lives.

We've stood by your side, advocating for systems change to:



We've contributed to changing lives by supporting:





4

# Step-by-Step Checklist for Fundraising

- Step 1:**  
**Get informed**

Visit our website [anglicarewa.org.au](http://anglicarewa.org.au) and follow us on our social media platforms.

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:**  
**Decide**

Think how you can fundraise. There are many fundraising ideas you can get involved in. Be inspired by our A-Z list to help you decide!
- Step 3:**  
**Make it official**

Register on the Central Park Plunge website [centralparkplunge.com.au](http://centralparkplunge.com.au)

Once your registration is confirmed, please set up your fundraising page on [everydayhero.com](http://everydayhero.com)
- Step 4:**  
**Promote**

Promote and share your activity with everyone! Put word out there to your network of people and utilise your social media platforms: Facebook, Instagram, Twitter and LinkedIn.
- Step 5:**  
**FUNdraise!**

This is the fun part. Hold your fundraiser, collect donations and take lots of photos to share with us!
- Step 6:**  
**Celebrate!**

Display your official Anglicare WA certificate with pride as you have supported vulnerable young people across WA. Thank you – we couldn't have done it without you.

5

# 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








# 6


## Fundraising Tips (to boost fundraising)


### Tips to boost your fundraising


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


 **Thank your supporters!** Let them know how grateful you are no matter how big or small the donation may be


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

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

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

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

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

 **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 a great way to spread the word about your fundraiser and what you are doing. It gives you the chance to tell a story in an incredibly meaningful way. Here are some tips to get you started:

1. **Use images that are eye catching and relevant**
2. **Don't forget to tag us in:**

    AnglicareWA

# 7

## 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

Fundraising Institute of Australia (FIA)  
Phone 02 9411 6644, 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.



8

## Support from our team

Anglicare WA are here to help where possible. Our friendly team can support you to make your fundraiser a great success.

Contact us via [emma.craven@anglicarewa.org.au](mailto:emma.craven@anglicarewa.org.au) or 0424 728 798.

We have the following resources available:

- 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!**

9

## 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 Street Connect service 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, 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 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. Donors via [everydayhero](http://everydayhero) need to fill in their details so we can provide a receipt. For fundraising activities, please keep accurate records of donations that are given to you. An email address/address, name and phone number is required for receipting purposes.

**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.

**Contact us**

**M** 0424 728 798

**E** [emma.craven@anglicarewa.org.au](mailto:emma.craven@anglicarewa.org.au)



**AnglicareWA**

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





# 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.

