



**Vinnies**

# **Community Fundraising**

**TOOLKIT**





# Vinnies

Liz Campbell

Fundraising Officer

Vinnies SA

Telephone 08 8112 8744

Email [lcampbell@svdpsa.org.au](mailto:lcampbell@svdpsa.org.au)



# Welcome

Thank you for your generous offer to raise funds for Vinnies SA.

This toolkit is packed full of advice, ideas and tips to help you plan a successful fundraising event that is fun for everyone.

For additional information, inspiration or guidance with fundraising, contact our Fundraising Officer

Liz Campbell (08) 8112 8744 [lcampbell@svdpsa.org.au](mailto:lcampbell@svdpsa.org.au)



-  [Facebook.com/VinniesSA](https://www.facebook.com/VinniesSA)
-  [Instagram.com/VinniesSA](https://www.instagram.com/VinniesSA)
-  [Twitter.com/VinniesSA](https://www.twitter.com/VinniesSA)
-  [Youtube.com/VinniesAU](https://www.youtube.com/VinniesAU)

# We need your help

The St Vincent de Paul Society (Vinnies) is a community-based charity committed to actively addressing the causes of homelessness, poverty and inequality on behalf of the people we serve.

Last year, with the help of our supporters, Vinnies SA assisted over 100,000 people in crisis. We offer 'a hand up' by helping people rebuild their lives on their own terms.

At a local level we visit families in their homes, providing practical assistance such as food, clothing and furniture to get them back on their feet. We also offer other support services such as crisis accommodation and budget and financial counseling.

Our services in SA include;

- Home Visitation Program
- 36 Vinnies shops
- 10 Fred's Van meal services
- Migrant & Refugee Centre
- Vinnies Men's Crisis Centre
- Vinnies Women's Crisis Centre
- Vinnies Youth
- Learning and Education Program
- Budget and Financial Counselling

Each year, thousands of community members generously donate their time and passion to assist by organising events, volunteering and making home visits.

Thank you for supporting us. By raising funds for Vinnies, you are making a real difference to our mission to help rebuild lives.



# Get Inspired

Join one of our Vinnies events or bring your own idea to life, there's a list of possible activities on page 6

## VINNIES COMMUNITY OR SCHOOL SLEEPOUTS

At Vinnies Sleepouts communities and students get a glimpse of the realities of homelessness on a personal level by sleeping rough for one night. Raise awareness and funds.

We have a sleepout toolkit so contact the Schools and Community Engagement Officer for a copy.

## CLOTHING/FOOD COLLECTIONS

Clothing, blankets, homewares, manchester and furniture is always needed for our shops and for the people we assist.

Thousands of food hampers are given out each year in SA to the people we assist so a collection of these items is always valuable to the Society.

## FITNESS CHALLENGES

Whether fitness is your thing or you cross the finish line in fancy dress, make a difference with your next run, walk, bike, swim or relay by fundraising for Vinnies. Join Team Vinnies for events like the City-Bay fun run and raise funds for the Society.

## PERSONAL CHALLENGES

Challenge yourself to do something tough (quitting sugar, walking every day) or something wacky (dye your hair, fancy dress) to make a difference for people doing it tough while having some fun and accomplishing a goal for yourself.

From BBQs to bake sales and everything in between, get creative and fundraise your own way. Why not consider a dinner party, fashion parade, auction, raffle or sporting event? Fundraising is a great way to get your community together to have fun and make a difference for people trying to get back on their feet.



## Fundraising ideas

Auction:	Auction off items to raise funds
Shared lunch:	Pizza or hot chip lunch for example or charge per head and bring a plate to share
Swear jar:	Donate the money you collect
Movie Night:	Bring people together to watch a movie
eBay:	Sell unwanted items and donate your profits
BBQ:	Cook up a storm
Car boot sale:	Sell unwanted items
Fancy Dress:	Raise money by dressing up for the day - have a theme such as pyjamas, odd socks, onesies, super heroes
Art Exhibiton:	Create and sell artwork/craft
Can/Bottle Drive:	Recycle and cash in
Bake Sale:	Sell cakes, cookies, muffins, sweets
Music/Talent Night:	Sell tickets and entertain
Disco:	Music and fun
Hat Day:	Encourage colleagues to wear an interesting hat and make a donation in return
Dinner Party:	Organise a night with friends
Quiz night:	Host a Quiz Night
Raffle:	Get prizes donated and sell raffle tickets
Trivia competition:	Put the great minds in the company against each other
Vinnies Day:	Host an event based on your own fundraising idea
Birthday gifts:	Instead of gifts ask for donations instead

# 10

## steps to a perfect fundraiser

### 1

#### CHOOSE YOUR FUNDRAISING EVENT

What type of activity interests you most? Why are you fundraising for Vinnies? When is the best time and date? Where is a good location with the right facilities? Who do you need to involve to help with planning, participating and sponsorship? How will it all come together?

### 2

#### COMPLETE YOUR APPLICATION FORM & WAIT FOR APPROVAL

Read through this Fundraising Toolkit to understand your responsibilities as a fundraiser for Vinnies. Complete our [Fundraiser Application Form](#) which can be emailed to you on request, send it to Vinnies so we can review your activity. Please do not start fundraising or publicising your event until you receive Vinnies approval and an Authority to Fundraise letter.

### 3

#### WE WILL CREATE YOUR ONLINE FUNDRAISING PAGE

We can create your online fundraising page through gofundraise. This is an easy way to get the word out, raise awareness and collect donations online. The website does half the work for you!

You can share your page to social media and maximise your fundraising.

### 4

#### PLAN YOUR FUNDRAISER

Create a simple event plan covering the tasks that need to be completed, when and by whom. Set a fundraising target so you have a goal and don't be afraid to share it



### 5

#### SPREAD THE WORD

Tell everyone you know what you're doing and ask them to spread the word to their networks. Post on your social networks and local event listings, contact local businesses, schools, parishes, work connections and local news outlets for support. Anyone can donate and worthy news travels fast. Use the hash tag VinniesSA on social media.

### 6

#### SEEK SPONSORSHIP – JUST ASK

Most people give to charity simply because they are asked. The more you ask the more you receive – donated cash, prizes and venues ensure a successful event and keep your costs low. Acknowledge significant sponsors through logo and/or verbal profiling at your event and keep track of donations and expenses.



# 7

## MAXIMISE YOUR FUNDRAISING

Make it fun and easy to donate by having a variety of opportunities – both financial and material – to give.

- **Online fundraising** – create your online fundraising page to collect donations quickly and easily.
- **Tax deductions** – tell your supporters that donations over \$2 are tax deductible.
- **Collection boxes** – collect entrance donations or ask local businesses to host your collection boxes pre-event to kick off your fundraising.
- **Matched giving** – ask your employer to dollar-match what you raise.
- **Cost sponsorship** – ask businesses to cover specific event costs or donate event items.
- **Activities** – make your event fun by organising activities, a raffle, stalls or food, all in exchange for specific note donations.
- **Material donations** - you can also provide an event area to donate, swap or buy unwanted material items or contribute new items for hampers.

# 8

## HOST YOUR EVENT

It's time for your fundraising event! Focus on why you're hosting this event and how participants will be making a difference through their attendance and donations. Most importantly, have fun! If everyone's having a good time, it's easier to raise more funds and make an even bigger difference.

# 9

## SAY THANK YOU

It's a community effort, so thank everyone who supported you in any way and share outcomes, photos and memorable moments. Send photos to Vinnies so we can share your incredible contributions.



# 10

## DEPOSIT YOUR DONATIONS

Get your donations and financial forms to Vinnies within 14 days of your event. Details of how to do this are on page 10 of this booklet.



**Congratulations!**

You are going to host a fantastic fundraising event and support Vinnies in SA to deliver vital services to the most vulnerable people in our community.



# Safe and sound

WITH SO MUCH FUN IN THE WORKS, MAKE SURE YOUR EVENT IS SAFE AND IN LINE WITH ANY LEGAL REQUIREMENTS.

## AUTHORITY TO FUNDRAISE

Register your event with Vinnies SA using the Fundraising application form. Once you've registered your fundraiser, we'll send you an Authority to Fundraise letter. It's a legal requirement to have this letter to fundraise for a registered charity.

## FUNDRAISING GUIDELINES

Make sure your fundraiser complies with Vinnies requirements and state and local government regulations by honouring the Terms and Conditions stated on your application and authority to fundraise letter.

## LICENSES, PERMITS & PERMISSIONS

Some activities like raffles or alcohol sales require a licence or permit in SA. Check if you need one at the Office of Consumer and Business Affairs [www.cbs.sa.gov.au/licensing-and-registration/](http://www.cbs.sa.gov.au/licensing-and-registration/). If you're fundraising in a public place, make sure you have permission from the property owner or local council.

## HEALTH AND SAFETY

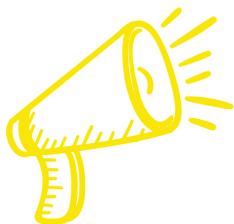
- Check your event for any hazards and have measures in place to minimise the risk of injury.
- Keep a first aid kit onsite and register your event with your local emergency services including the police station and local first aid organisation, such as St John's Ambulance.
- If you sell food in a public place, make sure you abide by food hygiene laws.

## TAX RECEIPTS

All donations over \$2 are tax deductible. We can provide you with a receipt book for your event, however if you use the GoFundraise platform for your fundraising, it will automatically issue a tax receipt to your donors.

## PHOTO PERMISSION

If you are taking photos or video at your event, ensure you have peoples' permission to use their image. You will be sent a photographic image approval form with your authority to fundraise letter, each person must sign this if their photo is taken.



# Spread the word



## EMAIL

Send an email about your fundraiser to your network of friends and family asking for a donation. You can also add your online fundraising page link to the email.

## SOCIAL MEDIA

If you're on Facebook, Twitter, LinkedIn or any other platform, add your fundraising page link on your profile. Post regular pictures and updates about your progress and ask for donations. Tag VinniesSA in your posts.



## LOCAL PRESS

Local papers and radio stations are always looking for feel good stories so why not ask your local media to cover your fundraiser? If a journalist asks you for any specific information about Vinnies SA, please refer them directly to us.

## PHOTOS AND VIDEOS

Your fundraising activities can be an inspiration to others. Take lots of photos and video to share on your social networks and send us a copy to share too. Email your files to [lcampbell@svdpsa.org.au](mailto:lcampbell@svdpsa.org.au) with a completed [Photographic Image Approval Form](#)



## POSTERS AND FLYERS

Print posters and flyers and take them around to local businesses, your school, club and workplace and ask for them to be displayed.



On behalf of the thousands of men, women and children who turn to the St Vincent de Paul Society SA (Inc) for assistance every day, we extend our most sincere thanks to you and your supporters for fundraising for Vinnies SA.

You have made a real difference for people experiencing homelessness and disadvantage in your local community. Please send your donations and financial forms to Vinnies within 14 days of your event by using the methods below:

## Sending your donations to Vinnies SA

**ELECTRONIC FUNDS TRANSFER:** Bank your donations at any Commonwealth Bank of Australia (CBA) branch using our deposit details:

Account: St Vincent de Paul Society SA (inc)

Account number: 009 002 71

BSB number: 065 - 000

Description: In the transaction description please include your surname followed by CF e.g. SmithCF

Email remittance advice + description to [lcampbell@svdpsa.org.au](mailto:lcampbell@svdpsa.org.au)

**ONLINE DONATIONS:** Any donations made on your online fundraising page go directly to Vinnies.

**CHEQUES AND MONEY ORDERS:** Mail a cheque or money order, payable to St Vincent de Paul Society SA (Inc), to GPO Box 1804, Adelaide SA 5001, Attn: Liz Campbell

## If you have any questions, do not hesitate to contact us

Liz Campbell, Fundraising Officer

Telephone 08 8112 8744

Email [lcampbell@svdpsa.org.au](mailto:lcampbell@svdpsa.org.au)



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