Community Fundraising Guide
Thank you!

We are very excited to hear that you are planning to raise funds for the Aboriginal Literacy Foundation. Your fundraising efforts will help support our continued work into developing literacy skills with Indigenous children, so they can succeed in school and beyond.

We’ve put together this Community Fundraising guide to assist you in managing your event. The guide will provide information on what you need to make your event safe and legal.
The serious stuff

Okay, let’s get that out the way first as it is rather important and will be one of the first things you need to consider when planning your fundraising event.

PERMITS/LICENCES
If you plan on holding a raffle or other gaming event, e.g. Bingo. You will need to check with your State/Territory government gaming authority and apply for the necessary permit or licence.

INSURANCE/PUBLIC LIABILITY
Our insurance, including our public liability insurance, does not cover the activities you undertake. It is important that you find out if you need any Local Council permits or approvals before going ahead with your event.

YOU AND THE ABORIGINAL LITERACY FOUNDATION
The fundraising event that you wish to undertake is the sole responsibility of yourself, on your own behalf and at your own risk. You must make it clear in all your dealings with the public, sponsors and supporters that you do not represent the Aboriginal Literacy Foundation, but are raising funds that will be donated to the Aboriginal Literacy Foundation to support our programs.

The Fundraising guidelines can be found at the end of this document and we kindly ask you to read through them.
About Us

Our founder, Dr Anthony Cree OAM had been working for 25 years in Indigenous education within the government, university and school sectors. Amazed and saddened by the shocking lack of programs and resources available to address the gap in literacy education amongst Indigenous children in Australia, he brought the Aboriginal Literacy Foundation to life in 2003.

It is estimated that since Aboriginal Literacy Foundation’s inception, our programs and partnerships have reached more than 60,000 individuals, families and community members across Australia. Considering we are such a small not for profit organisation based in Victoria, it is something we are extremely proud of.

We receive no government funding and instead rely solely on the generosity of donations from the public and grants from private organisations.

These programs range from:
Weekly Tutoring and Mentoring
Literacy and Heritage Camps
Books for Learning
Digital Literacy Hub

Current Campaigns are:
Melbourne Learning Centre
Joey Jumpstart

For more in-depth information about the programs we run you can check out our website and click the “What we do” tab, or for information on current campaigns click our “How you can help” tab.
Hints and Tips

If this is your first time holding an event, it is best to keep it simple and small. As time goes on and the more experienced you get, then the bigger and better your events can become.

To help in developing your event idea, set up a timeline with some clear goals you want to achieve and steps you will need to take to achieve them. Many hands make like work, so rally up some friends or work colleagues to help you in the planning and execution of your event.

Set up your budget and be realistic about how much items for your event will cost and how much profit you will make. To help keep your costs to a minimum it can be worthwhile approaching local businesses or local groups in your area for sponsorship, and in turn you could include their logo in your event advertising material, provide free tickets or give them the opportunity to speak at your event.

When it comes to the idea for a fundraising event, your only limit is your imagination. You could put fresh a spin on a perennial favourite or think up something completely new right out of the box.

Here are some fundraising ideas to get your brainstorming session started, if you didn’t already have something in mind.

- Trivia Night
- School Dance
- Raffle
- Bake Sale
- Dinner Party
- Concert
- Movie Night
- Casual Clothes Day
- Auction
- Sausage Sizzle
- Garage Sale
- Car Wash

You will also need to consider your audience and how you are going to promote your event to get people to come along.
Ticking the Boxes

The more organised you are leading up to your event, the more successful the outcome on the day. Here is a “to do” list that we have made, or feel free to make your own that better suits your requirements.

☐ Let us know about your idea by returning your fundraising proposal form in the earliest stages of your planning.

☐ Please don’t over-commit yourself; set a realistic fundraising goal to ensure that you will be able to meet it. We want you to know that we greatly appreciate ALL donations raised for us no matter how big or small they are.

☐ Find a suitable location for the event.

☐ Set a date that will allow more than enough time to have everything prepared for the event to run without a hitch.

☐ Check insurance requirements, as well as local council and governing bodies in regards to particular permits you might need.

☐ Gather up your friends and enlist them as helpers.

☐ Make sure to promote your event. Make flyers to hand out, post on your social media platforms, place your event on free event listing websites and even your local newspaper. If you need to use our logo, make sure you have the okay from us first though.

☐ Make sure to keep a financial record as you go along, and on the day of the event, so we are able to provide a tax deductible receipt where needed.

And finally, we wish you and your event all the very best success.

Good Luck :)