



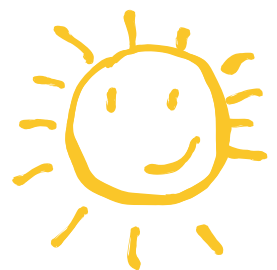
# Community Fundraising Kit



alannah & madeline  
foundation

**"I am so proud of the Alannah & Madeline Foundation as it is a daily reminder of the good will and love that is generated when a tragic situation occurs.**

**It would make my daughters smile to know they are being remembered in such a helpful and beautiful way."**



**Walter Mikac AM,**  
Founding Patron of the Foundation  
and father of Alannah and Madeline

# Who we are and our mission

**By fundraising for the Alannah & Madeline Foundation, your support will help build a safer world for children. Thank you.**

The Alannah & Madeline Foundation is one of the leading national not-for-profit organisations protecting children from violence and bullying. The Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996.

We are proud to have reached more than 2.5 million children nationwide since the organisation was established in 1997. Like you, we believe that no child should feel unsafe or be threatened with violence. Confident, secure, resilient and inspired young people are our hope for the future.

We are committed to building a supportive and safe society that enables them to thrive. With your support, we can work towards helping all children affected by violence and bullying.

SOME KIDS  
HAVE A LOT  
TO CARRY, BUT  
LITTLE OF  
THEIR  
OWN.





# Fundraising journey



## 1. Choose your fundraiser

### What are your passions or hobbies?

Check out our A-Z fundraising ideas on the next page for some ideas that may tickle your fancy. Remember to keep it fun and the simplest ideas are often the best! Don't forget to plan what your fundraiser will look like, what will your fundraising goal be. Don't be afraid to aim high, you'll be surprised at the amazing generosity you will receive from your family and friends who will want to support your cause.

## 2. Register your fundraising activity

### We can't wait to hear what you have planned!

Go to [fundraise.amf.org.au](https://fundraise.amf.org.au) to register your activity. Make sure you read our Fundraising Terms and Conditions, Code of Conduct and Photo Consent Form that are part of the online application. If you want to speak to someone about your fundraising activity or event, please call 1300 720 747 or email [community@amf.org.au](mailto:community@amf.org.au). Once we have received your registration, we will provide you with a letter of Authority to Fundraise.

## 3. Letter of Authority to Fundraise

### Congratulations – your fundraiser has been approved!

Now is the time to start putting all the wheels and motion and make sure your fundraiser meets its full potential. By having a letter of Authority to Fundraise, businesses and individuals will feel more secure in donating, knowing it is an officially approved fundraiser and that the funds will be safely donated.

## 4. Be social

### Promotion is key to a successful fundraiser.

We will equip you with posters, impact sheets and our community fundraiser logo to use to encourage your networks to support you. By sharing updates on social media or via email (including a link to your fundraising page), it will encourage others to support you in the lead up to the event. Think about the networks you have (online and offline) and how you can share the opportunity to gain their support.

## 5. The big day!

### The time has finally come for your fundraiser to come to life!

Don't forget to thank those who have donated personally for their generosity, especially via social media (this is a great way to encourage others to donate too). We would love to share your fundraiser with our supporters as well, so make sure you recruit someone to take photos on the day!

## 6. Banking

### We are so excited to hear how you went!

Don't forget to make contact after your event by emailing us with any photos and donation receipt forms. Please remember that all funds must be banked within two weeks after your event has finished.

Email: [community@amf.org.au](mailto:community@amf.org.au)

Bank: NAB

BSB: 083 004

Account Name: Alannah & Madeline Foundation

Account Number: 81 110 4604

Reference Code: Please email us to receive your individual code.



# A to Z of Fundraising ideas

**Be inspired by these fundraising ideas from other community fundraisers. The sky's the limit, so get creative!**

- |  |                              |   |
|--|------------------------------|---|
| <b>A</b> Afternoon tea                   | <b>G</b> Gala ball           | <b>N</b> Nail/spa day                   |
| <b>B</b> Bake off                        | Games night                  | <b>O</b> Online fundraising page        |
| BBQ – at a sports club, supermarket etc. | Garage sale                  | <b>P</b> Purple and yellow themed day   |
| Bike ride challenge                      | Gift wrapping service        | <b>Q</b> Quiz night                     |
| Buddy Bear picnic                        | Golf tournament              | <b>R</b> Raffle                         |
| Buddy Run                                | <b>H</b> Head shave          | <b>S</b> Silent auction                 |
| <b>C</b> Cake stall                      | High tea                     | Sky dive challenge                      |
| Car wash                                 | <b>I</b> Ice-cream stand     | Sports day                              |
| Comedy night                             | <b>J</b> Jumping castle      | <b>T</b> Teachers vs. student challenge |
| Concert                                  | <b>K</b> Karaoke competition | Tip jar                                 |
| <b>D</b> Dinner party                    | <b>L</b> Ladies night out/in | <b>U</b> Uniform free day               |
| Dog wash                                 | Lawn bowls day               | <b>V</b> Valentine's Day fundraiser     |
| Donations in lieu of gifts               | Live auction                 | <b>W</b> Walking dog service            |
| Donation tin at register                 | Luncheon                     | <b>X</b> X-factor competition           |
| <b>E</b> Easter egg hunt                 | <b>M</b> Market stall        | <b>Y</b> Yoga-thon                      |
| <b>F</b> Face painting                   | Merchandise sales            | <b>Z</b> Zero sugar month               |
| Face your fear                           | Morning tea                  |   |
| Father's Day Function                    | Mother's Day function        |   |
| Footy tipping competition                | Movie Night                  |   |
| Fun run event                            |                              |   |



# Fundraising tips and tricks

## Here are a few ways to help ensure your fundraising is easy and successful.

- Make sure your **online fundraising page** is up to date with a current photo, the story of why you are fundraising and any updates of your activity.
- Send your link to your family and friends and encourage them to donate online.
- Show you are serious by **making a donation** yourself to the page, and then encourage your friends, family and colleagues to do the same.
- All donations over \$2 are tax deductible. Tax time is a good time to send a reminder to your networks that you are fundraising for a great cause.
- Make sure your fundraising is well planned and give yourself plenty of time to **promote your activity** through channels that your supporters use most (eg. school newsletter, intranet, email, social media, local paper, local radio station, text).
- Never underestimate the power of a **"thank you"**! It's so important to show how grateful you are to your supporters for their donations, big or small. When you thank them on your social media, it will encourage others to donate also.
- Social media, emails and media are great ways to **share your story** and remind people why you are fundraising for the Foundation. Remember to include the link to your fundraising page whenever you are sharing your story!
- Reduce costs for your activity. Consider using your letter of Authority to Fundraise to approach businesses and request a donation of rental costs or goods, services or vouchers that you can use to raise funds as prizes or raffle items.





# Social media tips

## #andTagging

**Social media is a simple and effective way to get your fundraising efforts the visibility they deserve. Here are our top tips to optimise this platform.**

### Timing

Post after 5pm during the week, on Saturday mornings or on Saturday and Sunday evenings. Evidence tells us that these are the most popular times for people to be scrolling.

### Direct messaging

Don't be afraid to directly message people, especially those in your inner circle. You're likely to get much better results from a direct message than a general post.

### Mix up the content

Ensure your posts have a direct ask for support and show how their donation will make a difference in the lives of children affected by violence and bullying.

### Say thanks!

Very simple but so important! When people donate to your page, thank them – either by posting a status update and tagging them, or posting on their page. That way people feel happy that they've been acknowledged, and the post will remind others to donate.

### Don't forget the link!

Always include the direct link to your online fundraising page when referencing your campaign or event.

But, there is such a thing as overdoing it! Depending on what stage you're at with your fundraising, don't over-post, or you might just have the opposite effect than intended. We wouldn't recommend posting any more than twice a week.




### After the event

Don't forget about capitalising on your post event momentum.

Make sure you provide your supporters with an update about how your activity went. Keep your fundraising page open for at least two weeks after your event and chase up those donations that were promised to you all those weeks ago.

### Keep in touch!

Be sure to tag us in your events at:

-  @alannahmadeline
-  @alannah&madelinefoundation
-  @alannahmadeline

And the all important hashtag:

**#KeepKidsSafe**



# Impact of your support

**We depend on support from the community to deliver programs and resources to schools, communities and families around Australia to keep children safe.**

**Every dollar raised counts towards giving another child the opportunity to thrive.**

**\$10** Can provide toiletries including a toothbrush and toothpaste for a child in emergency accommodation.

**\$25** Can provide essentials including underwear, socks and a pillow slip for a child in emergency accommodation.

**\$50** Can provide an entire Buddy Bag for a child in emergency accommodation.

**\$75** Can provide a tutoring session for a child in our Children Ahead program.

**\$100** Can offer a vulnerable child confidence-boosting social activities.

**\$250** Can fund a child in our Children Ahead program to attend a school camp and participate in community activities.

**\$500** Can provide a child and their family with six months of psychological support.





# Logo guidelines

Community Supporter

15mm min. height  
(measured by the  
section shown)



Community Supporter



15mm min. height  
(measured by the  
section shown)

The Alannah & Madeline Foundation logo was crafted from a family portrait drawn by Alannah Mikac just months before she died. It depicts Alannah and her little sister, Madeline, together.

The hand-drawn type has been used to match the logo and be in the voice of the children, as if they have written it themselves. The letters have been designed and spaced to ensure clear legibility and still retain a child-like quality.

Once your fundraising activity has been approved, you can request to use the Alannah & Madeline Foundation Community Supporter logo by contacting [community@amf.org.au](mailto:community@amf.org.au)

Always use the original, provided artwork and **do not modify** it in any way.

Use of the Alannah & Madeline Foundation Community Supporter logo on any marketing or promotional material or products must be approved by the Foundation.



Community Supporter



Keep a clear space (of approximately the face size)  
around all edges.



Community Supporter



# Terms and conditions



**We know you are excited to start fundraising for us but before you start planning it is important that you read through the guidelines below.**

## Authority to fundraise

All community fundraisers must complete the online registration form at [fundraise.amf.org.au](https://fundraise.amf.org.au) to obtain a letter of Authority to Fundraise.

Once your application has been approved, a letter of Authority to Fundraise will be issued by the Alannah & Madeline Foundation. This letter is required as proof of activity when applying for a licence or permit, seeking sponsorship from the community, or during fundraising.

You must immediately notify the Foundation of any changes to the approved fundraising activity and seek re-approval.

Failure to comply with the terms and conditions may result in withdrawal of permission to fundraise on behalf of the Foundation.

## Financial and legal

As a community fundraiser on behalf of the Alannah & Madeline Foundation, the fundraising activity is your financial responsibility. No expenses are to be incurred in the name of the Foundation. It is the responsibility of all Foundation fundraisers to ensure that their fundraising event or activity meets all state and federal legislative requirements, including obtaining the appropriate permits and/or licences.

Please refer to your local state or territory website for all fundraising legislation at [www.nfplaw.org.au/fundraising](https://www.nfplaw.org.au/fundraising).

Community fundraisers must provide a copy of all financial records relating to the activity to the Foundation upon request. You must seek approval for all marketing collateral created to promote the approved fundraising activity.

## Conduct

In addition to abiding by all relevant state and federal legislation, all community fundraisers must agree to conduct themselves and the fundraising activity with decency, dignity and honesty, and not bring the Foundation into disrepute.

In particular the Alannah & Madeline Foundation requires:

- responsible service of alcohol at events
- drug-free events
- no illegal activity
- no promotion or undertaking of any form of violence.

The Foundation reserves the right to withdraw approval of a fundraising activity if it is found to have breached these requirements.

In relation to enquiries and/or complaints regarding the approved activity, you agree to:

- immediately inform the Foundation
- work together to respond to the enquiry or complaint in a timely manner.

The Alannah & Madeline Foundation Code of Conduct must also be read and agreed as part of the online registration process.



# Terms and conditions



## Values

The Foundation's values include:

- caring
- friendliness
- valuing difference
- including others
- respect
- responsibility.

We ask that our community fundraisers share and display these values.

The Foundation reserves the right to withdraw approval of a fundraising activity if these values are not being reflected.

## Use of the Alannah & Madeline Foundation's name and logo

Community fundraisers may only use the Alannah & Madeline Foundation Community Supporter logo supplied by the Foundation and only for the specific use stipulated in your fundraising registration.

In addition, logo use is subject to the following conditions:

- all marketing collateral must be approved by the Foundation
- authorisation is restricted to the period specified in your letter of Authority to Fundraise
- logo use must be in accordance with the style guide provided on page 9.

## Promotional materials

Promotional materials supplied by the Foundation may only be used for the approved fundraising activity.

## Media and promotion

All media and public relations plans must be approved by the Foundation, where the Foundation's brand is being used. All media releases must also be submitted for approval from the Foundation before release, print or publication.

A minimum of five working days are required for all sign-off processes.

## Age of fundraisers

The Foundation requires written consent from a parent or guardian for all fundraisers under the age of 18 years.

## Insurance

Community fundraising activities are not covered by the Foundation's insurance including public indemnity, workers' compensation for workers, and personal accident insurance for volunteers and third party property insurance.

As a community fundraiser, it is your responsibility to organise your own insurance cover. The Foundation will not be held responsible for any damages as a result of the approved fundraising activity.





# Terms and conditions

## Donation tins

The Foundation may agree to supply donation tins for use at your event. You must agree to:

- only use the supplied donation tins
- ensure the donation tins are kept secure
- report any lost or stolen tin to the Foundation immediately
- use the donation tins only for the purposes of the approved activity
- return the donation tins to the Foundation within two weeks of the end of the approved activity.

If you are depositing the money directly into the Foundation's bank account, you must keep accurate records of the amounts from each tin and email to: [community@amf.org.au](mailto:community@amf.org.au).

## Speakers

If you require a speaker from the Foundation for your approved activity, please give the Foundation as much advance notice as possible. The Foundation receives many requests for speakers and will endeavour to provide a speaker if available.

The community fundraiser agrees to cover all reasonable costs (eg. ticket, meal costs) for the speaker.

## Raffles

There are strict state and territory legislative requirements to hold raffles. You must agree to:

- advise the Foundation of any plans to conduct a raffle in your application form
- consult with the relevant government body in your state or territory and complete all necessary requirements to obtain raffle licenses or permits
- provide the Foundation with proof of approval from the relevant state office
- provide any promotional material including raffle tickets, to the Foundation for approval as above.

## Face-to-face fundraising

Face-to-face fundraising is any fundraising activity that takes place in a public space, eg. outside, school, workplace, shopping centres, etc.

To be able to conduct face-to-face fundraising, you must obtain fundraising permits from the relevant authority that manages the location of your activity, eg. councils, shopping centre management, churches, libraries, etc.

You must carry your letter of Authority to Fundraise at all times when raising funds in public spaces.

## Tax-deductible receipts

To receive a tax-deductible receipt, the donation must be \$2 or more and the donor must not receive anything in return, such as a ticket, gift or prize.

The person that makes the gift (the donor) is the person who can claim a deduction.

For more information about tax-deductible receipts, please visit

<https://www.ato.gov.au/Individuals/Income-and-deductions/Deductions-you-can-claim/Other-deductions/Gifts-and-donations/>





  
**Thank you  
for your support!**

**With your help we are safeguarding children's futures together.**

**amf.org.au**  **1300 720 747**  **community@amf.org.au**

**PO Box 5192, South Melbourne, VIC 3205  
Level 1, 256 Clarendon Street, South Melbourne VIC 3205**

 **alannah & madeline  
foundation**

