



FUNDRAISING GUIDELINES-

Our aim through the *Wyndham Youth Homelessness Project* is to raise awareness and funds to assist young people experiencing homelessness and unstable housing in the Wyndham Region. Funds raised through this project will be utilised through the Whitelion Wyndham Housing Program and Street Outreach Program to provide short to medium term accommodation, outreach and case management support, material aid assistance, training, education and employment pathways and transition planning in to long term sustainable housing.

Fundraising is a great way to raise both money and awareness of a cause you are passionate about.

We ask that if you are interested in arranging a fundraiser to donate towards this project, that you have a thorough read of the information below and follow all relevant guidelines and advice.

If you require more information, please contact us on the details outlined below.

TIPS FOR FUNDRAISING-

- **Keep it simple and manageable:** Big events can be great to generate interest and funds but involve a lot of work and coordination. We recommend you keep your activities small to begin with.
- **Work in a team:** Ask your friends and family to assist you with particular tasks and activities. Many hands make light work!
- **Consider your target group:** It can often help to think about who you want to target for your event or activity. Rather than going too broad, think about who in particular you want to engage and centre the event activities on that.
- **Budget:** Be clear on how much each component of your activity or event will cost and balance this against the profit you expect to make.
- **Be creative:** Take an old idea, and put your own unique spin on it. Sometimes the classic fundraising ideas can still be very meaningful and effective.
- **Be real:** One of our Whitelion values is to be real. We want people to be honest, genuine and positive representatives of the organisation when they fundraise.
- **Have fun:** Make sure you enjoy the fundraising experience and maintain a clear focus on what you want to achieve.

FUNDRAISING IDEAS-

- Trivia Night
- Car Wash
- Dinner and entertainment night
- Bake sale
- Garage Sale
- Raffle
- Concert
- Count the lollies in the lolly jar
- Hold a dinner party- Ask your friends to donate what they think the meal is worth!
- Put a money jar on your desk at work
- Movie night
- Casual clothes day
- Auction
- Community sausage sizzle

CHECK LIST FOR FUNDRAISING-

- Is your event legal?** Check out any possible safety or legal issues associated with your event or activity (for example: do you require a permit?)
- Are you following Whitelion and Lets Feed branding and collateral requirements?** Please ensure that all conditions and guidelines are followed accurately and appropriately including the appropriate use of logos, flyers and images.
- Have you considered your audience?** Think about your purpose and target group for your activity. This project is a Wyndham focused project so ensure that your activity or event speaks to this direction.
- Are your goals realistic?** Have you set yourself a realistic target for fundraising? Have you balanced any outlay costs with the amount you expect to raise?
- Representation?** Remember that when fundraising, you are representing the values and objectives of that organisation. It is important that you are clear about your role in fundraising and responsibilities of that commitment.

MAJOR FUNDRAISING ACTIVITIES-

For any fundraising activities with a target income amount above **\$10,000**, it is a requirement that these are discussed and approved by the program manager for the region (see contact details below).

CONDITIONS OF FUNDRAISING-

- Whitelion and the Wyndham Youth Homelessness Project logos can only be used in direct correlation with fundraising activities for this specific project.
- Whitelion and the Wyndham Youth Homelessness Project logos cannot be altered or changed
- The promotional flyer for this project must be used in all fundraising activities
- The promotional flyer for this project cannot be changed or altered
- The communication around this project including the cause/aim, the target, the outcomes and target group must all be consistent with content communicated on the website (or in this guide)
- Negative propaganda or fundraising activities which are not law abiding, ethical or consistent with messaging will not be attributed to this project and further action may be taken
- Failure to adhere to the above conditions may result in further action

FUNDRAISING COLLATORAL AND BRANDING-

Promotional Flyer:

The promotional flyer (downloadable from the website) can be used for fundraising activities for this project. Please note that the promotional flyer cannot be altered, changed or attributed to any other projects or activities. Further promotional collateral cannot be created for this event unless it is approved by the organisations involved.

Wyndham Youth Homelessness Project Statement:

The text below is our project statement and must be used in its current format for all activities or events attributed to this cause, it is not subject to change or interpretation-

The Wyndham Youth Homelessness Project is a community based campaign raising much needed awareness and funds to assist in the support of young people experiencing homelessness and unstable housing in the Wyndham region.

Funds raised will be utilized through the Whitelion Wyndham Youth Housing Program and Street Outreach Program to provide short term accommodation, outreach and case management support, material aid assistance, training, education and employment pathways and transition planning for young people in the community. *For more information, please head to:*
http://www.whitelion.asn.au/wyndham_programs

Use of logos:

Whitelion and the Wyndham Youth Homelessness Project logos can only be used in direct correlation with fundraising activities for this specific project.

Whitelion and the Wyndham Youth Homelessness Project logos cannot be altered or changed.

Whitelion Videos:

Whitelion promotional videos can be accessed via our online YouTube Channel-
<https://www.youtube.com/user/WhitelionAustralia>

DONATING YOUR FUNDS-

To donate funds raised, please head <http://www.whitelion.asn.au/donate-today>

Please remember to add a reference on the donation- **Wyndham Youth Homelessness Project**

MORE INFORMATION-

Landline: 8734-1355 (Ask for Whitelion)

Mobile: 0414-322-178 (Program Manager)

Address: Youth Resource Centre- 86 Derrimut Rd, Hoppers Crossing, VIC, 3030.

Postal Address: 155 Roden street, West Melbourne, VIC, 3003

Hours of operation: Our Wyndham team is available Monday to Friday, 9am-6pm.