THE TITLE PACK OF FUNDRAISING IDEAS



FUNDRAISING EVENT RESOURCE

THANK YOU

Thank you for choosing to fundraise for Asian Aid. Your generosity, compassion, enthusiasm and fundraising efforts will help give hope to disadvantaged children and their communities. Organising a fundraising event can be time and labour intensive, so we truly appreciate your efforts.

We hope this information pack will help make your fundraising event a success, and assist you in making the most for those who need it the most.

If, after reading the information included in this pack you still have questions, please do not hesitate to contact Ineka Martin at the Supporter Services team at Asian Aid on:

S (+61) 02 6586 4250 or at S ineka.martin@asianaid.org.au.

Together we can give hope now and for the future.

With gratitude The Asian Aid Team

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WHY FUNDRAISE THROUGH EVENTS?

Since 1966, Asian Aid has believed in the life-changing power of hope – hope for children and their communities.

We engage in communities across Asia and our work focuses on four key issues: Education, Health, Hope in Communities and Advocacy.

It is the self-sacrifice and generosity of many faithful supporters who inspire us to continue to break down barriers that prevent people from reaching their God-given potential. Thank you for partnering with us to enable transformational change.

Fundraising for Asian Aid through events or activities is a practical and much-needed way you can continue to support us in helping even more children and their communities. It is also your opportunity to tell your family, friends and others in your immediate sphere of influence about your own Asian Aid story. Your story might inspire them to do the same.

THANK YOU FOR COMMITTING TIME, EFFORT AND RESOURCES TO FUNDRAISING FOR ASIAN AID.

WHO FUNDRAISED THROUGH EVENTS?

Many individuals, groups, schools and churches have run creative fundraising initiatives to support Asian Aid's work. Here are a few examples of how people have fundraised in the past:



Professional musicians produced a children's music CD - Huggles and Heartsongs - to raise funds for our Hope in Communities Program in Nepal.



Students and staff from the Atoifi Seventh-day Adventist Primary School in the Solomon Islands collected money in their local community, and organised a **mufti-day** to raise money for children at the School for Speech and Hearing Impaired in India.



A head-shave fundraiser saw family and friends of the late Phil Page, a long time Asian Aid supporter, raise funds for Asian Aid's Health Program.



A young supporter decided that instead of receiving presents at her 12th birthday party, she would ask her friends to come along prepared to support Asian Aid's Gifts of Hope project.



A group of Asian Aid supporters in Sydney organised a fundraiser for nearly 300 people, which included a screening of a documentary about human trafficking, an auction, traditional Nepali dancing, live music and an authentic three-course Nepali vegetarian meal.



Students at Darling Downs Christian College raised funds through a **24-hour 'Fast for Freedom'** initiative to support girls and women rescued from trafficking in Nepal.

A group of women in Queensland organised a high tea event to raise money for Asian Aid's Advocacy Program in India.



HOW TO FUNDRAISE?



#5 The Little Pack of Fundraising Ideas

FIND YOUR PASSION!

It is important that you choose to fundraise for a cause or issue that you are passionate about.

There are many causes

Asian Aid supports and

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Child Sponsorship is Asian Aid's chosen way of enabling changes in a child's community, to ensure children can thrive and have a positive future.

CHILD SPONSORSHIP

This is Asian Aid's chosen way of equipping a child's community (family, school or other community group) with skills, knowledge and resources to create an environment where children can have positive futures. Our sponsorship activities not only provide education to disadvantaged children, but also include relevant and sustainable development activities at the schools and in the communities.

Our work also focuses on four key themes: Hope in Communities, Health, Advocacy and Education.

HOPE IN COMMUNITIES OVERVIEW



We believe in empowering disadvantaged communities with the skills they need to contribute to the development of productive and peaceful societies. Countries like India and Nepal have some of the most invisible and vulnerable children and youth. Parents and caregivers - as key duty-bearers - are an integral part of our programs. By involving them in activities - such as vocational training and financial literacy programs, and helping them form Self Help Groups - parents are empowered to fulfil the rights and life opportunities of children. You can help parents, caregivers and adolescents be better equipped and more confident in accessing economic opportunities.



HEALTH OVERVIEW

Access to quality health education in many of the countries where Asian Aid serves is a pressing issue. Asian Aid helps prevent the incidence of uterine prolapse among poor and rural Nepalese women, supports rural health clinics in Nepal, provides free Health and Nutrition Fairs to vulnerable communities, raises awareness about good hygiene and nutrition among school children, and funds classes in health and life skills. With improved access to health care services for better quality of life, people are able to become positive contributors to their families and communities.



ADVOCACY OVERVIEW

Advocating against deeply engrained societal errors - such as human trafficking - is critical in protecting the rights of women, girls and vulnerable people. To be effective in the fight against human trafficking, it is not only important to stay focused on preventative measures, but also to increase the knowledge and community capacity to identify potential trafficking cases. In communities where human trafficking is identified as an issue, anti-trafficking campaigns, children's clubs, and street plays will be run by children and adolescents to raise awareness about, and educate on, the dangers of human trafficking. While human trafficking in South East Asia is certainly a daunting problem, it is not insurmountable.



EDUCATION OVERVIEW

We believe that all children – regardless of age, gender, ethnicity, disability or religion - have a right to education. We also believe that education offers children, adolescents and women the chance to break out of poverty, to develop holistic life skills, and to influence the decisions that affect their lives. Education happens in many different ways. Our programs also support women, by educating them through tailoring and entrepreneurship training; parents of school children, by training them how to improve their livelihood opportunities through agricultural-based activities; and families, by helping them improve nutrition for new mothers, babies and children. We work to help build resilient communities that value and support children.



Visit asianaid.org.au for more information about our Child Sponsorship or the four themes. You can also call us on (+61) 02 6586 4250 for photos or additional information about your chosen cause or issue.



STEPS IN EVENT PLANNING



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Although each event is unique, the steps in planning events are usually the same.

STEP 1. CHOOSE YOUR EVENT



Dream big! Choose an event that you will enjoy running, and that will be well supported. Your potential event participants, your own taste and interest, and the Asian Aid cause or issue your event will support will help you choose the event type too.

You can do almost anything to raise funds for Asian Aid. If you need inspiration, have a look at our **A to Z list of fundraising ideas**.

STEP 2. CHOOSE A DATE, VENUE AND TIME



Any event takes time, so the earlier you can start planning, the better. It is essential to give yourself enough time in preparing for your event. Depending on the event size and who you are hoping to reach, you may need three months of preparation time for a large event.

It is also a good idea to check what else is happening in the local community, or for the people groups you wish to attract to your event, before determining the date and time of your event. To increase the likelihood of people being able to attend your event, you may need to avoid any major date or time clashes with other events.

Conceptualise the event format:

- Target amount of money to be raised
- Event promotion
- Venue set-up
- Event length
- Breaks for intermission or food
- Audio visuals required
- Decorations/theme
- Other; Is there a need for babysitting at your event, for example?

Think about your event participants:

- What kinds of people would be interested in your event? Consider age, geographical location, gender, and if applicable, families.
- Where do your potential event participants usually find information about events? Consider social media, church, school or other platforms.

STEP 3. ASK FOR HELP



- Find a team of volunteers to help with the various aspects of the event. This could include a photographer, a greeter, an MC, a caterer and a decorator.
- Contact Asian Aid on (+61) 02 6586 4250 or at contact@asianaid.org.au to discuss your event and resource needs.
- Activate and promote the Everyday Hero account and/or Facebook account, where applicable, so funds can be raised easily for Asian Aid even before the event and through people who might not be able to physically attend your event.

STEP 4. PROMOTE YOUR EVENT



Regardless of whether your event is large or small in size, you will need to promote it. It is advisable that you allow a six-week lead promotion time for your event, if possible.



LOCAL Place an advertisement in local newspapers, radio stations and magazines. Include an announcement in your local church, school or retirement village bulletin. Make sure your advertisement or announcement covers all of the important details including: who, what, why, where, when and how. Most local newspapers and community radio stations have a free Community Events page, column or section.



FACE TO FACE Seeing a human face goes a long way in engaging people to be a part of your event. Ask to present at churches, schools and community groups. If not you, then ask someone who would be willing to speak on your behalf.



f You

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Tube

SNAIL MAIL If you are sending out flyers or letters, aim to include information that relates to the cause for which you're fundraising. For example, if your event is supporting Asian Aid's Health program, give some figures on the specific groups of people who will be assisted by the funds raised at your event. Contact us for specific information on programs.

SOCIAL MEDIA Some events will benefit from having their own Facebook page. This provides a space for updates and an avenue to promote your event. You could even hold a contest leading up to the event. Videos could also be posted on YouTube and shared. Invite others to post and share a video promoting your event.

FLYERS With permission, posters and flyers can be placed on bulletin boards at local libraries, community centres, restaurants, cafes, churches and schools.

GIVEAWAYS Asian Aid has various resources which can be used as prize giveaways. You can also approach businesses to support your event with prizes in exchange for business promotion at your event.

ASIAN AID PROMOTION Let us know about your event and we can promote your event through our website and our social media platforms. We can also search in our database for Asian Aid supporters who live geographically near your event and send them information – via email – about your event.

In all your promotion material try and direct people back to www.asianaid.org.au and www.facebook.com/asianaid for further information.

STEP 5. ENSURE YOUR EVENT IS SAFE



Ensuring your event is as safe as possible starts at the planning stage of the event cycle. The following information may help you identify issues you may need to address as you organise your event:

Are you doing any publicity?

- Do not take photos of children under the age of 16 without parental permission
- If you are under 16 years of age yourself, we will need parental permission before you can take part in, or organise, a fundraising event for Asian Aid.

Are you collecting cash?

- Contact us if you would like a donation box
- To collect on private property, you will need the owner's permission
- To hold a street collection, you need a permit from your local authority.

Are you selling food?

 If you are planning to sell or serve food at the event, make sure you have the correct permits.

Will there be children at your event?

 Consider whether you need to arrange background checks and relevant Working With Children checks prior to the event.

Do you need a first aid plan?

- Ensure you have created a safe and healthy workplace for all your volunteers
- Have a well-stocked first aid kit available
- Assign a responsible person as a first aid representative
- Check the venue is accessible for people with a disability, including wheelchair access and an accessible toilet.

What about insurance?

- Asian Aid's insurance may provide cover for some events. Please contact us on (+61) 02 6586 4250 or at contact@asianaid.org.au to find out.
- If your event is being held in leased or hired premises, check that the venue has sufficient public liability insurance. Events held on private property might not need this kind of insurance, but check this out first.
- If you are planning on having third party contractors, make sure their insurance is in order. Ask them for a copy of their insurance certificate and keep this on file.

Do you need a Risk Assessment?

Most events, especially those held outdoors, will require a risk assessment. If you are unsure, please contact us for advice.

Risk assessment is the process of assessing all of the risks associated with each of the hazards identified. It identifies the impact on specific groups of people, including officials, employees, volunteers, contractors, vendors, exhibitors, performers, members of the local public (including people with a disability, children and older people) and local residents.

LIKELIHOOD	From the chart below choose the Likelihood from the blue rows to complete the Likelihood column of the Matrix.
CONSEQUENCES	From the chart below choose the Consequence from the purple row to complete the Consequence column of the Matrix.
SEVERITY	Where the Likelihood row and the Consequence column meet is the Severity of the risk.

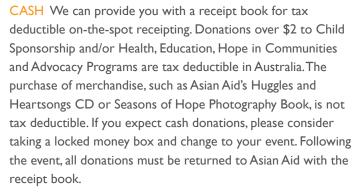
Risks that fall into the 'extreme/severe', 'very high/high' and 'medium/major' categories either need to be avoided, or plans put in place to address the risk should it eventuate.

		CONSEQUENCES				
		Extreme	Very High	Medium	Low	Negligible
LIKELIHOOD	Almost Certain	Severe	Severe	High	Major	Significant
	Likely	Severe	High	Major	Significant	Moderate
	Moderate	High	Major	Significant	Moderate	Low
	Unlikely	Major	Significant	Moderate	Low	Trivial
	Rare	Significant	Moderate	Low	Trivial	Trivial

STEP 6. COLLECT FUNDS

People who are attending your event can donate funds in a variety of ways.







DONATION SLIPS Asian Aid can supply these. This is our preferred method of receiving donations from your event because it provides us with the contact details of the people making a donation, releasing you from the responsibility (and 'trouble') of handling money at your event.

CHEQUE Made payable to Asian Aid Organisation. At the conclusion of the event, you can post cheques to: PO Box 333 Wauchope NSW 2446 Australia. Thank you.



ONLINE www.asianaid.org.au. Most people can access our website from their phones, or you can choose to set up a tablet/iPad/laptop at your event.

As receipts can provide a tax advantage to the donor or receipt holder, there is an obligation on those issuing the receipt to ensure that receipts are correctly issued.

All donor information needs to be received and donation slips completed in order for a receipt to be issued.

STEP 7. DEPOSIT FUNDS



CONGRATULATIONS ON COMPLETING YOUR FUNDRAISING!

Thank you very much for supporting us. We hope these steps helped your event to run smoothly.

Please return donation slips along with the 'Deposit Funds' form in this Pack (page 17) to:

Asian Aid Organisation PO Box 333 Wauchope NSW 2446 Australia.



DEPOSITING FUNDS

PLEASE COMPLETE IN BLOCK LETTERS

ADDRESS		
TELEPHONE		
EMAIL		
EVENT NAME		
EVENT DATE		
EVENT TO SUPPORT [add Asian Aid caus		
go towards please]:		
If your event was at a church, school o name here: I have raised \$		
Raised funds donated to Asian Aid via:		
Cheque Direct Deposit	Credit Card	
POST TO Asian Aid Organisation PO Box 333 Wauchope NSW 2446 Australia		SianAID Give Hope TODAY

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A-Z OF FUNDRAISING IDEAS



Dog **Exhibition** Walking Source some donated artworks or ask loca Eating Exploring Offer your artists if they would like to be part of an services as the Host an eating exhibition. Have students/children produce Provide tours neighborhood dog competition where great works of art and have a show. Parents to interesting walker and charge entrants pay a fee and friends buy back their budding artists' destinations in your per dog walked. masterpieces. local area. to join. Fete/Fair **Fashion Show Film Night** Organise a fair or Ask businesses to sponsor run a stall at a fete, Recreate an evening of vintage cinema by your venue, outfits or catwalk. showing classic films and musicals. Charge and have proceeds Charge an admission and a sales support an Asian an entry fee and sell light refreshments, like commission. Aid project. popcorn or vegetarian hotdogs. C Guest Speaker Golf Day Plan an event and **Fry for Funds** Gardening Spend a day on the invite a prominent Host a BBQ or BBQ competition. Invite Offer to spruce up green and host a guest speaker to Golf fundraising some friends over and charge them to local gardens for a talk on a relevant either come or be in the competition. donation. day. and worthy topic. lce International Night Cream Home Help Throw an International Night inviting people Sell ice cream at a Offer to help around the home for some of different cultures to put on an act or song. market or sporting busy people or the elderly. Sell food and drinks. event Jokes Jump Hold a comedy Jump anyway you would like, out of a plane, Knitting night or put with a skipping rope, on a motorbike or Challenge your friends to a knitting together a collection of jokes horse and raise funds by getting people to challenge. Items like scarves could be sold in a book and sell it. sponsor your efforts. to raise funds. **Kite Flying/Making** Karaoke Lawn Pay for your chance to use the Host a family picnic and bring your kite; Mowing charge a fee for entering the competition microphone, or pay to support your friends in an all-time singing competition. Most of and see who can keep their kite airborne the Offer to mow lawns. all, have fun! longest.



Longest Lilo Line Get a bunch of friends together and try to break a record. Publicise what you are raising money for and charge entrants to join.



Needle

Everyone has an item or two of clothing that needs mending. Offer your nifty needle skills to help fix those worn and loved items that are too good to throw away.



One Day Give up something for just ONE day. Or you could donate your wages from one day to Asian Aid, and encourage others do the same.



Sport Contest

Asian Aid sporting programs.

Encourage your sporting team to donate

weekly to a fund which will help support

Party With No Gifts Host a birthday party where you fundraise for Asian Aid - using our Gifts of Hope catalogue – rather than receive gifts.





Sign For Life Hold a signing workshop or challenge.



Masquerade Ball Organise a special Masquerade Ball.

Obstacle Course

Challenge yourself to do an obstacle

Buttercup - and be sponsored for it.

Paddle Against Poverty

Organise a surfing, canoeing, kayaking, surf ski or Stand-up paddle board challenge.

Ouiz Night

Encourage people

to organise teams

entry fee for the

Scavenger

and set up a car

scavenger hunt.

and charge an

evening.

Hunt

Swim

course such as, Tough Mudder or Suck it up

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Pizza

for dough.

Stand

Roll some dough

Refreshment

Set up a cold drink

stand at a sporting

event or market.

friends and get making items to sell at a market stall or online to raise money.



Concert ensemble and conduct a musical

Olympics Organise an office

mini-Olympics week which may coincide with the Olympics.



Pancake **Breakfast** Cook up some pancakes and have a pancake race.

lf you are being sponsored. set up an Everyday Hero account.*



Schoolies Trip Have teams register Contact Asian Aid to find out more about this.





'Tooth Fairy' Pledge Instead of pocketing your tooth fairy money, donate it to Asian Aid's Health Program.



UNO Challenge Hold a card and board games night.

Used Book Sale Collect donated used books and Valentine's Day. hold a sale.



Trade Day

teacher, co-worker

or boss for a day.

Swap with your

Form a vegetarian handmade cards for cooking club and run classes.

Vegetarian Cooking Classes



Work' day.

children by hosting

a 'Wear a Vest to



Voice–'I can't HEAR you' Hold an open mic night similar to The Voice with blind auditions to support Asian Aid's Deaf and Blind schools.

Walk-a-Thon Organise a sponsored walk or hike.



Workplace Giving Pledge to donate a percentage of your wages to Asian Aid.

Х X-Factor Put on a talent

some great or not

so great local talent

night showcasing

Xylophone Marathon

I know, we are having trouble thinking of ideas beginning with X.

Write Do you have the gift of writing? Write a book, an article or a blog-piece and share it to raise awareness about Asian Aid.



Yard Sale

Zero Go on a fast from anything, like food

Gather all the things in your home or Facebook, that you no longer and have people use or need and sponsor your hold a yard sale. efforts.

We would love to hear about your fundraising activities. Please take photos of what you do and send them to us at contact@asianaid.org.au so we can celebrate your success by sharing them.

* If you are being sponsored, set up an Everyday Hero Account https://nfp.everydayhero.com/au/asian-aid-australia.





Triathlon

Get sponsored

to compete in a

triathlon.



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Wash cars – Help STOP the traffic with a

car wash to raise funds to support Asian

Aid's fight against Human Trafficking.





EVENT CHECKLIST

You have done well to come to the very last page of the Fundraising Event Pack. Phew!

So, we thought we would summarise the key points just in case.

- I have chosen an Asian Aid cause/issue that interests me
- I have chosen event details that don't clash
- I have a few people who can help me
- I have set up an Everyday Hero account or Facebook Event page
- I have let Asian Aid know about my event
- □ I have received all promotional material I will need
- I am ready!

THANK YOU!

for giving hope to deserving people and communities through Asian Aid. We appreciate your fundraising efforts.



#22 The Little Pack of Fundraising Ideas