



# Foodbank Queensland Fundraising Kit

Want to help Foodbank Queensland feed people in need?  
Here is what you need to know about organising a  
fundraising activity to support our work in the community.



# Thank you so much for choosing to raise funds for Foodbank.

**As the largest hunger relief charity in Queensland, your support will help to ensure that no Queenslanders goes hungry.**

We believe every Queenslanders deserves to have access to food all year round. However, every single day, Queenslanders are going hungry. With the cost of living pressures impacting so many people in our community, families are being forced to choose between keeping a roof over their heads, paying essential bills, and putting food on the table. No matter who we are or where we come from, sometimes life gets tough.

That's why we are working with hundreds of frontline charities across Queensland to get fresh food to more than 150,000 Queenslanders in need each week.

Foodbank Queensland doesn't just give people food, we give them dignity and respect by providing a basic human right. But we can't do it without you.

Unfortunately, demand for food relief far outweighs supply – which is why your support is so important. For every dollar donated, you can provide two meals to somebody in need. Tackling food insecurity here in Queensland is a massive team effort and we're incredibly grateful to have your support!

We hope this fundraising kit is useful in helping you plan and execute a successful fundraising activity, which will raise much needed funds and awareness about Queensland's hunger crisis. To get started on your Foodbank Queensland fundraising journey, follow these simple steps:

1. Take time to read through this kit
2. Fill out our Fundraising Application
3. Plan your fundraiser!

# \$1

Can provide 2 meals to a Queenslanders in need.

# \$1 = \$5

\$1 enables Foodbank Queensland to purchase \$5.16 retail value of food.

Foodbank Queensland supports over

# 150,000

Queenslanders per week in partnership with over 300 front line charities

Foodbank Queensland feeds over

# 28,000

children each week via 300 school breakfast programs.

# 6 simple steps to fundraise

It is really easy to set up a community fundraising project. Follow these 6 steps and you will be on your way to helping Queenslanders in need.

## 1 Choose your fundraising style

By hosting an afternoon tea or BBQ, giving up something (food, hair, phone), physically challenging yourself, having a dress up day or celebrate an occasion.

## 2 Setting a target

How many dollars would you like to raise?

Remember if you are close or have reached your target – increase it! People may be less likely to give if they think you are near your target so increase it and raise more! Also, it's a good idea to share how donations will help, for example you can use the amounts on the page 3 and let them know that a \$100 donation will provide 200 meals to Queenslanders in need.

## 3 Set up a fundraising page

You can fundraise for Foodbank Queensland on Just Giving, My Cause or Facebook.

## 4 Post about it on social

Make sure you share your fundraiser with family, friends, and colleagues across all your social channels. And don't be afraid to ask people more than once if they haven't donated – post as much as possible, even after your event, to encourage as many donations as possible! You can also access our free downloadable social tiles here: [www.foodbank.org.au/QLD/fundraising-resources](http://www.foodbank.org.au/QLD/fundraising-resources) and make sure you tag @foodbankqld.

## 5 Thank your donors

It is very important to make sure you personally thank all your supporters and share the impact that they have made.

## 6 Bank your fundraising dollars

ONLINE:

If you have created an online fundraising page such as MyCause, Just Giving or a Facebook Fundraiser, all donations to your page will automatically be transferred to Foodbank Queensland.

CHEQUE OR MONEY ORDER:

Please send to:

Foodbank Queensland, Fundraising Team, 179 Beverley Street, Morningside, QLD, 4170

CASH:

Please directly deposit any funds into Foodbank Queensland's bank account ensuring you clearly reference your full name when you make the deposit:

Account Name: Foodbank Queensland Limited

BSB Number: 014-002, Account Number: 837110367

*For cyber security reasons, we encourage all new payers to call Foodbank Queensland accounts directly on 3395 8422 to verify these transfer details over the phone before making payment.*

*Thank you.*



# Setting up your fundraising page

**Setting up a donation page online is simple and gives you flexibility with your fundraising.**

A fundraising page can be personalised with photos, updates on progress, and thank you's to your supporters. Once your page is created, you simply send the link to your friends and family all over the world and they will be able to contribute to your fundraising efforts. It's easy for them to make a donation and your supporters will also receive a tax deductible receipt automatically.

You can fundraise for Foodbank Queensland with:

**JustGiving**

**[JustGiving.com/FoodbankQueensland](https://www.justgiving.com/FoodbankQueensland)**

JustGiving have been on a mission since 2000 to ensure that no great cause goes unfunded. They have helped fundraisers in 164 countries raise over \$4.5 billion for charity.



**[MyCause.com.au](https://www.mycase.com.au)**

MyCause is an online fundraising platform that supports more than 4500 charity partners and will allow users to setup pledge or donation crowd funding.



**[Facebook.com/fundraisers](https://www.facebook.com/fundraisers)**

Facebook has created a fun and easy way to raise funds for your favourite registered charity. Once created you can share it with your friends and engage with them to reach your desired goal.



# Promoting your fundraiser

## Before you complete your fundraising application, please read the following guidelines.

To help raise funds and ensure high participation, it is great to promote your fundraiser. Please read the following guidelines to ensure all promotions meet Foodbank Queensland's promotional guidelines.

### Foodbank logo

A 'proudly supporting Foodbank' logo can be supplied for use on materials promoting your event. Prior to printing or distributing all promotional materials displaying the logo must be approved by Foodbank Queensland. Please email your materials to [fundraising@foodbankqld.org.au](mailto:fundraising@foodbankqld.org.au) and approval will be granted within 3 working days.

### Media

Please send any media releases to Foodbank Queensland for approval prior to distributing, and our marketing team may be able to offer assistance or advice. You are most welcome to speak about your fundraising activity and why you are supporting Foodbank however, you are not authorised to speak on behalf of Foodbank Queensland.

### Event name

It is wonderful to include Foodbank in your event's name, however it is important to follow the below format which makes it clear you are running the event and not Foodbank Queensland:

**TRIVIA TUESDAYS**

Proudly Supporting Foodbank Queensland



Foodbank Queensland's

**TRIVIA TUESDAYS**





# Fundraising application form

**Thank you for your support. We need a few details from you before we can get you started!**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Why have you chosen to raise funds for Foodbank Queensland? \_\_\_\_\_

\_\_\_\_\_

Description and location of your fundraising activity: \_\_\_\_\_

\_\_\_\_\_

Date of your activity: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

How will funds be raised? (donations collections, raffle, merchandise sales, etc): \_\_\_\_\_

\_\_\_\_\_

How many people do you expect to attend? \_\_\_\_\_

What is your fundraising target? \_\_\_\_\_

Are there any expenses associated with the event?  Yes  No

*\* If yes, at least 50% of gross income must be donated to Foodbank Queensland.*

Would you like to request any of the following support/ assistance from Foodbank Queensland?

- |   |   |
|---|---|
| <input type="checkbox"/> Foodbank Queensland Posters  | <input type="checkbox"/> Donation Collection Box  |
| <input type="checkbox"/> Foodbank Queensland Brochure | <input type="checkbox"/> Foodbank Queensland Logo |
| <input type="checkbox"/> Other _____                  |   |



# Declaration and agreement

I confirm that I am responsible for this fundraising project. The details outlined in this application are correct and I accept all Terms and Conditions outlined in this application and the Foodbank Queensland Fundraising Guidelines. I agree to send all proceeds to Foodbank Queensland within 30 days of the events conclusion.

I agree that all publicity of my project will be approved by Foodbank Queensland prior to being printed and/or released.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Once we receive your fundraising application form, a member of the Foodbank Queensland team will be in contact with you to discuss your fundraiser and support items.

If you have any further questions, or you require to return this form please use the details below:

**Email:** [fundraising@foodbankqld.org.au](mailto:fundraising@foodbankqld.org.au)

**Phone:** 07 3395 8422

**Address:** 179 Beverley Street, Morningside, QLD 4170

## Thank you

### Foodbank Queensland's Privacy Policy

Protecting your privacy is of paramount importance to us. We value the privacy of all our stakeholders as well as the communities we serve.

We comply with The Australian Privacy Principles, and the Payment Card Industry Data Security Standard. To view our privacy policy in full please visit [foodbank.org.au/privacy](http://foodbank.org.au/privacy) If you have any questions, comments or concerns about our privacy practices, please call us on 3395 8422 or email us at [fundraising@foodbankqld.org.au](mailto:fundraising@foodbankqld.org.au) using the Subject line "Privacy".





**Foodbank Queensland**

179 Beverley Street, Morningside QLD 4170

**P:** +61 7 3395 8422

**E:** [fundraising@foodbankqld.org.au](mailto:fundraising@foodbankqld.org.au)

**W:** [foodbank.org.au](http://foodbank.org.au)