



Fundraise

for Bethany Community Support

at your school



Who is Bethany?

Bethany Community Support is a not-for-profit community support organisation that helps vulnerable children and families in Greater Geelong and Western Victoria.

We support women and children who may be experiencing family violence, help prevent people from becoming homeless, work with our community to manage gambling problems, assist to build financial independence and provide emergency relief when a family needs us most.

We aim to work together with our community to meet their changing needs and aspirations.

With more than 40 different support programs, Bethany relies on fundraising from schools, community groups and other others to help us to continue to adapt, enhance and provide our services.

The core of Bethany's purpose is working towards:

- a community where all children grow strong, resilient and have a sense of identity
- a community that is free from the impacts of family violence and
- a community that is inclusive, diverse and welcoming for everyone to participate and connect.

You can help us achieve this by starting a school fundraiser and play a part in supporting the community that you live in.

If you have an idea you'd like to discuss, need advice or have any questions in regards to fundraising for Bethany Community Support, please contact donations@bethany.org.au or phone **0491 091 031** to speak with one of our Community Engagement team.

Holding a fundraising event is an easy and rewarding way for students and broader school community groups to support the vital work of Bethany Community Support.

Through your actions and in collaboration with your friends, teachers and families, a fundraiser for Bethany will change the lives of children, families and individuals in our community who are currently doing it tough.

How your school can get involved

Schools are at the heart of our local community and there are lots of ways your school can help change the lives of families and individuals less fortunate in your community.

Here's a few ideas:



Arts and craft

Celebration cards and posters created by students in class, can be sold to parents (instead of buying store bought) and community members as something unique to your school and students



Donations in lieu

Encourage family and friends to make a donation in lieu of a gift for days of celebration



Count competitions

Put up a jar of jellybeans/ Easter eggs / smarties (etc) in your school hallway. Have students pay a dollar or two to guess how many items are in the jar. The winner gets to keep the jar or wins another prize



Sports event

Choose a sporting event that your school competes in and see if this can be a gold coin donation event



Read-a-thon

Read as many books as you can and get sponsored for each book



Challenges

Develop a maths competition, spelling bee or other school challenge for students to participate in



Dress up or casual dress day

Charge a gold coin donation for wearing themed or casual clothes to school for a day



School fete

Run a fete or lunchtime bake sale or sausage sizzle



Principal or teacher challenge

Get your principal/teacher on board to complete a challenge (i.e. dye their hair a fun colour) if a fundraising goal is met. Students can vote for their favourite idea



Walk-a-thon

Hold a walk-a-thon or fun-run around your school oval



Colouring competition

Show off your talents and ask teachers to judge



Footy jumper day

Support your footy team and charge a gold coin donation for wearing your teams jumper

How to get started

1

Select a fundraising activity

Once you've decided how you would like to fundraise, determine what is required to hold the event. Who needs to be involved, who you will ask to attend, how you will reach and communicate to your audiences, some costs to set everything up...and of course, how much you are hoping to raise.

2

Tell us about it

Before you start any fundraising for Bethany Community Support, please contact us and let us know about your plans. This way we can support you as best as we can with logos and images, but also we may be able to promote on our own marketing materials – we love sharing stories of our wonderful community supporting us!

3

Invite your school community

Set a date and time for the fundraiser and invite students and teachers to get involved. Tip: add this into your schools newsletter or have this mentioned at assembly to spread the news.

Decide on how you will collect the money



Online Fundraising Page – We have set up an online fundraising page that you can share with your friends and family. When someone makes a donation to your fundraiser through your page, they will automatically receive a tax-deductible receipt. You will also see a running tally of all your efforts and all the donations will go directly into the Bethany Community Support account.

Contact us at donations@bethany.org.au to access this site



Donation Tins – If you are holding an event as part of your fundraiser, you could place Bethany Community Support fundraising tins around the room to encourage your guests to donate to. Contact us at donations@bethany.org.au to access tins, or we can send you logo artwork to print and stick on your own customised envelopes etc.



Tickets to an Event - If you are selling tickets to an event and 100% of the proceeds are being donated to Bethany Community Support, you may want to set up a ticketing page on **Try Booking** or **Eventbrite**. Tickets and receipts are automatically sent to your guests upon purchase.



Donate Directly - If you are simply collecting money directly from people, you can donate the funds directly into Bethany Community Support's bank account or online via our [Donate page](#). Just make sure you email us to let us know you have made the donation.

Bank Account Details

Account name: Bethany Community Support Inc

Bank - Bendigo Bank

BSB: 633 000

Account: 121 666 275

Hosting a virtual fundraiser

In the world we're living in at the moment, it may not always be possible to hold your fundraising event in a face to face environment. You can still hold one however – virtually! A virtual event is one that takes place online rather than in a physical environment. Here's how you can set up a virtual fundraiser

Choose your fundraising event that is suitable to host online. Here's some ideas below:



Take on a Challenge

Set up a challenge such as walking, running, cycling, sailing a certain distance, give up something for a month or do something each day for a month – here's where you can have fun!



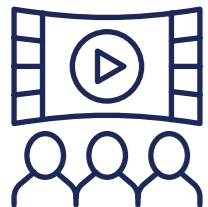
Commemorate a special occasion virtually

Celebrate and connect with your friends over video and instead of gifts, ask for donations



Hold a virtual morning or afternoon tea

Donate and catch up via one of the video platforms to connect with your friends and family. Your friends could donate the money they would normally spend at a restaurant



Host a movie night

Select your favourite new or classic movie and host a virtual movie night with your friends and family – set up a time, date and send popcorn of course. You could ask for a donation for the amount of a movie ticket



Your responsibility as a fundraiser

There are a few things to consider before you begin fundraising. If you need any assistance in working through these, reach out to our Community Engagement team donations@bethany.org.au and we will provide you with the support you may need.

- Your fundraising activity should only begin once you have contacted our fundraising department. Only then will permission be provided for the Bethany name and logo to be used on marketing collateral.
- You must comply with obligations imposed by the Charitable Fundraising Act and applicable state/territory laws and regulations and must obtain relevant permits, authorities and licences as needed. Bethany Community Support is unable to provide insurance of any kind including public liability for your event and cannot be held responsible for any accident or injury that may result from the activity.
- The event will be conducted in the organiser's name who will be solely responsible for managing the operational and financial components of the fundraiser.
- Any promotional material produced for the fundraising activity must clearly state the activity is raising funds to support Bethany as opposed to the activity being a Bethany managed event.
- Bethany Community Support reserves the right to terminate its support for the fundraising activity/event at any time if it appears that there is a likelihood of the organiser failing to meet any of the above responsibilities.

What can Bethany provide for your fundraiser

We understand that each fundraising activity is unique and may require different items to bring your event to life. If available, we can loan out our Bethany branded collateral for your event.

This includes:

- Pull up banners
- Outdoor mesh fencing
- Outdoor inground flags
- Media banners
- Donation tins
- T-shirts & caps

We also have a number of Bethany brochures highlighting our services that can be provided. Our brochures are program specific and outline clear pathways to access support.

If appropriate we can also facilitate a specialist speaker to attend your event and provide expert knowledge on Bethany's programs, services and our impact to the community.

To discuss these options further contact us on donations@bethany.org.au or phone **0491 091 031** to speak with one of our Community Engagement team.

Fundraiser checklist

- Read the fundraising pack as this will help you plan your event
- Set a date and time for your fundraiser
- Spread the news
- Get in touch and let us know you are holding a fundraiser
- Host your fundraiser
- Send in donations

Share your fundraiser with us

We would love to see photos of your fundraiser, if you are happy for us to share these on our social media and our website please email them to donations@bethany.org.au

Need help with fundraising?

If you have an idea you'd like to discuss, need advice or have any questions in regards to fundraising for Bethany Community Support, please contact donations@bethany.org.au or phone **0491 091 031**.



The logo features a white speech bubble icon on the left, containing a green lowercase letter 'b'. To the right of the icon, the word 'bethany' is written in a bold, white, lowercase sans-serif font. Below 'bethany', the words 'community support' are written in a smaller, white, lowercase sans-serif font.

bethany
community support

16 Ballarat Road, Hamlyn Heights, VIC 3215
P (03) 5278 8122 E info@bethany.org.au

