

DIY Fundraising Tool Kit



A guide to help you achieve more success with your fundraising event



Support for Foster Families in Victoria

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Introduction

Thank you for your interest in fundraising for the Foster Care Association of Victoria (FCAV).

Fundraising for any charity is an exciting and satisfying experience and we are so happy you have chosen to support foster carers and children in foster care families.

We can support you to support us in a variety of ways including:

- Providing a 'Proudly supporting FCAV' logo for promotional use
- Promotion of your event on our website and through social media
- Supplying FCAV posters and brochures to have on hand at your event
- Provision of a sample media release for you to use and some media tips
- Provision of a certificate of appreciation for people that support your fundraiser

This fundraising tool kit was put together to help you organise your event and to ensure your fundraising is fun and successful. It contains information about all that you need to get started, including some ideas for what to do, and it also includes some important information about the legalities of fundraising in Victoria. Please read through the entire booklet before you embark on your fundraising.

If you have any additional questions or would like to discuss any aspect of your fundraising initiative at any time, please contact us, and ask for Fundraising on 03 9416 4292 or email a.viola@fcav.org.au





About the Foster Care Association of Victoria

Foster care is the temporary care of children in the home of trained, assessed and accredited foster carers when they are unable to remain safely with their biological families, for a period of time. These dedicated, volunteer foster carers play an important role in giving these children loving and safe homes and helping to improve the quality of their lives now and into the future.

The Foster Care Association of Victoria's mission is to strengthen foster care in Victoria by enhancing carers' ability to improve the lives of the young people in their care. As the peak body, we are an independent and confidential resource for foster carers, and represent them through our work with government, agencies and getting the voice of carers into the media.

By fundraising for the Foster Care Association, you are enabling it to strengthen over 2400 foster households across Victoria. Our work directly impacts the care provided to the thousands of Victorian children and young people in foster care, enabling carers to better provide a positive and healing environment and to help the children in their care to flourish.

Here is what some of Victoria's foster carers have to say:

"It's great to have the FCAV available to confidentially discuss concerns or questions I have regarding the foster care system. I've been able to solve several issues with the FCAV's advice and support." – Foster carer

"Thank you so much for your amazing support over the past 14 months. You guys made such a difference to not only our lives but to the lives of many carers. Your work is awesome."- Foster carer

"...I contacted the FCAV to find out more about care team meetings and my Centrelink entitlements especially with regards to child care. The Carer Support person from the FCAV called me back promptly, she gave me answers to my questions over the phone then followed up by sending me some information sheets on these subjects. I was very pleased with the service given and will contact the FCAV again if I need any further help." - Foster carer



Facts about Foster Care

- In 2015/16 there were over 12,450 Victorian children in Out of Home Care, which includes foster care. (*Australian Institute of Health and Welfare 2016. Child protection Australia: 2015-16.*)
- There are a variety of reasons why children are placed into foster care, including abuse, neglect, extreme poverty, homelessness or family breakdown. Sometimes, the reasons for entry to care are not directly the fault of the child's parents or guardians; inability to secure work or housing, poor health, disability and social isolation and even death can all be key contributors.
- The number of Victorian children reported to child protection authorities for suspected abuse, neglect, maltreatment or family violence has risen by 61% over the last decade. This situation leaves children requiring protection, at risk of not receiving the care they desperately need.
- In 2017, there are 2400 foster carers in Victoria, taking care of over 9,700 children who are in out of home care.
- 53% of foster care households had more than one child placed with them as at 30 June 2016.
- Research has consistently shown that the provision of quality foster care to children in times of need, can vastly improve their future outcomes and greatly reduce their chances of future homelessness, unemployment, mental and physical health concerns, and involvement with the criminal justice system. (*Centre for Excellence in Child and Family Welfare, Foster Care Project, www.fosterabrighterfuture.com.au*)
- Geographically, the spread of carers is relatively even across the State, with slightly more in the south (including Southern Melbourne, Gippsland and Bayside Peninsula) and west (including Western Melbourne, Barwon and Central Highlands) regions.
- Annual operating costs for The Foster Care Association of Victoria are about \$570,000.





The A-Z of Fundraising Ideas

Auction

Barbeque



Craft stall

Dinner party

Exhibition of art

Fashion parade

Garage sale

Hula hoop competition



Indoor mini-olympics

Jelly eating competition

Karaoke night

Long distance bike ride

Morning tea

Nearly new clothes sale

Open garden

Pet show

Quiz night

Raffle

Second hand book sale



Toy fair

Ugg boot throwing competition

Volleyball competition

Wine and cheese night

X-factor talent show

Yoga-thon



Zany clothes day



Ten Steps to Successful Fundraising (and your checklist)

The following ten steps will help ensure your fundraising activity is as successful as possible.

1. Plan your event or fundraising activity

Decide what you are going to do to raise money. Choose a date for your event, making sure you have plenty of time to plan and promote it.

2. Set your fundraising goal

How much are you hoping to raise? While we encourage our supporters to be ambitious with their targets, we also want to remind you to ensure it is achievable.

\$100 – will welcome new carers and regularly keep Victoria's foster carers informed so they can provide the best care to their foster children.

\$230 – will ensure a foster carer can be supported through our Carer Support Line when they need it most.

\$400 - will provide a full day training workshop for a foster carer so they can learn additional skills to best support their foster child/ren.

3. Complete and submit a *Request to Fundraise* form

It is important to receive the appropriate authority from us before you begin fundraising. This can be achieved by completing a [Request to Fundraise](#) form and submitting it to FCAV. (See Appendix A).

4. Create your own online fundraising page

FCAV is registered with GoFundraise (www.GoFundraise.com.au) and Everyday hero (www.everydayhero.com/au) and that means you can easily create your own fundraising page online. See 'Setting up online fundraising' section of this document for more details.

5. Be the first to donate

The phrase 'lead by example' is certainly important when it comes to fundraising. Demonstrate that you believe in what you are doing and the cause you are raising money for by making a donation to your online page. Remember, the first few donations set the scene to what the other donations might be – so aim for a \$50 gift if you can.

6. Reach out to family and friends

Get in contact with your closest friends and family members to ask for a donation. Explain to them what you're doing, and why, and let them know that it is important to you that they support your fundraising efforts for FCAV.

7. Share the news at work

Book in a time to sit down with your boss and ask for their donation. Then have a chat with others in your workplace, in the tea room or the elevator, or better yet, send out an email. Also, if possible, *consider asking your employer to match any donations that other employees give you.* This is always a great way for a business to show they are socially-minded and boost your fundraising efforts at the same time.

8. Approach local businesses

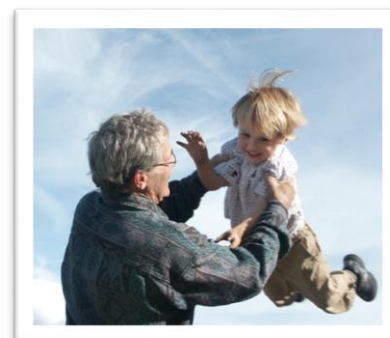
Get in touch with the businesses you visit regularly, like your accountant, hair dresser, child care centre, cafe, and ask them for a donation to the Foster Care Association of Victorian behalf of Victorian foster families.

9. Spread the word

Sharing your fundraising initiative with as many people as possible will really help you achieve your target. One of the best ways to do this is to spread the word on social media, such as Facebook or Twitter, whatever site you regularly use. Share your fundraising page at least a few times a week and tell people why you've chosen to fundraise for FCAV. You can also send emails out to contacts you have in your address book and we have created an email template for you to use – see Appendix B. If you are hosting an event that is open to the wider community it will be useful to contact your local newspaper. (See Appendix C for media release template.)

10. Follow up and fundraise after your event ends

Sometimes people just haven't donated to your cause because they've forgotten about it or lost track of time. Don't be shy about following people up and sending our gentle reminders. Once you've held your event or completed your activity be sure to contact everyone that you spoke with originally and let them know how you went. If you are just short of your fundraising target let people know and you may be surprised by a few last donations.



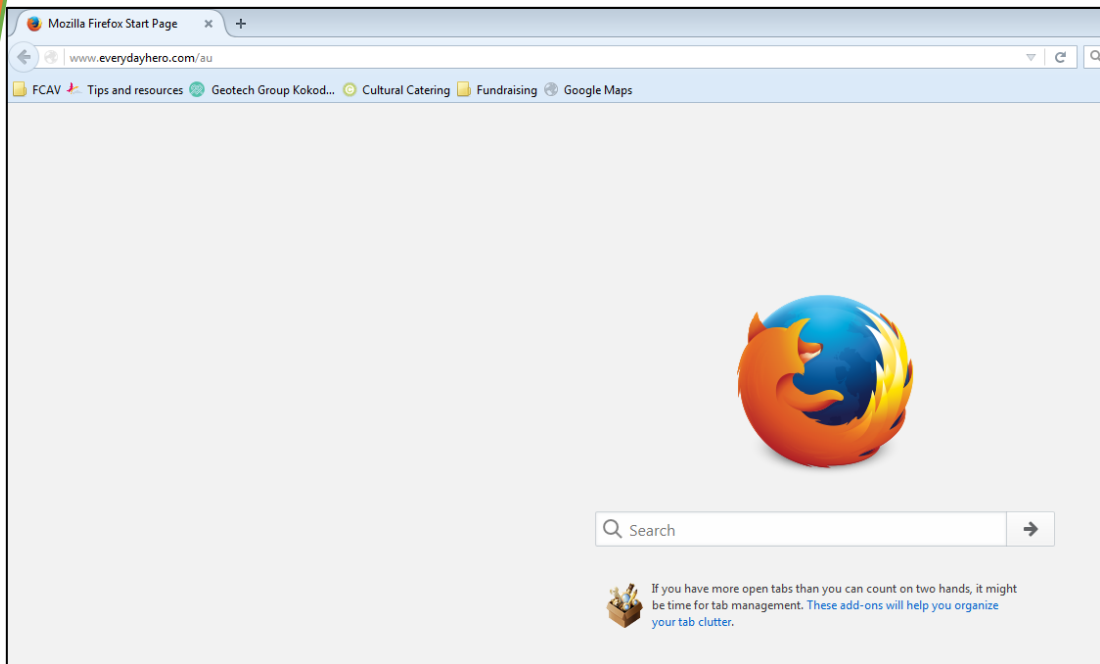


Setting up Online Fundraising

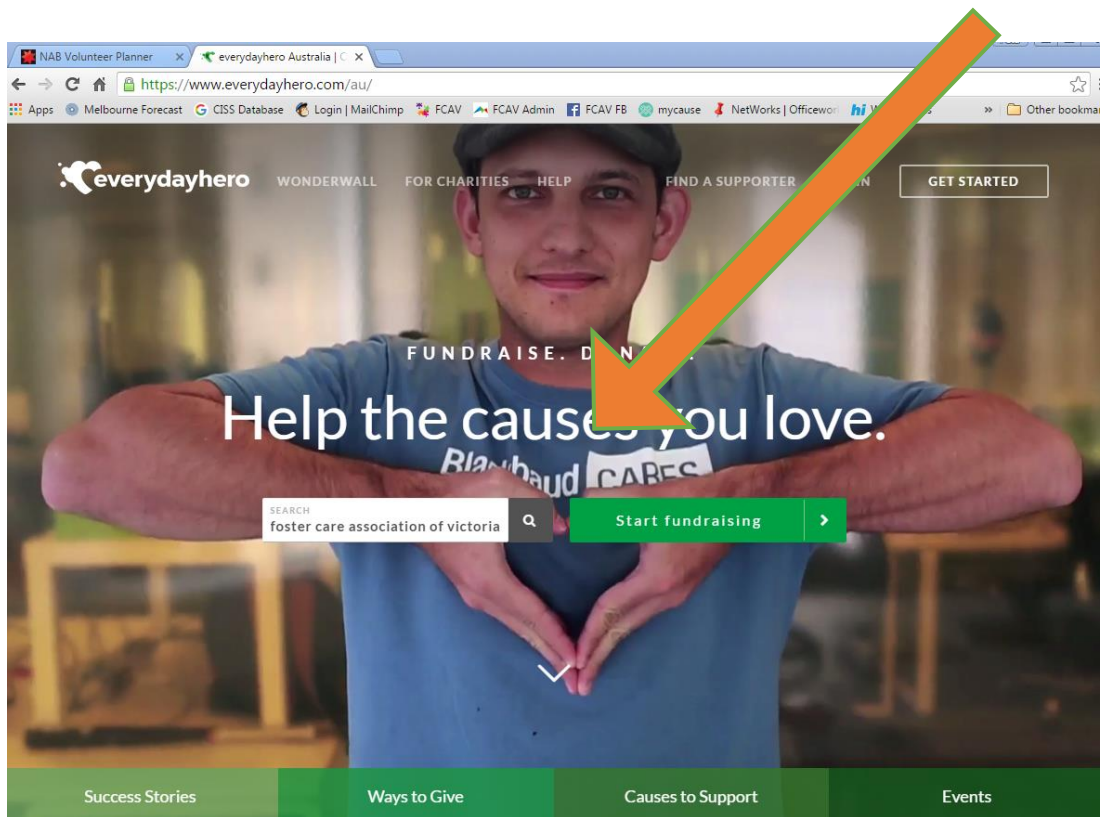
The Foster Care Association is registered with [Everyday Hero](#) and [GoFundraise](#) as such this makes it super easy for supporters, like you, who want to fundraise because you can do most of it (if not all of it) online.

Make sure your web page has some of you shining through. Add a photograph and, if possible, a video of you telling everyone why you're raising money for the Foster Care Association. This will make it more personal and inspire your friends and family to give.

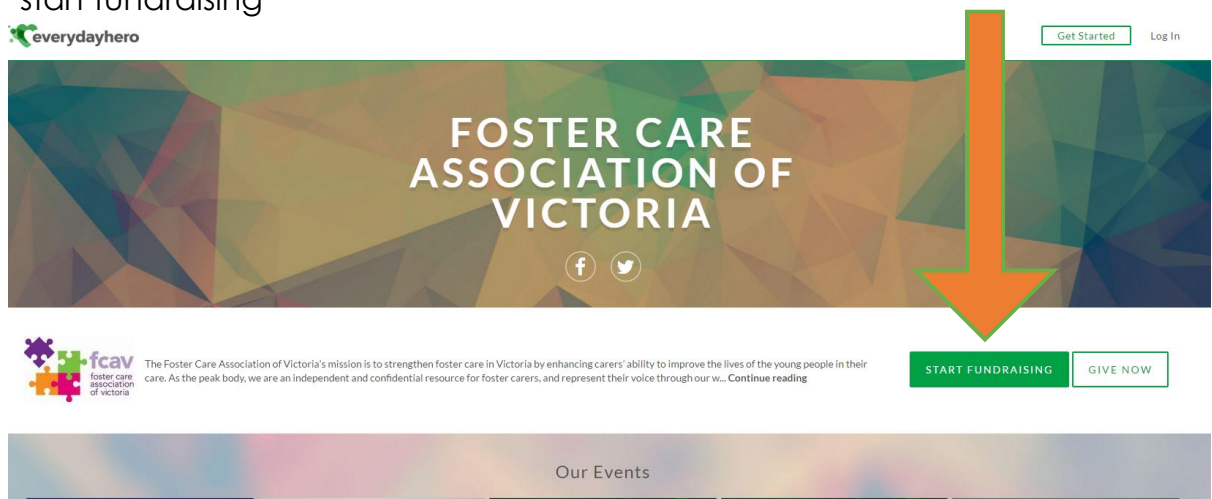
1. In your browser type in: www.everydayhero.com/au



2. In the search box, type in 'foster care association of vic'. Hit the enter button.



3. You will be taken to the Foster Care Association of Victoria page. Click on 'start fundraising'



4. You will be taken to the following page, to create your Fundraising Page and Account



The image shows two side-by-side panels. The left panel is a form titled "Create Your Fundraising Page". It includes a "PAGE TITLE" field with a red error message "Please give your page a title". Below it are "RAISE TARGET" buttons for 500, 700, 1500, and 3000. The "CHARITY" field is filled with "Foster Care Association of Victoria". Other fields include "YOUR NAME", "SEARCH FOR YOUR STREET ADDRESS", "BIRTHDATE" (1, Jan, 1980), and "PHONE". There is a checkbox for "I agree to everydayhero's Privacy Policy and Terms and Conditions". Two buttons are present: "Create With Facebook" and "Create With Email". The right panel is a blue "HOW IT WORKS" guide with four steps: 1. Create (Tell us which charity you'd like to support, and how much you'd like to raise for them.), 2. Personalise (Add a photo of yourself and share your personal story to help others to connect with your cause.), 3. Share (Share your fundraiser to inspire donations and support from family, friends, and colleagues.), and 4. Track (Everything you do counts, so we count it! Track your effort, progress, and impact.).

5. Firstly you give your page a title, pick a \$ target amount.

A close-up of the form from step 4, with a red rectangular box highlighting the "PAGE TITLE" field (which contains the error message "Please give your page a title") and the "RAISE TARGET" buttons (500, 700, 1500, 3000). The "CHARITY" field is also visible, containing "Foster Care Association of Victoria".

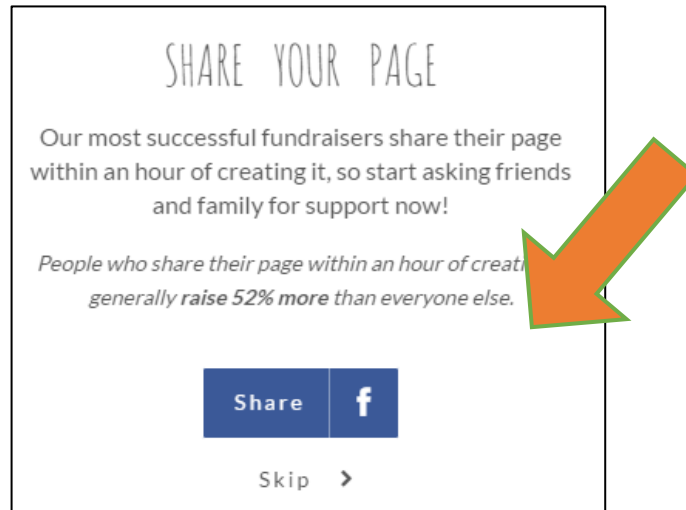
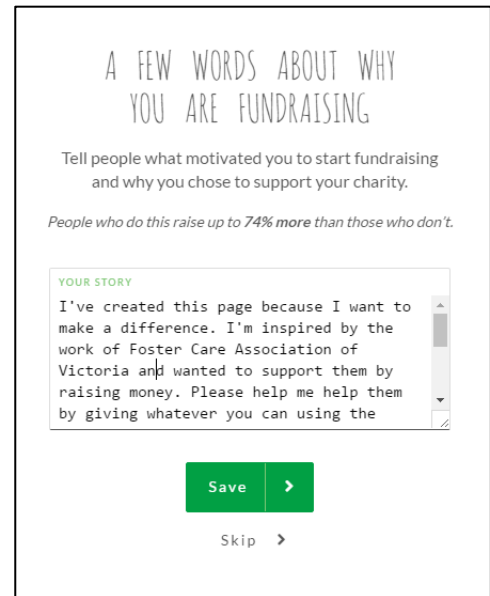
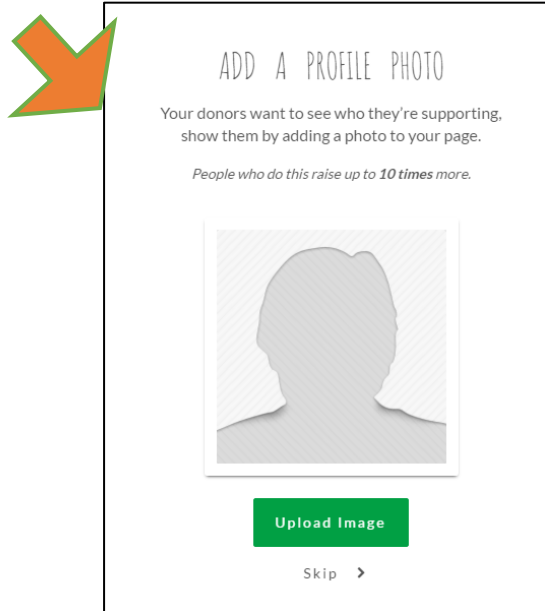


6. Fill out your personal details and choose to sign up with your Facebook account or your email account.

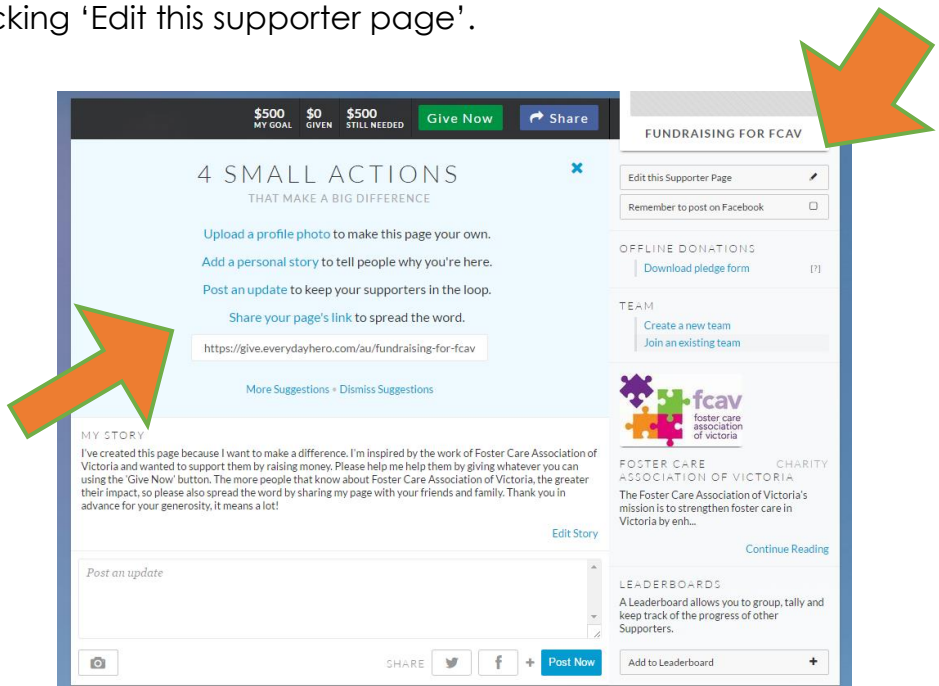
ADDRESS 398 Smith St ✓		
ADDRESS 2		
SUBURB Collingwood	STATE Victoria	
 Australia ▼	POSTCODE 3066	
BIRTHDATE 9 ▼	MONTH Mar ▼	YEAR 1994 ▼
PHONE 0394164292 ✓		
◆◆◆◆◆		
<input checked="" type="checkbox"/> I agree to everydayhero's Privacy Policy and Terms and Conditions		
Create With Facebook 		
OR		
EMAIL ◀		
PASSWORD ◀		
Create With Email		



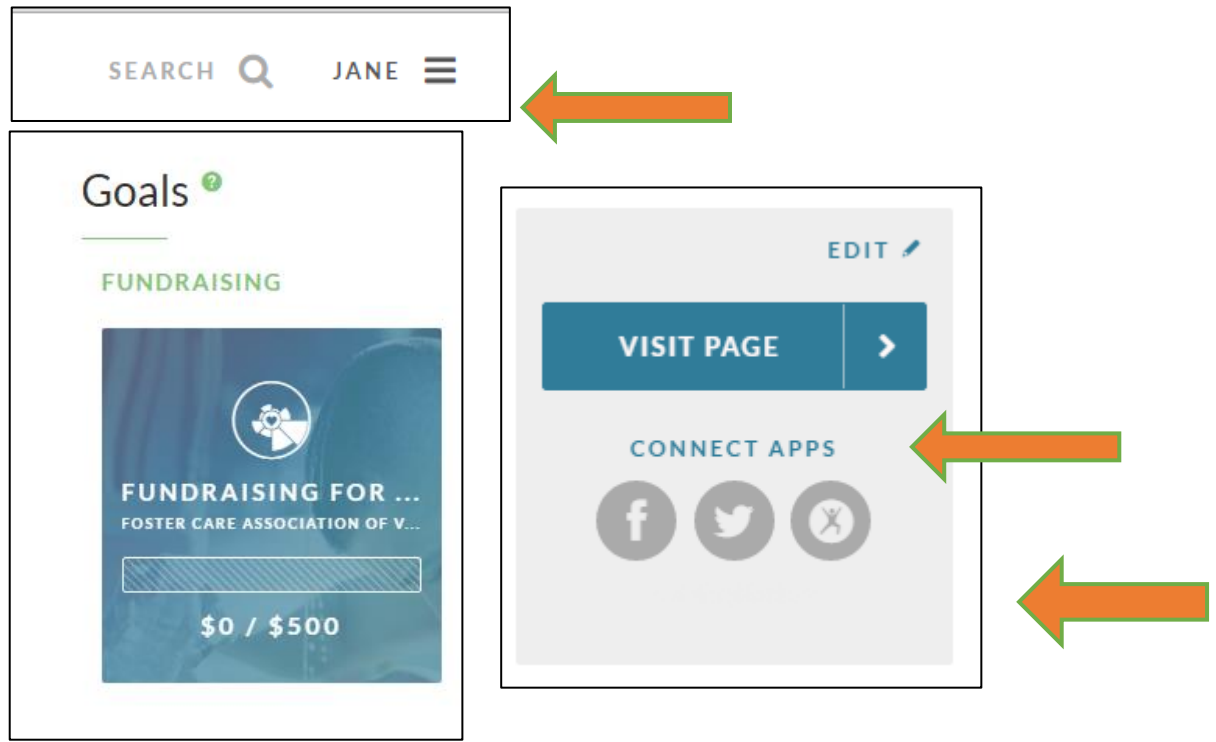
7. You are now given the option to add a profile picture, write a story about why you are fundraising and share your page with your networks.



8. Here is an example of what your page might look like. You can then share this page with your networks and ask people to donate. You can edit your page by clicking 'Edit this supporter page'.



9. To go behind the scenes and edit your campaign, go to your dashboard by clicking your name in the top right corner of the screen.



Good luck, and call us if you need assistance.

Ideally, if you have set up an online fundraising page through [GoFundraise](#) or [Everyday Hero](#) this takes out all the worry of having to handle cash donations.



However, some people may still want to donate to you via cheque or cash and you probably don't want to turn them away. The following provides a basic process for handling cash donations and how to ensure they are received correctly by the Foster Care Association of Victoria.

Online

Funds raised at Go Fundraise and Everyday Hero are processed and forwarded to the Foster Care Association of Victoria Inc.

Offline

All funds raised (not those raised through GoFundraise or Everyday Hero or through the Association's website) need to be forwarded to the Foster Care Association of Victoria within 14 days from the date of your event.

You can transfer the funds in the following ways:

Credit Card

Go to www.fcav.org.au/donate

Bank Transfer

Institution: Bendigo Bank
Account name: Foster Care Association of Victoria Inc.
BSB: 633 000
Account number: 1277 06414
Ref: Your surname / Event name

Cheque / Money Order

Payable to: Foster Care Association of Victoria Inc.



The Important (Legal) Stuff

There are a few key points to be noted when fundraising to ensure you comply with any fundraising legislation and you meet the responsibilities of a fundraiser.

- The fundraising activity is your responsibility, which includes the financial and administrative elements, including but not limited to raffles, door knocking, data tracking, event coordination etc.
- Before your fundraising activity can take place please submit a *Request to Fundraise* form to the Foster Care Association and have your activity authorised.
- Fundraising on behalf of the Foster Care Association requires *Authority to Fundraise* from the organisation. This can be obtained by submitting the Request to Fundraise form.
- You do not need an *Authority to Fundraise* from us when solely raising funds online e.g. via GoFundraise.
- The use of the Foster Care Association of Victoria name and logo will only be provided once you have been given written authority to fundraise.
- The Foster Care Association of Victoria is an equal opportunity organisation. We are not able to accept funds or donations, or requests to fundraise for events or from organisations that do not operate within our organisational vision, mission and/or values.
- Your fundraising activity must meet the requirements of relevant Australian and State laws and regulations. In Victoria, if you plan to raise more than \$10,000 you need to register as a fundraiser with the Consumer Affairs Victoria (www.consumer.vic.gov.au). For more information visit the Consumer Affairs Victoria's website (<https://www.consumer.vic.gov.au/clubs-and-not-for-profits/fundraisers>).
- You need to be clear in your dealings with any potential sponsors, supporters and the community that your event is not a Foster Care Association of Victoria event. However, you can promote your activity as an event supporting the Foster Care Association of Victoria, such as 'this event proudly supports the Foster Care Association of Victoria'.
- If you intend for your fundraising activity to take place in a public area, remember to check with local council and obtain any required permit, especially if you are handling food and/or alcoholic beverages.

.... Yes there is a little more about this on the next page....



The Important (Legal) Stuff ... continued

- If required, you will need to ensure appropriate insurance cover is arranged before your fundraising activity. The Foster Care Association of Victoria's insurance policy does not cover activities conducted by other, outside organisations and groups.
- If you are raising money for The Foster Care Association of Victoria through your intermediate charity (e.g. Rotary Australia, Lions Club Australia) you may directly provide your own receipting as appropriate to donors.
- You may not directly provide The Foster Care Association of Victoria branded or authorised receipts as part of your fundraising effort.
- If you require receipts to be issued to your donors, please provide all appropriate information to The Foster Care Association of Victoria for receipts to be issued. This must include: date, event, name, address, a contact phone number, and amount donated. This information must be submitted in writing within 10 working days of the event. Receipts will not be issued prior to The Foster Care Association of Victoria receiving the donated funds. Receipt requests must not exceed the total donated amount.
- If your organisation requires a receipt for your fundraising effort, this request must be made in writing within 10 working days of the event. Receipts will not be issued prior to The Foster Care Association of Victoria receiving the donated funds.

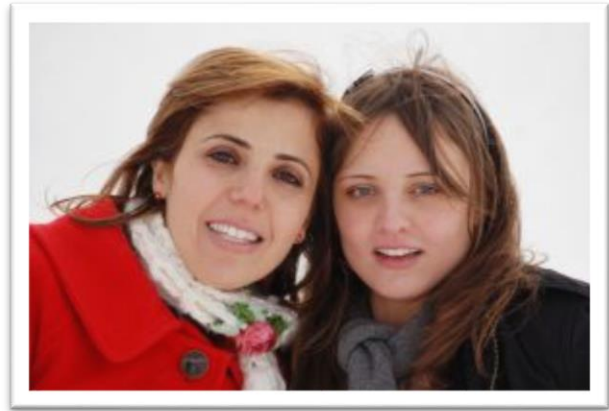


Other Ways to Support Foster Care

You can also support the Foster Care Association of Victoria by:

- Give in Celebration
- Give in Memory

Visit our website for more information or give us a call.



Get in Touch

For further information, or to speak with someone about your fundraising activity, please contact the Foster Care Association of Victoria:

Call us:

03 9416 4292

Email us:

admin@fcav.org.au

Find us on Facebook:

www.facebook.com/FosterCareVictoria

Follow us on Twitter:

www.twitter.com/VicFosterCare

Office and mailing address:

Level 1, 398 Smith Street
Collingwood Vic 3066

Hours of Operation:

Monday - Thursday: 9am to 5pm

Friday: 9am - 4.30pm

Closed on public holidays



Appendix A: Request to Fundraise

Thank you for your interest in holding a fundraising event to support the Foster Care Association of Victoria to strengthen foster families. Please complete the following information so we can provide the required Authority to Fundraise details.

ABOUT YOU

Is your enquiry as a:

- Current foster carer Current care experience Family/friend of foster family
 Former foster carer Former care experience Community member

Title: Dr Mr Mrs Ms Miss

First Name: _____ Surname: _____

Address: _____

Suburb: _____ State: _____ Postcode _____

Mobile: _____ Phone: _____ Email: _____

YOUR FUNDRAISING ACTIVITY

Name of your Activity/Event: _____

Date/Time of your Activity/Event: _____

What is the reason for your event?

- Birthday - Individual Name _____ Age _____
 In Memory of - Name _____
 Through a school - Name _____
 Through a group - Name _____
 Through a workplace – Organisation Name _____

Approximate number of people attending your fundraiser:

- Under 10 10-50 50-100 100+

Will alcohol be consumed: No Yes Will food be prepared and sold: No Yes

What support do you require from the Foster Care Association of Victoria?

- FCAV logo emailed for promotional use (to above email address)
 FCAV promotional material (posted to above address)

DECLARATION

I have read and understood the Foster Care Association of Victoria's fundraising guidelines and will abide by them.

Name: _____ Signed: _____ Date: _____

Scan and email to admin@fcav.org.au OR post this to the address below.



[Appendix B](#): Online Fundraising Email Template

Here are some ideas about what you can put into your fundraising email:

Target audience: Fundraiser's friends, family and colleagues

Email subject: I can't do this without you!

Dear

This year I am supporting and fundraising for the Foster Care Association of Victoria, and hope you will join with me in my quest to raise {insert \$ amount} for this wonderful organisation. The Foster Care Association works hard to enhance the experience and wellbeing of Victorian foster carers and consequently the lives of some of our most vulnerable children who need a safe and nurturing home.

This [date of event], [name of workplace/community group/school/sporting club/individual] is hosting a *[insert what you are doing]*.

I would really appreciate it if you would [insert what you want them to do – e.g. come to your function, give \$ instead of having a glass of wine].

So don't be shy, join me, your support counts.

Thanks for your help.

[Sign off]



Appendix C: Media Release Template

If you're hosting a *fundraiser* that is open to the community, you might choose to contact local radio stations and local newspapers to try and promote your event further. The more unusual the event, the more likely the media may be interested.



[Date]

[Your suburb] [resident / group / school / workplace / sporting club] are to hosting a [insert what you are doing] supporting Victorian foster carers.

This [date of event], [name of workplace/community group/school/sporting club/individual] is hosting a [insert what you are doing] to raise money that will help foster carers and benefit the lives of some our most vulnerable children - that need a safe and healing home.

The event will involve [describe the nature of your event – e.g. a barbecue, raffle or dress up day], and take place at [location] from [time].

[Name of workplace/community group/school/sporting club/individual] has decided to support The Foster Care Association of Victoria because [include reason for hosting your *fundraiser*].

Community members are encouraged to get involved by [outline ways people can become involved in the event if it's open to the public – e.g. attending on the day, making a donation, baking for a bake sale, helping clean up at the sausage sizzle etc.].

CEO Katie Hooper said "*The Foster Care Association of Victoria is very grateful to the generous Australians who dedicate their time and energy to host events to support our work; we advocate on behalf of more than 2,500 Victorian foster carer families who look after the children and young people that are in foster care on any given day*".

"*On average, it costs \$260 each time a member of our Support Service responds to a carer, which means this sum could fund calls which will help a foster carer when most needed, and in turn, benefit the foster children in their care. Whatever way people choose to support us – we think they are heroes*".

Details of the event are below.

Date: [Date]

Time: [Time]

Location: [Location]

Activities: [Briefly summarise what the event will involve, the cost to take part if relevant, and if RSVPs are required]

People can donate to *the Foster Care Association of Victoria* online at [your Everyday Hero or Go Fundraise page link]. For more information on the event, please contact [your full name] on [your phone number/email].

People can learn about hosting a fundraiser of their own at www.fcav.org.au