



Community Fundraising Handbook



Wellways works with a diverse range of people living with mental health issues or disability, and their family, friends and carers, helping them to build good lives in their community and bring about positive change.

Choosing to support Wellways by holding a community fundraising event allows you to become part of this positive change, not to mention a great opportunity to bring together family, friends, classmates or colleagues for a cause you are passionate about.

In this handbook, you will find all the information you will need to plan and host your own community fundraising event in support of Wellways.

Remember, our fundraising team is here to support you and answer any questions you have. Please don't hesitate to get in touch by calling **1300 111 600**, 9am-5pm Monday to Friday, or sending us an email at **donations@wellways.org**

Contents

Other amazing people like you	3
Steps for successful fundraising	4
Online fundraising with Everyday Hero.....	6
Fundraising ideas.....	7
Terms and conditions	8
Community fundraising application form	9

Other amazing people like you

In August 2016, avid walkers and passionate mental health advocates Kym Murphy, Cheryl McInnes and Tony Whyte undertook the Camino de Santiago de Compostela—the most famous pilgrimage in the world—to raise awareness and vital funds for mental health.

Their 'One Million Steps for Mental Health' started in the French Pyrenees and stretched 884km all the way to the northwest of Spain. The trio, along with their team of five other enthusiastic walkers, raised more than \$3,000 for Wellways and in doing so, helped break down stigma around mental illness and the impact it can have on people and families.

"What amazed me about our Camino experience," says Cheryl, "is the number of people who would come up to us—having heard of us through other pilgrims—and congratulate us on what we were doing. This was usually followed by some disclosure about a family member, a friend, an acquaintance, or just someone in their circle of friends, who was living with a mental health challenge."

Of course, you don't have to conquer the Camino in order to raise money for Wellways! It's all about choosing an event that is right for you such as a movie night, bake sale or talent show. Then rally your friends, family and community to support you.

Read on for step-by-step guidance and some great fundraising ideas and inspiration.



Steps for successful fundraising

1. Choose an activity

The first step is choosing an activity that you will enjoy. Whether it's a large event or physical challenge, or a simple workplace fundraiser, the key is having fun with your friends, family and community. Think up your own unique event, or find inspiration from the ideas on page 7.

2. Set a fundraising target

Set an achievable, but challenging, fundraising goal to keep you and your team motivated. Keep in mind how many people you expect will participate in your event, and how much you think they will be willing to give. You might find it helpful to create a budget for your event, listing all your expenses, such as venue hire or catering. Your fundraising goal is what you think you will make after all expenses are deducted.

3. Get in touch with us

Submit a community fundraising application form either online or via mail, and our fundraising team will contact you within 10 working days to approve your application. Make sure you have carefully read our terms and conditions on page 8 before completing your application, and check whether you will need a permit for your fundraising activity as the laws differ in each state. This is particularly important if you intend to hold a raffle or competition. If you have any questions, please don't hesitate to give us a call or send us an email.

4. Plan your event

Once you have received approval from us, you can go ahead and plan your event. Finalise the date, time, venue and any other details such as supplies, catering, and any equipment required. Make sure you consider your event from the perspective of your donors, clearly communicating your fundraising message and explaining what we do here at Wellways. The better people understand what you are doing and why, the more support you will have for your event.



5. Promote your event

The more you promote your fundraising efforts, the more money you will raise! Social media is a great way to spread your message, encourage people to get involved and keep your supporters up-to-date. Get in touch with us to see if our communications team can help promote your event on Wellways' social media pages, or assist with getting your story out to your local media.

6. Collect the funds

If you have set up an Everyday Hero page, any donations made will reach us automatically. If you're collecting donations in cash at your event, contact our fundraising team on 1300 111 600 to find out the best way to send the funds to us. Keep a record of your donors' details including name, address, email address and phone number, and the amounts given so we can provide tax deductible receipts where possible.

7. Thank your people!

Make sure you properly thank your supporters and anyone who helped with your fundraising including volunteers, staff or vendors. Remember to keep them informed of the amount raised from the event so that they can see the real impact of your collective efforts.

Online fundraising with Everyday Hero

If you'd like to offer your supporters the option of donating online, you may wish to set up your own Everyday Hero page. It only takes a few minutes and means your supporters can donate easily online from anywhere in the world. Each supporter will immediately be issued a tax receipt for their donation and they can leave a personal message of support on your page when they donate. You can also set up a dedicated page where people can donate in lieu of gifts for a special occasion such as a birthday or wedding, or in memory of a loved one.

1. Go to <https://nfp.everydayhero.com/au/wellways>
2. Click 'Start Fundraising' and enter in your details to create your own page.
3. Personalise your page with a photo and additional information.
4. Share the link to your page with friends and family on social media platforms or by email.
5. Update your page regularly and share your progress on social media so that your supporters can follow your fundraising journey.



Fundraising ideas

Physical challenge

Whether it's running, walking, swimming or cycling, a sporting challenge is a great way to get fit and raise funds at the same time! Set up an online fundraising page so your supporters can track your training and fundraising progress.

Trivia night

Held at your local pub, sports club, workplace or even in your own home, trivia is a great way to get people together for some friendly competition. You'll need a lively quizmaster, a set of fun questions and some snacks to keep you going.

Treasure hunt

This is a great activity to include the kids! Source some prizes (local businesses are often happy to donate for a good cause) and organise a set of clues leading people from one location to the next. Participants pay a fee to enter and you could finish up with a BBQ or afternoon tea.

Garage sale

Need an excuse to finally clear out the attic or the cupboard under the stairs? Encourage your friends and family to do the same and hold a joint garage sale on a weekend. Why not host a BBQ at the same time to raise some extra funds.

Yoga marathon

See if you can get a few yoga teachers to each donate an hour of their time and hold consecutive classes in a suitable setting, such as your local yoga or dance studio, or even outdoors if the weather is nice. Participants pay a fee to enter and you could also sell refreshments on the day. Perhaps ask your local yoga studio to donate some class vouchers to hand out to those who last for the whole marathon!

Gold coin donation

Sometimes the simplest activities can be the most effective. Organise a casual clothes day at work or sell slices of cake for a gold coin donation. You'll be surprised how many people will want to get involved and how quickly the dollars add up.

Terms and conditions

1. You must have received an Authority to Fundraise letter from Wellways Australia before any fundraising activity can begin. Wellways will respond within 10 working days of receiving your community fundraising application.
2. Wellways cannot authorise community fundraising events which do not align with Wellways' philosophy and policies, or which may potentially compromise Wellways' brand.
3. All funds raised must be sent to Wellways within 30 days of the completion of your event.
4. Wellways cannot authorise general cash collections in public places or door-to-door fundraising.
5. Raffles as a fundraising activity are subject to regulation by individual states. Applicants must ensure they have permission to conduct a raffle before their application is lodged with Wellways.
6. Wellways cannot provide insurance cover or public liability for community fundraising events.
7. Wellways must be named as the beneficiary of the fundraising activity, eg 'proceeds of the event will go to Wellways'.
8. As the Wellways logo is a registered trademark, any use of our logo must be approved before promotional materials are made public.
9. All media and press releases must be approved by Wellways prior to distribution.
10. Wellways can issue tax deductible receipts for donations only. We cannot issue tax deductible receipts for payments made in exchange for products or services, eg raffle tickets or entry fees.

Community fundraising application form

1. Your details

Name of group (if applicable): _____

Your name: _____

Address: _____

Phone: _____ Email: _____

2. Your fundraising event

Name of proposed event: _____

Location of event: _____

Date of event: ____ / ____ / ____ How many people are you expecting to attend your event? _____

Please give a brief description of the event and how you will be raising funds:

How much do you expect to raise? _____

Do you need a copy of our logo for use on promotional materials? Yes No

3. Authorisation

I, _____ confirm that I am responsible for this fundraising event. The details outlined in this application are correct and I agree to adhere to the terms and conditions outlined in this handbook. I agree to send all proceeds to Wellways within 30 days of my event's conclusion.

Signature: _____

Date: ____ / ____ / ____

Please return this form to:

Wellways Australia

PO Box 359 Clifton Hill VIC 3068

Phone: 1300 111 600

Email: donations@wellways.org

wellways.org

Personal information is collected for the purposes of authorising your event, processing donations, issuing tax receipts and sending updates. Please contact us on 1300 111 600 if you wish to adjust your communication preferences or stop receiving direct marketing communications. Please find a copy of our privacy policy at <https://www.wellways.org/privacy-policy>. Wellways Australia Limited ABN 93 093 357 165.

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