

Fundraising Guide

Raising the funds towards your placement can seem daunting. But remember that many young people in the same situation as you have managed to do it in the past. It won't necessarily be easy, but it can be done, and the process of raising the money is an experience in itself!

Quick pre-fundraising checklist

- **Work out your budget** – how much do you need?
- **Plan ahead** – the sooner you start, the more options you can try and the more you will raise.
- **Write a letter you can give to prospective sponsors** - think about why you are so passionate about volunteering overseas and write a letter.
- **Stay positive** – not everyone you approach will be able to support you. Don't get disheartened, there are many causes in the world vying for people's attention, persevere and you will see the benefits!

How do volunteers raise funds for their placement?

- **Work** - It may not be the most exciting way to raise funds but it is one of the more straightforward options. A job can provide reliable income and enable you to estimate how much you can raise through saving your earnings. If you are able to save \$50 per week from your earnings, in six months you will have raised over \$1200! Volunteers have worked in offices, bars, cafes, shops, factories and most other places you can think of to fund their trip!
- **Approach Charitable Trusts** – Charitable Trusts are organisations which exist to give away money to charitable causes. Some are willing to give money to young people embarking on volunteer placements overseas. All trusts have different criteria depending on their interests and you will need to spend some time researching trusts that might support you; the internet is a great place to start.
- **Approach Charities** - Local charities such as the Lions Club, Rotary Club or Round Table sometimes support young people in their gap year activities.
- **Approach your school, college or local council** - they may also have funds available for young people locally so investigate these as well - ask everybody if they know of any local sources of sponsorship - they are often not advertised anywhere!
- **Approach local companies** - with which you have a contact or discover through research.
- **Create a crowdfunding website** – websites such as www.volunteerfunders.com.au let you raise funds. Set up a webpage so donors can sponsor you. Use social media to keep in touch on your journey.

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- **Hold a fundraising event** – there is a massive range of events that you can hold to raise funds for your placement. Here are some ideas:
 - **Run a sausage sizzle** (NB. big shops like Bunnings require you to have public liability insurance unfortunately and Lattitude's insurance won't cover this)
 - **Run a trivia night** – charge people to attend and hold games throughout the night to increase people's involvement
 - **Run an auction night** – the local community always likes to donate something to a good cause and although they may not be able to part with cash they maybe able to give you something that people can bid for
 - **Hold a themed party** – Hold a party all about the destination you are going to, theme the food, drink and music and organise games that people pay additional money to enter about that country.

At any one of these events make sure you have a donations box and information about your quest for funds in a prominent place. Create a display board to let people know where you are going and what you will be doing. Some venues or types of event will require you to have public liability insurance which unfortunately the Lattitude insurance doesn't cover.

- **Create your own cookbook or calendar** – Create a cookbook that has some of your favourite recipes from home and of the country you are going to. Combine this with some photos and quotes about why you are going on a gap year and once again family and friends will think it is a great idea.
- **Organise to sell chocolates / lollies etc** – Companies like Cadbury, Natural Fruit confectionary sell a selection of their products in fundraising packs. They all offer good profit margins and are well worth looking into.
- **Organise a garage sale or attend a trash and treasure market** – what better time to hold a garage sale then just before you go away, your parents will definitely like this idea.
- **Sponsored events** – many people undertake sponsored challenges to raise funds; what do you enjoy? You could do a sponsored walk, swim, run or cycle. Think what people would sponsor you to do: a 24 hour silence, a week without chocolate?

If you are thinking of holding a raffle, check the laws in your state to see whether you will need a permit. Unfortunately Lattitude's insurance and registration won't extend to cover raffles or events by volunteers.

Other useful tips

1. Check out a great resource for tips and ideas at www.fundraisingideas.com.au
2. Be creative! Think outside the square and don't be scared to give it a go. You have chosen to do something extremely worthwhile on your gap year and people will respect that.
3. Try to send smaller numbers of well-researched, personalised letters, rather than a large number of impersonal "Dear Sir/Madam" letters which may end up in the bin. Show that you have done your research into their organisation.

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4. It may be worth putting together a leaflet or booklet about your Lattitude placement which you can send to potential funders. This could include information about:
 - where you are going
 - what work you will be doing
 - how this will benefit both yourself and the local community
 - include a photo or two
 - include information about Lattitude and the fact we are a charity registered in the UK
 - an outline resume
 - a breakdown of costs
 - a summary of your fundraising plans.

This backs up a letter and gives useful information which helps potential funders understand what you will be doing on your placement.

5. You could also offer to write a report on your placement on your return, send pictures or do a presentation.
6. Put your own stamp on your letter and leaflet, many volunteers approach similar organisations seeking support and you want to make sure you stand out!
7. It can take a while to receive replies from trusts and charities so if you are going to try writing to them, plan ahead. Some trusts will meet regularly, some may only meet two or three times a year, so it could take a few months to receive a reply.
8. Be professional and honest when writing or talking to potential sponsors. Think about how you would feel if someone were asking you for money; you would probably want to see that they were enthusiastic about their placement, well prepared, open and organised.
9. Before embarking on any fundraising events make sure you have people on board who are willing to help, estimate how much you could raise, who might attend and how you will publicise it.

What we can do to help you

- **Publicity** – local papers are interested in local people. They may be interested in running a story on your plans and your fundraising, this could help to attract donations or to publicise an event you are holding. We can help you in contacting your local press.
- **Sponsorship letter template** – we have a letter template which you can use as a basis for creating your own letter to approach local companies or organisations for sponsorship support.
- For further information or fundraising assistance don't hesitate to contact us on (03) 9826 6266 or info@lattitude.org.au
- **Advice from past volunteers** – we have many volunteers who have successfully fundraised varying amounts towards their placements. We can put you in touch with them so you can get some first-hand advice and tips.