



BECOME A FOODBANK HUNGER HERO

Community Fundraising Guidelines



EVERYTHING YOU NEED TO KNOW
TO HOLD A COMMUNITY FUNDRAISER AND
RAISE FUNDS FOR FOODBANK NSW & ACT

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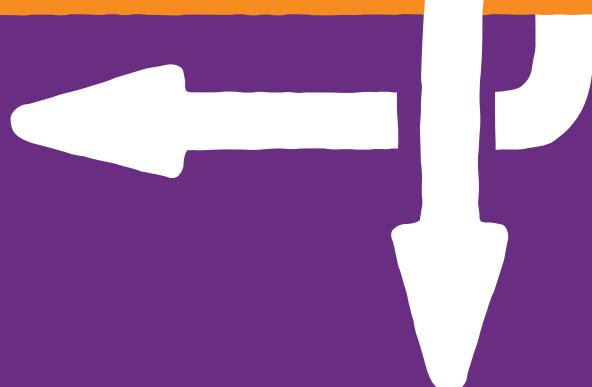
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WELCOME



WELCOME & THANK YOU

Dear friend,

Thank you for choosing to fundraise for Foodbank NSW & ACT, providing food relief to Australians in need. Food stress can happen to anyone, whether it be due to natural disasters or unexpected medical expenses or unemployment. Sadly, more than 5 million Australians have experienced food stress in the last 12 months.

Whether you are hosting a gala dinner, workplace morning tea, social media challenge, or don't know what to do yet, we are here to help every step of the way.

This fundraising toolkit will provide you with all the information you need to formulate, plan and execute a successful fundraising event or activity.

Your support will help to put food on the table for Australian families and children in need.

**Thank you and good luck,
John Robertson
CEO**

ABOUT US

Foodbank is the pantry to the charity sector. We fight hunger by providing food for 815,000 Australians each month and we advocate for the almost 1 in 5 Australians who experience food insecurity each year.

Foodbank is a not-for-profit, non-denominational organisation operating in every State and Territory in Australia. Food stress is a big problem, requiring a sophisticated and coordinated response for which we rely on countless partners to do what we do.

Foodbank works with the entire food and grocery industry including farmers, wholesalers, manufacturers and retailers to source food and capture donations. We also collaborate with suppliers, manufacturers and transporters to produce key staple foods that don't come in sufficient quantities via rescue channels. To distribute the food, we work with an army of volunteers to pick, pack and get the food to where it's needed. We work closely with 2,400 charity partners and 2,500 schools nationally who use our food in their relief programs. Despite our best efforts, we estimate that we need 50% more food to provide enough for all the people seeking assistance. To try and bridge this gap, we rely on the generosity of individuals, businesses, community organisations, schools and all levels of government.

WE FIGHT HUNGER BY PROVIDING QUALITY FOOD TO PEOPLE IN NEED



SURPLUS FOOD



**FOODBANK
DISTRIBUTES**



**CHARITY
PARTNERS
& SCHOOLS**



**FIGHT
HUNGER**



SUSTAINABILITY

HUNGER IN AUSTRALIA

THE FACTS

The Foodbank Hunger Report provides a sobering snapshot of food insecurity in Australia. Released annually during ANTI-POVERTY WEEK in October, the Foodbank Hunger Report looks at the prevalence of food poverty around our country.

These are the facts about hunger in our country:

28%



of food insecure Australians
had never gone hungry before
COVID-19 PANDEMIC

FOODBANK RESTORES
HOPE BY PROVIDING OVER
20 MILLION
MEALS A YEAR



61% OF FOOD INSECURE
AUSTRALIANS HAVE
ACCESSED FOOD RELIEF
SINCE COVID-19 WAS
DECLARED A GLOBAL
PANDEMIC

35%

of food insecure Australians
don't know how they
will cope or expect they
won't cope at all when the
additional Government
support is withdrawn



Charities are seeing demand for
food relief become more erratic
and unpredictable, but overall
numbers are up by an average of
47%
from the start of pandemic

Now that you have seen the facts, we hope you are more inspired than ever to join the fight against hunger in Australia!

STEPS FOR SUCCESSFUL FUNDRAISING

**STEP
01**

Choose your fundraising activity.



**STEP
02**

Register your fundraiser online via the Foodbank website
<https://www.foodbanknsw.org.au/events>



**STEP
05**

Begin your fundraising activity.



**STEP
03**

Receive approval from Foodbank to raise funds.



**STEP
06**

Send your donation to Foodbank



**STEP
04**

Start planning it is the key to success!



**STEP
07**

Celebrate your success of helping Foodbank fight hunger in Australia!



FUNDRAISING HOW DO WE DO IT?

Here's everything you need to start fundraising

1 CHOOSE YOUR FUNDRAISING ACTIVITY



The ways you can bring a fundraising event to life are endless! Below is a list of some of the most popular event ideas our fundraising community has used in the past.

EVENTS

- Mornin / Afternoon tea, luncheon or dinner party
- Auction or raffle
- Music concert or benefit
- Trivia night
- Bake sale
- Fun run or walkathon
- Yoga or fitness class
- Garage sale
- Golf day
- Karaoke night
- Casual clothes day at school or work

ONLINE FUNDRAISING

- Social media challenges
- Memorial pages
- Create a donation page for your birthday

There are several useful and easy-to-use online fundraising platforms. If you are undertaking a fundraiser or personal challenge, you can create your own fundraising page via platforms including:

- Mycause (<https://www.mycause.com.au>)
- Just Giving (<https://www.justgiving.com>)
- Go Fund Me (<https://www.gofundme.com>)

2 REGISTER YOUR FUNDRAISER ONLINE



Please register your event via our website at <https://www.foodbanknsw.org.au/events>. This allows us to track all fundraising activities occurring on behalf of Foodbank NSW & ACT and support your successful event.

3 RECEIVE AUTHORITY TO RAISE FUNDS



Once we have received your fundraising activity application, our team will review the submission. We may contact you via telephone or email with additional questions. Once approval has been given to fundraise on behalf of Foodbank NSW & ACT, you will be notified with a Letter of Authority by email.

Please note, Foodbank NSW & ACT reserve the right to decline association with any event or organisation for any reason, including its belief that such an association may have a negative effect on the credibility and/or reputation of Foodbank.



4 START PLANNING IT IS THE KEY TO SUCCESS



Planning your fundraising activity will be the key to success. Below is a list of how you can prepare:

EVENTS

Make sure to give yourself enough time to plan, prepare and ask for donations. We would recommend a minimum of 2 weeks of preparation time for any type of fundraising activity.

SET A GOAL

It is helpful to set a goal based on what your donations can do. With every \$1 providing 2 meals, you might set a goal to provide 10,000 meals for Australians in need.

Goal setting also allows you to reach out to your audience and supporters with a call to action or milestone update.

CHOOSE A NAME

The Foodbank name cannot be used as part of your event's name as this would indicate the it is an official Foodbank event. You are able to say the funds raised will be donated to 'Foodbank NSW & ACT'. Examples below:

Acceptable:

- Proudly supporting Foodbank NSW & ACT
- Relief concert for Foodbank NSW & ACT
- Proceeds from this event go to Foodbank NSW & ACT

Unacceptable:

- Foodbank NSW & ACT Relief Concert
- Foodbank NSW & ACT Morning Tea

ARRANGE SIGNAGE

Our logo and brand guidelines are available for your use upon request. Please note that all adverts and collateral with our logo must be submitted to events@foodbanknsw.org.au for approval.

5

BEGIN YOUR FUNDRAISING ACTIVITY



BE THE FIRST TO DONATE

Inspire others to donate by making the first donation yourself. Make your donation the same amount you hope for your supporters to contribute. Encourage others to match this donation.

SHARE

Get the word out on social media, email and personal phone calls. Ask your friends and family to spread the word of your fundraising event or activity. Flyers, posters and social media posts can help inform a wide audience in a very short amount of time. Tag @foodbanknswact on social media so we can see how your fundraising activity is going and celebrate with you!

ASK!

Don't feel guilty about asking! You will find that people will be honoured to be included in your fundraiser. Lots of people plan on donating, but simply forget due to your email getting buried in their inbox – follow up and encourage them to donate early.

DOCUMENT YOUR EVENT

Take pictures, videos and quotes from the event or activity to share on social media. We would also love to see your success so please send any photos from the fundraiser to events@foodbanknsw.org.au or tag us on social media @foodbanknswact.

BE TRANSPARENT

If you are donating a portion of donations or sales to Foodbank NSW & ACT, we ask that you inform your audience of this so they will know the impact of their donation. For example, \$10 from every ticket sold or 80% of total auction sales.

6

GET YOUR DONATIONS TO FOODBANK



SUBMIT YOUR DONATIONS

Please transfer funds to Foodbank within 14 days of completing your activity. Funds can be transferred to Foodbank in the following ways:

Send a cheque or money order payable to:

Foodbank NSW & ACT
Attn: Community Fundraising & Events
PO Box 241
Plumpton, NSW 2761

Please include a completed copy of the mail-in donation form (page 13) when sending a cheque or money order.

Via bank transfer using the details below:

Bank name:
Account name:
BSB:
Account number:
Description: Name of your fundraising activity (e.g. Natalie's High Tea)

Please send an email to events@foodbanknsw.org.au once you have deposited funds so we have a record of your donation.

BE RESPONSIBLE

As a fundraiser, you will be held liable for any fraudulent use of donations received on behalf of Foodbank NSW & ACT.

DONATION RECEIPTS

Foodbank can provide a tax deductible receipt for all donations of \$2.00 or more. If any of your supporters require a tax receipt, please complete the donor receipt form which can be downloaded from our website and submit to events@foodbanknsw.org.au.

7

CELEBRATE YOUR SUCCESS!



Once you have completed your fundraising, it is important to thank everyone that donated, helped or supported your activity!

Email your supporters with images from the event or a link to your fundraiser page. You might also want to include a link to the Foodbank NSW & ACT website so your supporters can learn more about our work.

Remember to share your activity with us, we would love to see photos and share your success on our social media channels.

MAIL-IN DONATION FORM

Please complete this form and include this form if you are sending in a cheque, money order or cash donation.

Amount of contribution \$_____

Fundraiser name: _____

Donor Information

Individual donation

First name: _____

Company donation

Last name: _____

Company name: _____

E-Mail: _____

Contact name: _____

Phone: _____

Contact title: _____

E-Mail: _____

Phone: _____

Address

Street Address

Suburb

State

Postcode

Please fill out, print and mail the completed form along with your donation to:

Foodbank NSW & ACT
Attn: Community Fundraising & Events
PO Box 241, Plumpton, NSW 2761

COMMUNITY FUNRAISING FAQs

When are the donations from my fundraiser due?

Once you have held your fundraiser activity, please transfer funds to Foodbank within 14 days of completing your activity. Please refer to page 12 for how to do this.

What if a cheque is made out to me, not Foodbank?

Please cash the cheque and transfer the funds to Foodbank.

Can I accept the bulk of donations and write one cheque to Foodbank?

Yes, you are able to do this. It is your responsibility to make sure every donated dollar is accounted for when accepting the donations and writing the cheque.

Can I mail a cash donation with a donation form?

Yes, you are able to mail a cash donation with a donation form directly to us. Please find the donation form you need to fill in on page 13.

Can Foodbank provide any flyers or brochures for my fundraising activity?

Foodbank is able to provide artworks of posters and flyers based on a template for you to print out yourself with a turn around time of one week. Due to the large amount of events that are held to fundraise money and food for Foodbank, we are unable to provide these printed. Unfortunately, we are unable to provide custom collateral.

Additionally, we can provide you with Foodbank logos for you to create your own posters. All artworks created with the Foodbank logo on them, must be approved by the Foodbank team prior to going live or being printed.

I want Foodbank branded merchandise for my event, is this available?

Unfortunately, we are not able to provide branded merchandise due to the amount of events that are held to fundraise money and food for Foodbank.

What about the name of my fundraiser? Can I pick something on my own, or do I have to submit it to Foodbank for approval?

Our name cannot be used as part of the event's name as this would incorrectly indicate that the event is an official Foodbank event. Instead, you are able to say funds raised are to be donated to Foodbank NSW & ACT. Examples include:

- Proudly support Foodbank NSW & ACT
- Bake sale to fundraise for Foodbank NSW & ACT
- Proceeds from this event go to Foodbank NSW & ACT

I want to support Foodbank, but I would also like to fundraise for another charity at the same time. Is that okay?

This is ok but we request that you do not fundraise for a charity that also provides food relief.

I am a business/organisation looking for a longer term partnership with Foodbank. Where can I get more information?

Please send an email to events@foodbanknsw.org.au to see how we can collaborate!

My question was not answered here, who can I contact?

Please send an email to events@foodbanknsw.org.au or contact us on 02 9756 3099

THANK YOU FOR JOINING Foodbank's FIGHT AGAINST HUNGER!

**Because of you and your community, so many
Australians in need will have food on their table.**

Please remember to have fun along your fundraising journey.
We would love to see photos of your fundraiser and we might
even share them on our social media pages. Good luck!

FOODBANK HUNGER HERO



CONTACT US



02 9756 3099



events@foodbanknsw.org.au



PO Box 241, Plumpton, NSW 2761



www.foodbanknsw.org.au

CONNECT WITH US



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instagram.com/@foodbanknswact



facebook.com/foodbanknswact



linkedin.com/foodbanknswact