



COMMUNITY FUNDRAISING

Kit





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WHAT Do WE Do?

By fundraising for Kookaburra Kids you will not only be supporting xxxx but will join in advocating xxxxx

Kookaburra Kids delivers services to young people, aged 8-18 years, experiencing familial mental illness, with the aim of empowering them to build resilience, lifelong knowledge, skills and abilities, in order for them to reach their potential.

The program provides evidence-based, age appropriate prevention and early intervention mental health services embedded within a peer-based social and activity-based format.

Children registered to the program attend age relevant camps and activity days where they participate in important mental health education programs as well as unforgettable fun and recreational activities, at no cost.

With your help, we can reach more children to grow beyond the impacts of familial mental illness.



How You CAN HELP

DID YOU KNOW?

Children that have a parent with a mental illness are 50% more likely develop a mental health issue without some form of early intervention.

(Hazel 2010, WHO 2005).

Get your mates, colleagues, family, school or community groups together and hold a fundraiser. It's always fun to work as a team or you might like to take the opportunity to conquer a solo challenge and raise funds at the same time. There's heaps of options.



INTO FITNESS? RUN, WALK, SWIM OR CYCLE?

If you're into fitness or want to tick off a certain goal, you may choose to fundraise for Kookaburra Kids. There are many events around the country to choose from to suit all fitness levels, from 2km runs right up to marathons. Or cycle and capture some of our great countryside, such as the Great Ocean Rd, at the same time. But don't limit your fitness goals to just our suggestions – feel free to choose your own goal!



IN THE WORKPLACE

Nothing like a bit of team camaraderie (or team competition)! Workplace fundraisers, or challenges, can be engaging, fun and a great way for team bonding. It could be as simple as funny shirt Friday, a bake off, or "challenge the boss". Or, simply participate in workplace giving, straight out of your pay. We would love to give you some fun ideas.



AT YOUR SCHOOL

Is your school passionate about the community? Maybe you want to motivate them to be more community minded? Your school can help children living in families affected by mental illness by hosting a fundraiser! Gold coin donation for mufti days, crazy hair day? We can provide donation buckets and collateral to help, email us to find out more!



TAKE ON A CHALLENGE!

Taking on a challenge in support of Kookaburra Kids can be a very rewarding experience. If you love a challenge why not raise funds to skydive, maybe a swim with sharks? You could even climb to the Everest Base Camp!



DONATIONS IN LIEU

If you don't need gifts that are just going to sit in the cupboard, why not encourage your family and friends to make a donation to Kookaburra Kids in lieu of a gift? It's a fun way to bring the family together.

Organise an event – host a high tea, industry lunch or run a Golf Day. Great networking opportunities and industry recognition while highlighting a connection to mental health.



MENTAL HEALTH MONTH - OCTOBER

Throughout the month of October, choose any of the above activities as a campaign in your workplace or community. We can provide you with collateral to assist in your month-long campaign.

A rewarding way to help kids in families affected by mental illness AND donations over \$2 are tax deductible so everyone's a winner!

Kookaburra Kids can provide you with printed or digital, collateral, donation buckets and more. Just ask!



NEED SOME IDEAS?

- A** Afternoon Tea, Auction
- B** Bingo, Breakfast, Bike Ride, Bake Sale, Book Club, Band Night
- C** Cupcake Day, Comedy Night, Casual Clothes Day, Car Wash, Community Day, Concert, Christmas Toy Drive
- D** Dinner Party, Dress Up Party, Donation Tin In Your Workplace Or Local Café, Dog Wash, Donations In Lieu Of Gifts, Dance Off
- E** Events, Easter Egg Hunt, Egg And Spoon Race
- F** Fun Run, Fashion Parade, Face Painting, Footy Jumper Day, Family Recipe Cookbook
- G** "Give It Up" – Be Sponsored To Give Something Up For A Month, Garage Sale, Gala Dinner, Golf Day, Garden Party, Guessing Competition
- H** High Tea, Head Shave, Hat Day
- I** Ice Cream Shop, Instagram
- J** Jam Stall, Jumping Castle, Jump Rope Challenge
- K** Karaoke, Kokoda Trek, Kosciusko Climb
- L** Lemonade Stand, Ladies Night In/Out, Live Auction, Luncheon, Lawn Bowls, Lip Sync Battle
- M** Morning Tea, Movie Night, Market Stall, Matched Giving
- N** Nearest To The Pin, Nail/Spa Day
- O** Online Fundraising Page, Orange Juice Stall
- P** Party, Personal Challenge, Picnic Day, Photo Exhibition
- Q** Quiz Night
- R** Raffle, Riding Challenge
- S** Sleep Out, Sausage Sizzle, Swear Jar, Skydive Challenge, Silent Auction, Sports Day
- T** Talent Quest, Teachers Vs Students, Trivia Night, Tip Jar, Treasure Hunt, Toy Drive
- U** Ugly Jumper Party, Under The Stars Event
- V** Valentines Day Fundraiser
- W** Walkathon, Wrapping Presents, Walk The Dog Challenge, Workplace Giving
- X** Xmas Wishing Tree, Xmas Hampers
- Y** Yogathon, Yard Sale, Yellow Day
- Z** Zero Sugar Month, Zoo Party



WHERE DOES IT GO?



\$250

Sends a child to a School Holiday Activity Day



\$1,000

Sends a child to Camp



\$2,000

Provides a child access to the Annual Program

(1 camp 4 x activity days)



\$8,750

Sponsors 1 x Activity Day for 35 Children



\$20,000

Sponsors a child through a ten year journey



\$35,000

Sponsors 1 x Camp for 45 Children

Your generous fundraising efforts help us to provide a unique annual program of camps and activity days to kids impacted by family mental illness. In bridging the gap between clinical and non-clinical approaches, we aim to increase the relevance, accessibility and generalisability of mental-health intervention, and at the same time reducing barriers such as stigma.

The weekend camps feature a range of recreational and physical activities, designed to encourage thought leadership, friendship and camaraderie amongst peer groups. Children also participate in Chat Group, the psycho-education component where leaders and children come together in a small group to have age appropriate discussions surrounding a) mental health literacy; b) appropriate help-seeking for emotional and personal problems; c) expand effective basic coping skills and d) facilitate social participation around the theme of mental health and wellbeing.

Activity days are another opportunity where children can catch up, participate in fun, leisure activities and mental health education on a smaller scale. Activities are held during the school holidays as well as monthly in different locations and all age groups are accommodated.

Kookaburra Kids relies heavily on volunteers to assist with delivering the physical side of the program. We have an amazing group of passionate volunteers who all undergo relevant training and, appropriate working with children checks and police checks. Our volunteers come from all walks of life, bringing genuine enthusiasm and support to the children in the program.

Your funds ensure that these programs are delivered to children registered in the program, and empower them to build resilience and life-long knowledge, skills and abilities to reach their potential.



On behalf of Ella* and myself we would like to thank you and all the Kookaburra Kids staff for the camp over the weekend. Ella is still talking about it so fondly. Ella really enjoyed the 'talks' and education about mental health. She has also changed her approach when she recognises that daddy might be a little stressed. Thank you.



FUNDRAISING MADE EASY

GET STARTED!

STEP

1

Decide on how you would like to Fundraise for Kookaburra Kids. If you are stuck for ideas check out page 3 or give our team a call on 1300 566 525

STEP

2

Set up a date, time and venue for your fundraising event

STEP

3

Get in touch with us! Get in touch with us! Let us know what you are doing and when. We will then provide you with the community fundraising guidelines and agreement, as well as an Authority to Fundraise. And if you need any collateral, we can send that too!

STEP

4

Tell everyone what you are doing and who you are fundraising for. And be sure to mention why this is important to you and how friends and family can help.

STEP

5

SOCIAL MEDIA - Get sharing! Social media is the best way to promote your activity – and it's FREE. If you are using a fundraising platform, it's also easy to share on social. Encourage your networks to come along or donate to your fundraiser. Give people a way to donate even if they can't make it to your event.

STEP

6

**HOLD YOUR FUNDRAISER
KEEP IN TOUCH.**

STEP

7

Remember to thank all your supporters and let them know how their support has helped Kookaburra Kids.



DONATIONS MADE EASY

Consider these easy online platforms for your fundraisers. They're easy to share and easy to keep track of your amounts raised and who has donated to you.



givenow.com.au



good2give.ngo



everydayhero.com/au



YOUR EVENT

Don't forget to share your efforts and results.



PHOTOS

We want to see your best selfies and snapshots from throughout the day!
#kookaburrakids



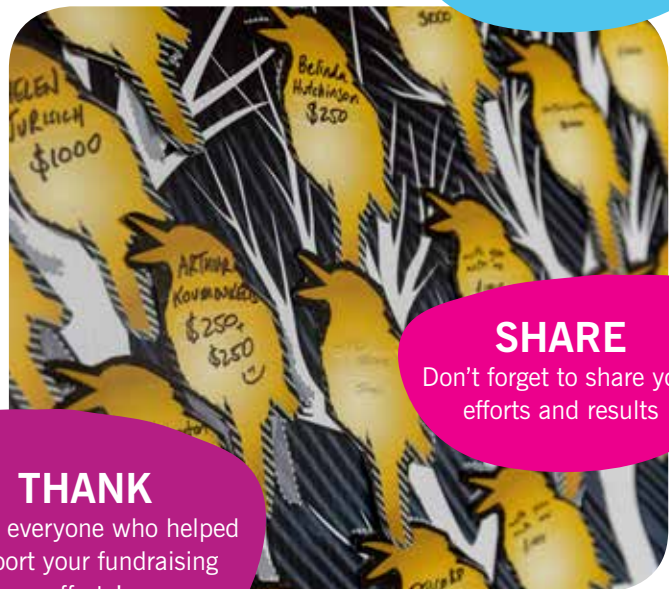
ENCOURAGE

Encourage friends and family to get involved



REMIND

Remind your supporters why you are supporting Kookaburra Kids



SHARE

Don't forget to share your efforts and results

THANK

Thank everyone who helped support your fundraising efforts!



OTHER WAYS TO GET INVOLVED



ONE-OFF DONATIONS

Make a donation at
www.kookaburrakids.org.au/donate



DONATE YOUR TIME

Become a volunteer!
www.kookaburrakids.org.au/volunteer



GIVE REGULARLY

Become a regular giver



GET ACTIVE

Enter a sporting event



WORKPLACE GIVING

Sign up for workplace giving via your payroll department



LEGACY

Leave a bequest



SOCIALISE

Attend our events and share our social media



REFER



VOLUNTEER



DONATE



FUNDRAISING
COMPLETE!

NOW WHAT?

Awesome! Your support for Kookaburra Kids is truly appreciated.

PAYING BY CHEQUE

Please make cheques payable to Australian Kookaburra Kids Foundation and send them to the below address with a note including your name and event.

Australian Kookaburra Kids Foundation
PO BOX 69, MIRANDA NSW 2228

BANK TRANSFER

You can make a donation straight into our bank account either online or by visiting any Commonwealth Bank Branch. If you would like to do this, please email fundraise@kookaburrakids.org.au to let us know you have deposited your donation so our finance team can track and receipt the donation correctly.

Australian Kookaburra Kids Foundation
BSB 062 177 ACC 1030 3863

ONLINE @ kookaburrakids.org.au

Make a donation through our website using a credit or debit card. Simply go to the DONATE button.

OVER THE PHONE

Call us on 1300 566 525 to pay your donation over the phone using a credit or debit card.

Please note: If you use an online fundraising page to collect your donations, you will need to ensure that Australian Kookaburra Kids Foundation has been nominated, in order for the money to come automatically to Kookaburra Kids.

**We would love to see some photos and hear stories about your event.
Please feel free to email us at fundraise@kookaburrakids.org.au**

Australian
Kookaburra Kids
Foundation



Head Office: PO BOX 681, Gymea NSW 2227



1300 566 525



kookaburrakids.org.au

