



# Guide to Fundraising



# Contents

Hello from Variety	1
How Variety helps	3
Meet Jessica	4
How your dollars help	5
Types of fundraising	6
Start your fundraising	8
Using the Variety name and logo	9
Promoting your fundraising	10
Online fundraising	11
Money matters	12
Forms	14
Notes	20





## Hello from Variety

**Variety - the Children's Charity of Western Australia empowers WA children who are sick, disadvantaged or have special needs to live, laugh and learn.**

Thank you for choosing to support WA kids in need. Whether you're an experienced fundraiser or this is your first effort, we've packed this booklet full of handy hints, basic rules and information to help you on your fundraising journey.

Variety WA is with you each step of the way and we're always happy to help - we'd love to hear from you.

On behalf of the children we support and their families, thank you and welcome to the Variety WA family.





# How Variety helps

- ♥ Variety WA gives practical equipment, programs and experiences that make a real difference to children who are sick, disadvantaged or have special needs.
- ♥ Variety focuses on helping children who might otherwise 'fall through the cracks' and can't get assistance elsewhere.
- ♥ An independent, volunteer Grants committee made up of experienced members from the therapy, social service and education sectors, review all applications for assistance, to ensure that funds are spent where the need is greatest.
- ♥ Every dollar raised in WA stays in WA to help local kids in need right around the state.
- ♥ Variety WA purchases equipment and resources directly for families and organisations, meaning donors can be sure that funds get through to the intended beneficiary.



# Meet Jessica

Age: 9

Equipment granted by Variety:  
Stroller and supportive chair

“We are so grateful to Variety and now can’t imagine life without the stroller and chair - it’s been a huge benefit to our family.”

(Jessica’s mother, Allison)



\$150

can give a disadvantaged child the gift of joy with the experience of the Variety Kids Christmas Party

\$1,000

can help a child who is non-verbal to communicate with iPad assistive software

\$1,500

can give fun and freedom to a child living with a disability with their own customised tricycle

## How your dollars help

\$3,000

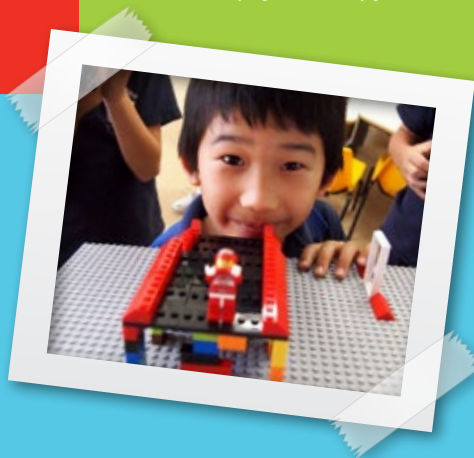
can help a disadvantaged child follow their dreams with a scholarship in the arts, sport or education

\$5,000

can provide a standing frame for a child living with physical disability, for physiotherapy at home

\$10,000

towards wheelchair accessible vehicle modifications can help safely transport a child with special needs in the family car



# Types of fundraising

## Corporate donations

Engaging business donors to support your fundraising efforts can bring win, win results. Create a brief proposal outlining why you are asking for support, and why the selected company should support your cause. Always include a copy of your authority to fundraise letter.

Think about the benefits the company would gain from donating towards your fundraising. Can they use the donation as a media opportunity? Can you display their logo on any promotional material, your car or at an event?

Once you have secured a corporate donor, keep them informed about how your fundraising is going, as well as thanking them at the end of your activity and letting them know how their support made a difference.

## Workplace gift matching

Many companies offer to match donations or charity fundraising by staff. If your employer agrees, you could double what you raise for Variety!

## Workplace giving

Workplace giving allows employees to make regular donations to an approved charity like Variety. Donations are deducted from an employee's salary before tax is applied. They are then entitled to an automatic tax deduction, whilst Variety gets the full amount donated. Contact us if you would like Variety WA to discuss this opportunity with your employer or company.

## Celebration donations

In lieu of receiving gifts at celebrations such as birthday, wedding or Christmas, you could ask for a donation to be made to Variety instead.





## Events

From trivia nights to talent contests, picnics, movie nights and more, the only limit to fundraising events is your imagination! The first step to a successful event is planning - have a look at our Event Checklist (page 15) for lots of hints and tips.

If you are planning a public fundraising event, you will need to complete an Intent to Fundraise form (page 16)\*. Once approved, we will send you an "Authority to Fundraise" letter. This letter advises potential sponsors that you have authorisation from Variety to fundraise on our behalf and will help you on your way! \* Event participants will receive an authority to fundraise upon registration.

## Raffles

Raffles are a great way to raise funds at social or community events.

Before organising a raffle, consider what kind of prizes you'll need; how you'll source them; how you will price tickets (generally, the higher the prize value or odds of winning, the higher the face value); and how you will sell tickets.

Depending on the size of your raffle, you may be required to adhere to specific rules from the Department of Racing, Gaming and Liquor. For more information on raffle guidelines, visit website [www.rgl.wa.gov.au](http://www.rgl.wa.gov.au)

## Cause related marketing

You can arrange your employer or a local business to run a special promotion to increase sales or customer leads, while at the same time raising funds for Variety. For example, 50c from every cup of coffee sold during August or 20% of selected product sales donated to Variety. Please contact Variety WA to seek approval for this kind of activity.



# Start your fundraising

The Variety office provides each supporter with an official 'Authority to Fundraise' letter. As soon as you receive this letter, you're ready to start fundraising!

So, what next? We asked some of our experienced fundraisers for their best tips:

1. Aim high! You might surprise yourself!
2. Start your fundraising early. The more time you have, the more money you can raise for WA kids in need!
3. Plan, plan, plan! Have regular team meetings to monitor how your fundraising efforts are progressing.
4. Make use of your personal networks. People are more likely to give when they understand why you are passionate about fundraising for Variety WA.
5. Make your own contribution. It sets a great example and shows potential donors your commitment to the cause!
6. Ask for help. The Variety WA office is here to help and has several tools to support your fundraising efforts.



# Using the Variety name and logo

As an approved Fundraiser, you can promote that you are ‘proudly supporting’ or ‘raising funds for Variety’. Fundraisers are asked not to use the names ‘Variety WA’ or ‘Variety - the Children’s Charity’ without these accompanying lines.

## **Acceptable:**

- The Red Heart Ball proudly supporting Variety WA
- Bogan Bingo raising funds for Variety WA
- “It’s a Kind of Magic” raising funds for Variety Bash Car 21

## **Not Acceptable:**

- Variety WA Red Heart Ball
- Variety WA Bogan Bingo Night
- Variety It’s a Kind of Magic Night

All promotional material must clearly state how funds will be raised. For example, ‘net proceeds donated to Variety’ or ‘Variety to receive 100% proceeds from the raffle and auction’.

If you are a motor event participant, your fundraising should clearly state this. For example, ‘Bash Car 78, raising funds for Variety WA.’

Use of the standard Variety WA logo or any other intellectual property belonging to Variety WA is not permitted. Variety WA is happy to provide you with an appropriate ‘Proudly Supporting Variety’ logo for your use.

The logo must not be altered, cropped or recoloured. All parts of the logo must be left in place and cannot be removed or repositioned.

Variety WA must approve all fundraising material prior to printing to ensure it meets the logo usage and style guide requirements.

Under no circumstances should Fundraisers manufacture, sell or licence any goods bearing the Variety name or logo (called ‘unofficial’ merchandise). Official Variety merchandise is available for sale from the office.

Please do not use the Variety name or conduct your fundraising activity in any way that would diminish respect or jeopardise the good name of the charity.



# Promoting your fundraising

## Social media

Social media is a quick and easy way to raise funds. Post links to your online fundraising page on your Facebook, Twitter or Instagram accounts (just to name a few), encouraging friends, family, and colleagues to donate online. You can also keep people updated through social media of your upcoming events and fundraising activities.

## Approaching the media

Local media is a great way to seek support from the community.

You'll need to prepare a short media release to send to journalists, telling them about your activity. Be sure to include your contact details so you can be contacted for follow up. You'll also need to get the release approved by Variety WA prior to circulation.

To help get the best media coverage:

- Think about what your objectives are. Do you want to sell tickets to your event? Do you need to promote your major donor? Or are you seeking community donations?
- Prepare a media release for journalists (answering the who, what, when, where and why)
- Be sure to include names of participants involved, suburbs and any newsworthy special facts
- Remember that you may only get one or two opportunities at this, so make sure you select your best media opportunities to put forward

Follow up and be persistent! Don't be too disappointed if your article doesn't get published straight away. Follow up and see whether you could provide them with new or further information.

## Variety promotion

If you have a promotional flyer, Variety can upload this to our Events 4 Variety page on our website, Facebook album and Twitter.

Variety is happy to discuss any ideas on promotion with you and can provide you with an example media release to assist you when drafting yours.

# Online fundraising – Everyday Hero

Everyday Hero is a great tool to help you with your fundraising. It is an online platform that allows you to tell your fundraising story and easily ask friends and family to support you in reaching your goal.

## **To create your own unique fundraising page:**

Go to <http://www.everydayhero.com.au/event/events4variety> and choose 'Register an event'

Or

Go to <http://www.everydayhero.com.au> and search to join an existing Variety event like the Bash or Creative Car Cruise.

## **Either sign up to create a new account, or if you have used Everyday Hero before, sign in with your existing details**

### **You're almost ready to go!**

Follow the prompts on screen to enter more information about what you are planning to do and why!

The more you can tell people about what you are doing and why the better the response will be. Everyday Hero allows you to upload photos and blog posts so people can stay up to date with your fundraising and your journey.

### **To kick things off why not make a donation to yourself!**

### **Don't forget to say thank you**

As people make a donation, they will receive a receipt automatically, but a personal note from you will make them feel extra appreciated!

If you need any help or information for your fundraising page, please give us a call or contact the Everyday Hero team on 1300 798 768.





# Money matters

## Collecting funds & your costs

Fundraisers must not operate a bank account, cash or loan facility in the name of Variety. Please request an official Variety collection device to collect money. Fundraisers must ensure expenses are kept within a fair and reasonable proportion of gross event proceeds. No expenses should be incurred in the name of Variety.

## Donation receipts

Donors who give more than \$2 are entitled to a tax deductible receipt.

To claim, please complete the Donation Tracking form (page 19) and return to Variety WA with funds. Variety will issue receipts directly to donors unless requested otherwise.

Tax deductible receipts cannot be issued where goods or services are exchanged (such as event tickets). Donations are GST free and cannot be invoiced. Instead, Variety can provide an intention to donate form on request.

Receipts cannot be issued for donated product or services, but Variety can assist with thank you letters to substantiate gifts-in-kind for taxation purposes.

## Sending funds to Variety

Please send your fundraising income in along with the Money Counting & Summary form (page 18) within 30 days of completion of your activity, via any of the below:

### **Everyday Hero**

You don't need to do anything further if you use Everyday Hero - as all monies come directly to Variety.

### **By Cheque**

Please make cheques payable to 'Variety WA'. Please ensure you include your name, address and event details and send to PO Box 669, VICTORIA PARK WA 6979.

### **By Credit or Debit Card**

Payment can be made over the phone by calling 08 9355 3655.

### **By Direct Deposit**

You can deposit funds at your local Westpac or online via EFT. Please ensure you reference the transfer with your name and event.

Account name: Variety WA Gift Fund  
Account number: 346499  
BSB: 036-037

### **In Person**

We'd love to thank you in person for all your hard work! Donations can be dropped to our office at 102 Burswood Road, Burswood between 9am - 5pm, Monday to Friday.



## Important note

Have fun! Fundraising is supposed to be a fun activity. Make sure you enjoy yourself along the way and remind yourself of the wonderful work you're doing in helping children in need.



# Forms

- Event Checklist
- Intent to Fundraise
- Merchandise Orders
- Money Counting and Summary
- Donation Tracking



## Event Checklist

- WHEN** Pick a date and time that doesn't coincide with any other major or similar events and leaves plenty of time for planning
- WHERE** Where will the event take place? Take into consideration size, accessibility, parking and public transport
- WHO** Select your target market for the event. Is it a public or private event? How many people?
- ENTERTAINMENT** When planning entertainment for an event think of themes, performances, music, and other fun activities. Raffles and auctions are a great way to engage guests and raise funds, think about where you can source prizes from and how you will promote them on the night
- CATERING** If you're having food at the event, think about what type of food to have (cocktail or sit down dinner), where will you source it from and do you have any contacts who could donate food or services?
- BUDGET** Ensure costs are reasonable and a large proportion of funds raised go to Variety. Can you get a discount or free items and services? How much are you aiming to raise?
- COMMUNICATION** How will you communicate your event to people? How will you get the message of the cause across? Write press releases, print brochures etc
- APPROVAL** Notify Variety of your fundraising plans and send marketing material for approval
- REGULATIONS** Ensure that you adhere to safety and legal regulations; apply for permits, insurance, or for approval where necessary
- ORGANISING** On the day or night of your fundraising event, ensure you have a run sheet outlining timings and volunteer duties
- RETURNING FUNDS** Deposit your funds raised from the event to Variety, notifying them of the total fundraising amount
- THANKS** Thank your supporters for their help and let them know the overall fundraising total - Remember, keeping a sponsor happy is much easier than finding new sponsors every year!

# Intent to Fundraise

Title: \_\_\_\_\_ First name: \_\_\_\_\_ Surname: \_\_\_\_\_

Name of organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

Event / activity name: \_\_\_\_\_

Event description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Start date: \_\_\_\_\_ Finish date: \_\_\_\_\_ Estimated donation: \$ \_\_\_\_\_

Venue address (if appropriate): \_\_\_\_\_

How will funds be raised?: \_\_\_\_\_

\_\_\_\_\_

Fundraising terms and conditions will be issued to all approved fundraisers.

Please return this completed form to [events@varietywa.org.au](mailto:events@varietywa.org.au), post to  
PO Box 669, Victoria Park WA 6979 or fax to 08 9355 5122.





# Donation Tracking Form



I \_\_\_\_\_ have been authorised to fundraise on behalf of Variety - the Children's Charity.

Date	Contact Name	Full Address	Phone	Email	Donation Amount	Receipt required	Info on Variety
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N
					\$	Y / N	Y / N













## Contact us

[www.varietywa.org.au](http://www.varietywa.org.au)

Variety WA Head Office  
102 Burswood Rd, Burswood WA 6100  
PO BOX 669, Victoria Park WA 6979  
[info@varietywa.org.au](mailto:info@varietywa.org.au)  
1300 4 VARIETY

Facebook:  
[/VarietyWA](https://www.facebook.com/VarietyWA)

Twitter:  
[/VarietyWA](https://twitter.com/VarietyWA)

Instagram:  
[/Variety\\_WA](https://www.instagram.com/Variety_WA)

