



THE

LITTLE PACK

OF **FUNDRAISING** IDEAS



SUPPORT SERVICES | 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](mailto:ineka.martin@asianaid.org.au) at the Supporter Services team at Asian Aid on:

 (+61) 02 6586 4250 or at  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 for us:



Kylie Stacey and Coralie Fraser produced a children's music **CD - Huggles and Heartsongs** - to raise funds for our Children's Homes 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 at 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 and Education Lifestyle Project in Indonesia.



Young Hadassah 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 the documentary "Latitude"**, 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 rescued girls and women through Asian Aid's Safe Haven project.



A group of women in Queensland organised a **high tea** event to raise money for Asian Aid's Fighting Human Trafficking project in India.



HOW TO FUNDRAISE?



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 many issues it addresses.



- 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. For the most vulnerable children, having a sponsor also means they can have a roof over their heads, nutritious food every day and medicine when they are sick – all while being surrounded by people who love and care for them.

**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. In countries like India and Nepal, communities of orphaned or abandoned children and youth are among the most invisible and vulnerable.



HEALTH OVERVIEW

Access to quality and free health care and education in many of the countries where Asian Aid serves is a pressing issue. Asian Aid helps prevent and cure the incidence of uterine prolapse among poor and rural Nepalese women, provides free healthcare 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

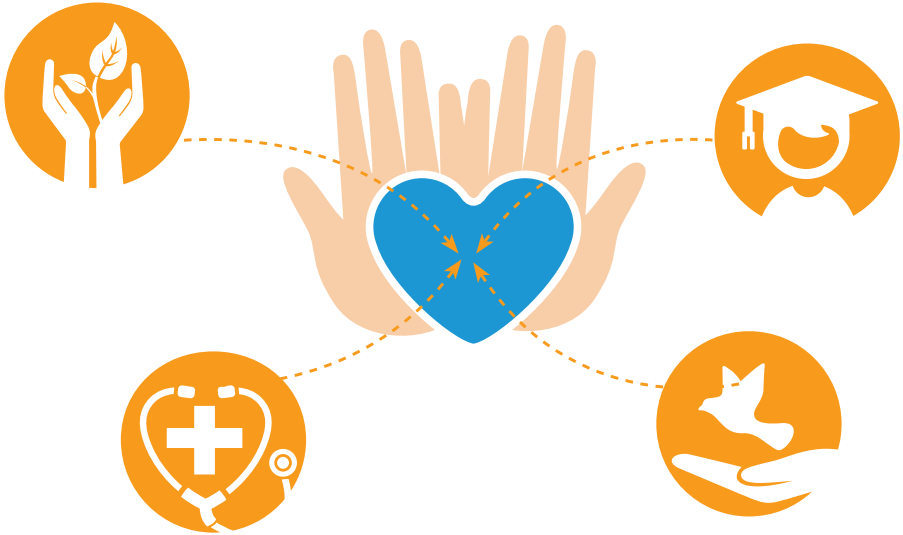
Advocating against deeply engrained societal errors – such as human trafficking – is critical in protecting the rights of women, girls and vulnerable individuals. To be effective in the fight against human trafficking, it is important to not only stay focused on preventative measures, but also to advocate for trafficked survivors and to empower them to become advocates themselves. 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 the chance to break out of poverty, to develop holistic life skills, and to influence the decisions that affect their lives. We work to help build resilient communities that value and support children.

YOU MAY CHOOSE ANY OF THESE
KEY ISSUES AS THE FOCUS OF
YOUR FUNDRAISING.



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



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 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 possibility 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 ad in local newspapers, radio stations and magazines. Include an announcement in your local church, school or retirement village bulletin. Make sure your ad 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.



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 years-old without a 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.



CASH We can provide you with a receipt book for tax deductible on-the-spot receipting. Donations over \$2 to Child Sponsorship and/or Health, Education, Hope in Communities and Advocacy Programs are tax deductible in Australia. The purchase of merchandise, such as Asian Aid’s Huggles and Heartsongs CD or Seasons of Hope Photography Book, is not tax deductible. If you expect cash donations, please consider taking a locked money box and change to your event. Following the event, all donations must be returned to Asian Aid with the receipt book.



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, and 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. 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

NAME _____

ADDRESS _____

_____ POST CODE _____

TELEPHONE _____

EMAIL _____

EVENT NAME _____

EVENT DATE _____

EVENT TO SUPPORT [add Asian Aid cause/issue you would like the donated money to go towards please]: _____

If your event was at a church, school or youth group, please let us know its name here: _____

I have raised \$ _____

Raised funds donated to Asian Aid via:

Cheque Direct Deposit Credit Card Online

POST TO
Asian Aid Organisation
PO Box 333 Wauchope
NSW 2446 Australia



A-Z OF FUNDRAISING IDEAS

A



Afternoon Tea

Hold an afternoon tea celebrating 'Tea'. Asian Aid supports children in three of the 10 top tea-growing countries in the world: India, Sri Lanka and Indonesia.



Auction

Hold an auction night selling donated items. Some examples could include baked goods, donated tickets, original art. Maybe encourage local businesses to come onboard.

B



Bake

Make baked treats to sell at school fetes, markets or to friends.



Barn Night

Swing into action and host a Barn night. Sell food and drinks, and charge a small entry fee.



Bike Ride

Arrange a bike ride and get sponsored. Or maybe join an existing event as a team.

Busking

Use your musical gifts to busk at markets and on the local streets. Check with your local council for permission.



If you are being sponsored, set up an **Everyday Hero account***

C



Camping for Children

Grab a tent and organise a camping trip. Ask campers to donate, and your funds could help put a roof over the heads of vulnerable children.



Car Rally

Organise a car treasure hunt where teams drive from clue to clue in search of the 'treasure'. Teams pay to enter.

Class Celebration

At your end-of-year class celebration, ask for donations to help give a gift to disadvantaged children.

Colour Run Fun Run

Register for a Colour Run and raise money by getting people to sponsor you.



Cricket Match

Organise a charity cricket match. Asian Aid supports the education of children in need in four of the top 10 nations – India, Sri Lanka, Bangladesh and Nepal – who identify cricket as their most popular sport.

D



Dinner

Pick a theme; Bollywood, Nepalese New Year or another Asian Aid inspired theme. Cook up a storm. Sell tickets and get some entertainment donated.

Dog Walking

Offer your services as the neighborhood dog walker and charge per dog walked.



E



Eating

Host an eating competition where entrants pay a fee to join.

Exhibition

Source some donated artworks or ask local artists if they would like to be part of an exhibition. Have students/children produce great works of art and have a show. Parents and friends buy back their budding artists' masterpieces.



Exploring

Provide tours to interesting destinations in your local area.

F



Fashion Show

Ask businesses to sponsor your venue, outfits or catwalk. Charge an admission and a sales commission.



Fete/Fair

Organise a fair or run a stall at a fete, and have proceeds support an Asian Aid project.

Film Night

Recreate an evening of vintage cinema by showing classic films and musicals. Charge an entry fee and sell light refreshments, like popcorn or vegetarian hotdogs.



Fry for Funds

Host a BBQ or BBQ competition. Invite some friends over and charge them to either come or be in the competition.



G



Gardening

Offer to spruce up local gardens for a donation.



Golf Day

Spend a day on the green and host a Golf fundraising day.

Guest Speaker

Plan an event and invite a prominent guest speaker to talk on a relevant and worthy topic.



H



H.E.L.P

Ask libraries and schools, if they would like to purchase an Asian Aid H.E.L.P book (a health-focused educational book for children) and feature it in their collection.

Home Help

Offer to help around the home for some busy people or the elderly.



I



International Night

Throw an International Night inviting people of different cultures to put on an act or song. Sell food and drinks.

Ice Cream

Sell ice cream at a market or sporting event.



J

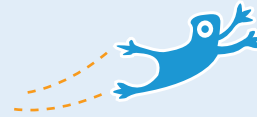


Jokes

Hold a comedy night or put together a collection of jokes in a book and sell it.

Jump

Jump anyway you would like, out of a plane, with a skipping rope, on a motorbike or horse and raise funds by getting people to sponsors your efforts.



K



Knitting

Challenge your friends to a knitting challenge. Items like scarves could be sold to raise funds.

Karaoke

Pay for your chance to use the microphone, or pay to support your friends in an all-time singing competition. Most of all, have fun!



Kite Flying/Making

Host a family picnic and bring your kite; charge a fee for entering the competition and see who can keep their kite airborne the longest.



L



Lawn Mowing

Offer to mow lawns.



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.



Masquerade Ball

Organise a special Masquerade Ball.



Mum-4-Mum
Gather your mum-friends and get making items to sell at a market stall or online to raise money.



Musical Concert

Assemble an ensemble and conduct a musical concert.

N



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.

O



Obstacle Course

Challenge yourself to do an obstacle course such as, Tough Mudder or Suck it up Buttercup – and be sponsored for it.



Olympics

Organise an office mini-Olympics week which may coincide with the Olympics.



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.

P



Paddle against Poverty

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



Pancake Breakfast

Cook up some pancakes and have a pancake race.



Party with No Gifts

Host a birthday party where you fundraise for Asian Aid – using our Gifts of Hope catalogue – rather than receive gifts.



Pizza

Roll some dough for dough.



Quiz Night

Encourage people to organise teams and charge an entry fee for the evening.

If you are being sponsored, set up an **Everyday Hero account***

R



Read-a-Thon

How many books can you read in a month? Get sponsored per page or per book.

Recipe Book

Gather some great recipes and put them together in a book. Sell your recipes and donate the sales.



Refreshment Stand

Set up a cold drink stand at a sporting event or market.



S



Scavenger Hunt

Have teams register and set up a car scavenger hunt.



Schoolies Trip

Contact Asian Aid to find out more about this.



Sign for Life

Hold a signing workshop or challenge.



Sport Contest

Encourage your sporting team to donate weekly to a fund which will help support Asian Aid sporting programs.



Swim

Swim a distance for Asian Aid and get sponsored.

T



Ten Pin Bowling

Organise a ten pin bowling night.



'Tooth Fairy' Pledge

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



Trade Day

Swap with your teacher, co-worker or boss for a day.



Triathlon

Get sponsored to compete in a triathlon.

U



Uniform Free

Organise a uniform free day or a - wear a uniform day.



UNO Challenge

Hold a card and board games night.



Used Book Sale

Collect donated used books and hold a sale.

V



Valentine

Spread some love to support Asian Aid. Make and sell handmade cards for Valentine's Day.



Vegetarian Cooking Classes

Form a vegetarian cooking club and run classes.



Vest Day

Invest in vulnerable children by hosting a - wear a vest to work day. Take donations.



Victory Donation

When your sporting team wins or your office makes its target, why not celebrate with a donation.



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.

W



Walk-a-Thon

Organise a sponsored walk or hike.



Wash Cars

Wash cars - Help STOP the traffic with a car wash to raise funds to support Asian Aid's fight against Human Trafficking.



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.



Workplace Giving

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

X



X-Factor

Put on a talent night showcasing some great or not so great local talent



Xylophone Marathon

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

Y



Yard Sale

Gather all the things in your home that you no longer use or need and hold a yard sale.

Z



Zero

Go on a fast from anything, like food or Facebook and have people sponsor your 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>.





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.

