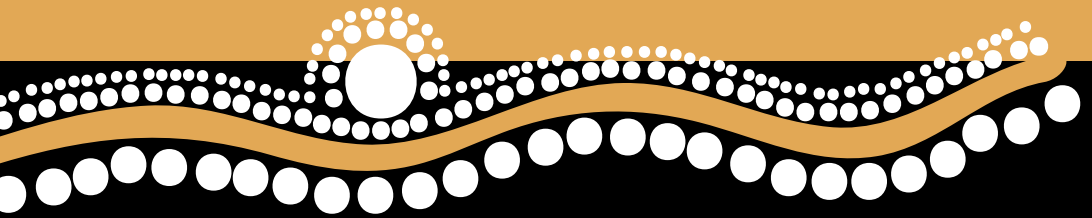


YOUR GUIDE

to Fundraising Success

Tips, advice and guidelines to help you plan a successful Yalari fundraising event...



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Yalari

CELEBRATING 10 YEARS

Educating Indigenous Children



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Why we need your help

Yalari is a not-for-profit organisation that offers quality, secondary education scholarships at Australia's leading boarding schools for Indigenous children from remote, rural and regional communities.

We believe education is the key to generational change and a brighter future, and we are deeply committed to the ongoing success of our national program of scholarships and post-school opportunities.

With the support of donors, sponsors and volunteers, Yalari brings together Indigenous students, their families and schools to provide a quality education in Australia's leading boarding schools; and then further support our students as they transition from a school environment to higher education, vocational training & employment.

Thank you for expressing an interest in holding a fundraising event on behalf of Yalari. If you require any further information, please contact us on (07) 5665 8688.

Good Luck & Thank You!



Fundraising Ideas

- Auction
 - Afternoon Tea Party
 - Art Exhibition
 - Silent Auction
 - Plant Sale
 - Book Sale
 - Darts competition
 - Tug of war
 - Ironing
 - Treasure hunt
 - Quizzes
 - Raffle
 - Halloween party
 - Karaoke night
 - Cake sale
 - Bad Hair day
 - Walk-A-Thon
 - Pancake race
- Yo-yo competition
 - Sell unwanted presents on Ebay
 - Guess the weight of the cake
 - Swear box
 - Car boot sale
 - Recipe book
 - Gift wrapping
 - Lemonade stand
 - Face-painting competition
 - Shoe shine
 - Ten-Pin Bowling
 - Coffee morning
 - Kilometre of coins
 - BBQ
 - Cricket match
 - Games night
 - Hula hoop contest
 - Garage sale
- Fancy dress/ Fashion show
 - Scavenger hunt
 - Slave for a day Auction
 - Breakfast party
 - Dog show
 - Fun Run
 - Golf day
 - Car wash
 - Bike ride
 - Candy gumball machine
 - Easter egg hunt
 - Calendar
 - Film premiere
 - Trivia Night
 - Set-up an Everyday Hero page



How to be successful

1. **Set a goal**
Set yourself a clear goal of what you want to achieve from your event – be specific (eg. I want to raise \$500 from sales and an extra \$100 from donations). It will help you put your plan and budget together
2. **How will you raise the funds?**
Ask other organisations or individuals to donate items to sell. Think of other ways you could raise some money - see our fundraising ideas on page 4!
3. **Make a plan**
Answer these questions to start your event plan and get an idea of your costs: Where will the event be held? What date and time will you hold it? How will you attract customers or participants? How will you encourage them to spend money? Do you have a wet weather contingency or have you considered what else could go wrong? Write a checklist of all the things you'll need including equipment, transport, refreshments and signs.
4. **Plan your advertising**
How will people know about your event? You can email colleagues around the office. Think about who can champion the cause and spread the word. Where can you advertise for little or no cost? Place posters on notice boards. Send a 'What's on' ad or media release to the local paper and radio station. Make sure you include any costs in your budget.
5. **Draw up a budget**
Go through your plan and list all the costs. How much money do you want to raise. Will it cost you anything in order to raise the money?
6. **Keep it legal**
Check for any permissions you may need. You may need licenses. Check with local authorities. Do you need public liability insurance? Will people be making donations they can claim off their tax or are they just buying items – you will need to fill out the receipt list document if they are donating. You will also need an 'Authority to Fundraise' from Yalari. If in doubt, contact us.
7. **Assign jobs**
Break down your plan into smaller steps (or jobs) and assign each to a person or a small group. Always think about what peoples' strengths are when assigning jobs and make sure each job has a timeline. It's no use trying to advertise your event the day before! Always allow more time than you think and remember to delegate.
8. **Enjoy the day**
After all this work, make sure you actually enjoy the event – you deserve it.
9. **Bank & thank**
Bank the funds you've raise with Yalari. Check your approval letter for when this needs to be done by. Keep records of all the money you've spent and all the money you've been given. This is good practice and helps you keep track of who you need to thank. Make sure you thank everyone who helps including your sponsors.



Fundraising Guidelines

1. Introduction

Yalari appreciates the efforts of groups, individuals and organisations wishing to raise funds to donate to Yalari. Before you start, read through these guidelines to ensure your upcoming fundraising event is not only successful and fun, but also ensures accountability to the donating public.

Your event needs to run safely and meet all financial and legal requirements. That way, not only will it go smoothly with great results but will ensure all your effort goes towards making a real difference.

2. Notification of Intent to Fundraise

You will need to complete an Application Form to host a Third Party Fundraising Event. Yalari will provide you with a letter giving you confirmation of your intent to fundraise once;

1. A written and signed application form is received;
2. Yalari is satisfied that the fundraising activity fits in with the aims and values of Yalari and complies with these guidelines;
3. Yalari is satisfied the fundraising activity is not high risk.

These guidelines will form the basis of the terms and conditions of the fundraising activity.

The “fundraiser” means the individual or organisation holding the event on behalf of Yalari.

3. Responsibility

The event will be run in the name of the person/organisation listed on the authorisation form who will be solely responsible for the activity. The fundraiser, not Yalari, will be responsible for the coordination and management of the event, finances, prizes, publicity and/or goods and services required to run the activity. However, where possible, support and advice will be offered by Yalari.

4. Insurance/Permits

Insurance and/or permits where required, are the responsibility of the fundraiser.

5. Media and other communications

Generating publicity before your event starts is a great way to help increase ticket sales, get local support and raise awareness about the cause.

You are responsible for generating publicity however Yalari is able to provide media fact sheets about the organisation. We can include your event/activity on Yalari’s website www.yalari.org. Please ensure you provide Yalari with as much information about your upcoming activity as possible.

If the media require information about Yalari, you can contact our communications team on 07 5665 8688. Fundraisers are able to promote their event, however are not permitted to speak on behalf of Yalari.

Any communications produced by third party fundraisers must specify:

- The intent / purpose of the event
- What percentage or amount of the funds will go to Yalari
- Where the funds will go. Please use the following phrase: ‘All funds raised will go towards Yalari’s mission of educating and empowering Indigenous children from regional, rural and remote communities to bring about generational change.’

It is strongly recommended that any communication materials include a clause stating it is a third party fundraising event in support of Yalari. We also recommend that the fundraisers clearly identify that Yalari is not involved in the organisation of the event.

6. Approaching companies for support

Yalari is regularly speaking to companies regarding their support. As such, please do not approach the national or state office of a company for prizes or sponsorship without prior consultation with Yalari.

Although these policies may be frustrating, they serve several important purposes:

- The company or group may already support us
- It looks very unprofessional if a company is



- approached more than once
- Approaching a national or state office could potentially destroy negotiations for a major sponsorship.

7. Receipting and Payment of funds

As the fundraiser, you are responsible for all financial aspects of the activity including record keeping, management of funds, issuing receipts and depositing funds into Yalari's bank account.

You must comply with the Charitable Fundraising Act and regulations in your state. The basic obligations are:

- All funds raised must be deposited into Yalari's account within 48 hours of the fundraising.
- Yalari cannot pay expenses incurred by you, but you can deduct your necessary expenses from the proceeds of your event.

Yalari does not provide cash tins or receipt books for third party events.

If a third party fundraiser accepts donations on behalf of Yalari and the donors require a tax deductible receipt (as long as these comply with the legal obligations as a fundraiser), Yalari can provide individual receipts but must have a list of donor names, addresses and donation amount. Yalari will send a receipt directly to the individual donors once the funds and donor information has been received.

A tax-deductible receipt can only be issued if it was a straight donation. That is, when the donor receives nothing back in return (eg straight monetary donation or donation of a prize to be used in the event to benefit Yalari). If in doubt, please refer to the Australian Tax Office website under 'tax deductible gifts'. Tax-deductible receipts can only be issued to people donating money of \$2 or more.

8. Doorknocking

Please DO NOT door-knock to individual houses to collect donations or to promote your event. In many council areas around Australia, doorknocking is illegal without a special permit.

9. Legal implications

All fundraising activities must be legal, complying with all Australian Federal and State Laws. In each state, there is a Charitable Fundraising Act or equivalent

that Yalari and people fundraising for Yalari must adhere to. Other regulations you should be aware of relate to gaming, liquor licensing, raffle licenses and preparation of food.

10. Third party permits and permission

- Consider informing the Police, Red Cross/St John's Ambulance if it is a large event.
- Obtain permits from your local council. It may be wise to investigate the requirements before too much planning has been done.

Yalari wishes you every success in your fundraising activity. Thank you again for your support and commitment to helping others.

Good luck and most of all, have fun!

Other ways to help...

Donations

A donation of \$20,000 will pay for a year's fees for a Yalari student to attend boarding school. You can help Yalari by sponsoring one or more students for one year or for the length of a student's secondary education.

Other donations can provide school uniforms, excursion costs, books and laptops. You can make a small donation each year to help provide these things. Everything helps, and everything over \$2 is tax deductible.

Volunteering

Volunteers keep Yalari going with all their valuable unpaid hours of assistance with everything from administration, camp supervision, tutoring and fundraising. Yalari's Volunteer Coordinator matches the volunteer's time and skills to generate the best outcomes from their generosity. All volunteers are required to have a Working With Children Card.

In Kind Support

In-kind supporters offer goods or services rather than monetary donations. You can donate your goods or services for auction at one of our many fundraising events.

Work Place Giving

You may decide to collect money on behalf of Yalari by setting up a workplace giving or salary sacrifice arrangement for your employees. Workplace giving is a tax effective way to show your support while creating team unity and a sense of purpose among employees.

Bequests

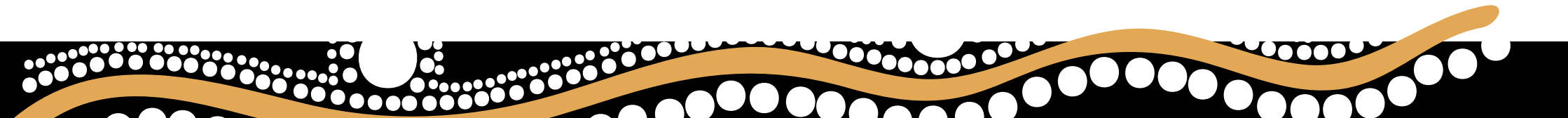
By nominating Yalari as a beneficiary in your Will you could make a significant and lasting difference. We have been honoured and humbled by people who have indicated they will be assisting us in the future this way.

Connect & Spread the Word

Connect with us on Facebook and Twitter and spread the word about all the great things happening at Yalari!

Application Form - Third Party Fundraising

PERSONAL DETAILS			
Name of Applicant:		Date:	
Name of Company:			
Address:			Post Code:
Contact Number:		Email:	
FUNDRAISING INFORMATION			
Fundraising Activity Name:			
Please briefly describe your event/activities and how the funds will be raised?			
Fundraising Target \$		Estimated no. of Guests: (if applicable)	
Activity Start Date:		Activity End Date:	
Proposed Venue & Address			State: Postcode:
Will all the proceeds come to Yalari? <i>If no, list other organization/s (and percentage split)</i>		Yes <input type="checkbox"/>	No <input type="checkbox"/>
What is the reason you have chosen to support Yalari?			
Will you be seeking sponsorship for the event?		Yes <input type="checkbox"/>	No <input type="checkbox"/>
<i>If yes, please forward your target list to Yalari before approaching.</i>			
Does the event require Public Liability Insurance?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
Does the event require council/government permits?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Unsure <input type="checkbox"/>
HOW WE CAN HELP			
Is the attendance of a Yalari staff member required at the event? <i>If yes please explain the need for attendance?</i>			
Would you like to advertise your event on the Yalari website?		Yes <input type="checkbox"/>	No <input type="checkbox"/>
Would you like to receive general news and announcements from Yalari?		Yes <input type="checkbox"/>	No <input type="checkbox"/>



I, _____ understand that Yalari reserves the right to approve or deny this application to host a third party event on behalf of Yalari. Pending approval, by publicly naming Yalari as full or part recipient of the proceeds raised, I agree to deposit the amount raised into the specified Yalari account within 21 days of the event date.

Applicant Signature: _____ **Date:**_____

If under 18:

Legal Guardian Name:_____ **Relationship:**

Signature:_____