

# Fundraising Guide for Trekkers



# ABOUT THE TREK



**Thank you** for joining us for the Surf Coast Trek!

The Surf Coast Trek will be a physical and emotional challenge, however please don't forget the all important fundraising element of the event! The Surf Coast Trek is a unique opportunity to participate in a **challenging, rewarding** and achievable **community event** that takes place in the beautiful, diverse landscapes of the Surf Coast. The track will take you through Ironbark forests, across stunning exposed cliff tops, amongst exquisite wild flowers, across long sandy beaches all with sweeping ocean views.

All funds raised by trekkers will be distributed between the Kids Plus Foundation and the Give Where You Live Foundation to enable these two organisations to continue their important work in our region.

# ABOUT THE FOUNDATIONS



**Kids Plus Foundation** is a Geelong-based community organisation that specialises in interventions across the life-span for babies, children and young people with cerebral palsy and similar neuro-developmental conditions. Our focus is on supporting children and their families maximise their participation and engagement in daily life.



The **Give Where You Live Foundation** aims to address one of the most complex and entrenched social issues in our community - disadvantage. In some parts of our community the level of disadvantage is at alarming and unacceptable levels - we are determined to ensure that this changes. Generally, people do not experience disadvantage when they have access to an education that enables them to obtain a life sustaining job, and they are not limited by a debilitating life crisis. The Foundation aims to ensure that these conditions exist for all members of our community.

# FUNDRAISING IMPACT

## FOR KIDS PLUS FOUNDATION

Fundraising Kids Plus receives from the Surf Coast Trek goes towards our Baby SMART program. This program is an early intervention initiative aimed at supporting babies at high risk of neuro-development delays. Babies at this level are not eligible for NDIS funding, and so support given to these families is through donations KPF receive. Each year the Foundation supports approximately 30 babies, most of which must remain with Kids Plus for long-term therapy support.

**“As we knew that Owen had suffered a brain injury due to his prematurity and his very poor health at birth, we soon learned the need to get very active with Owen’s rehabilitation and early intervention... We learnt quickly the importance of early intervention and became very proactive with ensuring Owen could access and benefit from early intervention. I know that starting his therapy so quickly has hugely improved his abilities and function.”**

- Kids Plus Foundation family member

## FOR GIVE WHERE YOU LIVE FOUNDATION

The fundraising received by the Give Where You Live Foundation from the Surf Coast Trek supports some of the most vulnerable people across the greater Geelong region. We believe that if people can access an adequate education, obtain a sustaining and sustainable job and live a life not inhibited by crisis, then we can reduce entrenched disadvantage in our community. To create this change in people’s lives we deliver our own programs such as GROW which assists those experiencing long term unemployment and a voucher program that helps people experiencing an immediate financial crisis obtain food, pharmacy, material aid and clothing to assist with finding employment. We also provide grants; over \$1.3 million was awarded this year to community organisations delivering programs related to education, employment and life crisis. All this work assists people like Noah and Caleb.

Noah is working at Dal Café which received a \$10,000 grant to assist with purchasing kitchen equipment for their social enterprise café which provides employment opportunities for people with disabilities. Noah remarks, **“It makes me proud to learn all of these skills in hospitality and I move out of home I have the skill to cook my own food.”**

# IN 4 YEARS...



TREKKED  
APPROX.  
113,560

KMS

2,839  
TREKKERS



4,258  
SAUSAGES  
EATEN

TOGETHER WE'VE RAISED

\$943k



95%  
WOULD RECOMMEND  
TO A FRIEND



80%  
OF TREKKERS  
WOULD TREK  
AGAIN

WE'VE USED

37 BUSES



# SETTING UP YOUR FUNDRAISING PAGE

First things first, let's get set up to kick off your fundraising. We've put together what you need below to make sure your page is ready for when those donations start streaming in!

You will be prompted to set up your fundraising page after filling in your personal details for your registration.

**Making Waves**

Leanne Stamps

Like 0 Tweet Email

I am participating in the 2020 Surf Coast Trek, raising funds for Kids Plus and Give Where You Live Foundations. Please help me reach our/my target by donating.

**Fundraising Information**

<b>Fundraiser</b>	Leanne Stamps
<b>Raising funds for</b>	Surf Coast Trek - Raising funds for Kids Plus Foundation and Give Where You Live Foundation Give Where You Live Foundation and Kids Plus Foundation
<b>Raised so far</b>	\$0

**Target**  
**\$1,000**

**Days Left**  
**209**

## AS AN INDIVIDUAL

### WHAT YOU NEED:

- First and last name
- A title for your fundraising page. Don't be afraid to get creative!
- A photo of yourself (size must be less than 1MB)
- Your fundraising target (individuals will have a minimum of \$250).
- A personalised message on your page about why you are trekking.
- A personalised thank you message to those who have donated to your page.

**Don't stress! If you make a mistake or want to make changes later, a link will be emailed to you so you can make additional edits.**

**NEED HELP?** Remember, if you get stuck and need some help, be sure to get in touch with our Surf Coast Trek team at [info@surfcoasttrek.com.au](mailto:info@surfcoasttrek.com.au) or phone us on 5229 4364.

## AS A TEAM (OF TWO OR FOUR)

### WHAT YOU NEED:

- A team name, which will also be the title of your fundraising page. The 'punnier' the better!
- A photo of your team (size must be less than 1MB)
- Your fundraising target (teams of two have a minimum of \$500 and teams of four have a minimum of \$1,000).
- A personalised message on your page about why your team are trekking.
- A personalised thank you message from your team to those who have donated to your page.

**Communication to your team will come via your team captain and the email address provided in the initial registration phase.**

# FIVE HELPFUL FUNDRAISING TIPS



## #1 - BE THE FIRST

You'll find others are more willing to donate to your page if they're not the first to do so. So be the first! Make a donation (however large or small you wish) to kick off your fundraising.



## #2 - SET A GOAL

We've set every individual trekker a goal of raising \$250 - that's five people donating \$50 each, 10 people at \$25 each or 25 people at \$10 each. Can you aim higher? Who will you ask first? Set your personal goal and let everyone know what you're trying to achieve.



## #3 - JUST ASK!

That's right! It gets easier once you've made the first ask! Once you put the request out there, you will be surprised how the donations will start rolling in. We find one of the easiest ways to ask people to donate to a fundraising page is to simply send them an email. Feel free to use our suggested email, and customise it to suit you. Don't forget to include your unique link to your fundraising page. Social media is also a great way to notify your friends and family of the challenge you're undertaking and ask them to donate to the cause. It's as easy as sharing your fundraising page to Facebook!



## #4 - SHARE YOUR STORY

To walk 40kms is an amazing challenge! Let everyone know why you're taking on this challenge and why it's important to you. Get personal and others will respond.



## #5 - SAY THANKS!

Make sure you say thank you to your supporters! After the Trek let people know how you went on the day and with your fundraising challenge.

**NEED HELP?** Remember, if you get stuck, need some help or just want to run an idea past someone be sure to get in touch with our fundraising team at [info@surfcoasttrek.com.au](mailto:info@surfcoasttrek.com.au) or phone us on 5229 4364.

# TIPS FROM TOP FUNDRAISERS

Some words of wisdom from our top fundraisers who put their ideas into action and reached their fundraising tallies. We're thankful for the contribution from **every single one** of our trekkers and supporters.



## KEELIE

*final tally \$1,350*

"I cannot claim any of the responsibility for reaching the target. All I did was reach out to people and ask for a supportive message or donation suggesting all of it would help me to get across the line. I think people in Geelong believe so much in the work Give Where You Live and Kids Plus Foundation do, that it was an easy ask!"

## KYLIE AND GORDI 'WALKIE TALKIES DUO'

*final tally \$2,231*

"Plan fundraising events, like a Trivia Night and raffles as companies around Geelong will donate prizes if you let them know it's for a good cause. Send out an email to work colleagues, let them know what you are doing and forward the link to your fundraising page. Put a post on your Facebook or social media account with the link to donate. Ask family and friends to pass on the donation link to their friends and families. Every bit helps, but it doesn't have to always be about trying to organise a fundraising event – you can simply encourage family and friends to donate."



## SATBIR

*final tally \$1,325*

"I spoke to a lot of friends and advised [them] that I was doing a big trek. They are very supportive of the cause and interested to see if I could manage a 40km walk, most doubt I can, so want to see the results."

## ERICKA

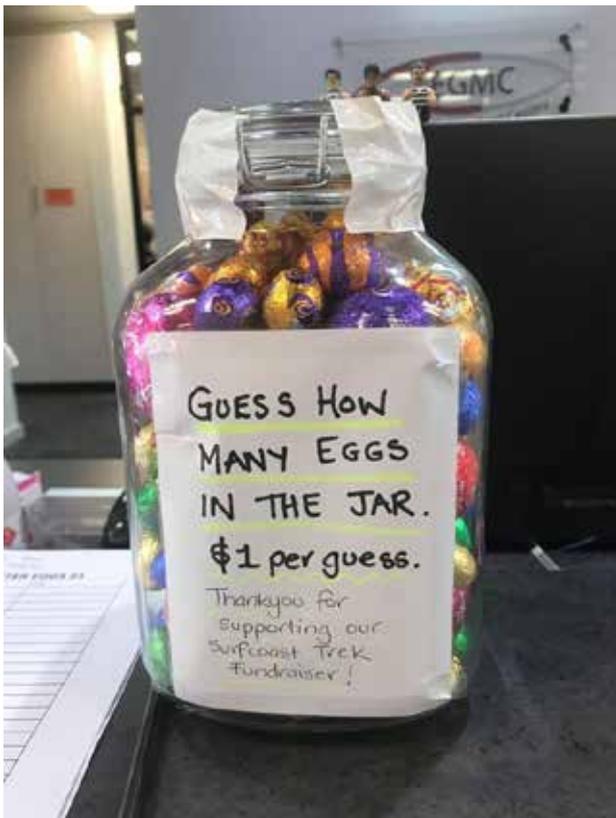
*final tally \$480*

"I added friends and family to a group to keep them updated on any upcoming fundraising events, progress so far and also updates on Esther's rehab with Kids Plus. This way they can see how their donations are helping... I have been overwhelmed by the quick response from people!"



# SNAPS FROM FUNDRAISING EVENTS + IDEAS

Fundraising doesn't have to be complicated, in fact, the simpler the better! Whatever works for your lifestyle is a winning formula. Here's a few tried and tested ideas...



**ABOVE:** Can you guess the eggs? At this trekker's place of work, they ran a 'guess the egg' competition. It's an easy way to raise funds and there's a reward in it for whoever guesses the correct amount. This trekker also held a raffle with a number of Easter hampers to be won - all were promoted at her place of work on the counter.



**ABOVE:** With plenty of unused items sitting around at home, this team gathered their things and held a garage sale - with all funds going towards their Surf Coast Trek tally.



**ABOVE:** While it wasn't an event, Kim had a clever idea to encourage friends to donate. Each donation of \$10 allowed supporters one vote for which costume she should wear on the Trek - with options like '80s, animal and op-shop to choose from.

## DON'T FORGET!

All donations over \$2 are tax deductible, so be sure to tell your friends, family and colleagues.





**LEFT:** Love to cook? Why not run a bake sale at work or cook lunches to sell to colleagues? These have been successful at both Bayfm and Coulter Roache (as pictured). Who doesn't love a yummy lunch or snacks made for them?

**RIGHT:** Nothing is more Australian than the humble Bunnings BBQ. It's also a really great way to raise funds for whichever cause you're promoting. This Surf Coast Trek team got in early and booked a spot for their local Bunnings store and raised over a thousand dollars to put towards their fundraising tally. It's worth noting, to get a BBQ spot at Bunnings you **will** need to book well in advance.



**ABOVE:** One of the best ways to fundraise is to get the whole team involved! Deloitte held a staff BBQ during lunch and raised over a thousand dollars to put towards their fundraising tally. Better yet, it doubles as a great team building exercise and you may get a few extra donations as people become aware of the challenge you're undertaking.

**BELOW:** Who doesn't love a challenge? Staff from the Borough of Queenscliff kept with the fitness theme for their fundraising and did something a little bit different. Each donation to a trekker equaled one push up or sit up, the more donations, the more sit ups each trekker had to complete! Then the team all got together for a BBQ and watched the antics take place.



# FUNDRAISING RESOURCES

We realise fundraising can be a difficult task, so we're here to help each step of the way. We've put together a number of resources to help you on your fundraising journey.



## NEWSLETTER TEMPLATE

Asking is the first step to kick off your fundraising, but it can be hard to know what to say. We've put together a draft email template for you to send to family, friends and work colleagues. You can read the draft template on the next page and download it from our [website here](#).



## LOOKING FOR POSTERS?

We've designed a number of Surf Coast Trek posters you're welcome to use to help promote your event and that you're fundraising for the Trek. Posters can be downloaded in a number of formats and sizes from our [website here](#).



## HOLDING AN EVENT

One of the best ways to raise funds is by hosting an event. If your event is a large scale public event, we ask that you please read our Branding Guidelines and Third Party Fundraising documents prior to the event. If you have are running an event, please get in touch with our team with the details below.



## ACCESS TO EVENT LOGOS

Want to make your own poster for your fundraising event with our logos? We can send through hi-res and low-res logos for use to help you promote your event. Please get in touch with our team through the contacts below.



## NEED HELP?

If you have any questions about any of the above, or have trouble accessing these resources, please get in touch with our fundraising team at [info@surfcoasttrek.com.au](mailto:info@surfcoasttrek.com.au) or phone us on 5229 4364.

**THE MOST IMPORTANT THING TO REMEMBER IS TO HAVE FUN AND KNOW THAT YOU'RE TAKING ON A GREAT CHALLENGE WHILE MAKING A HUGE DIFFERENCE TO TWO LOCALLY BASED FOUNDATIONS.**

# EMAIL TEMPLATE

Need some help with what to say? Copy and paste our email template below to let your family, friends and colleagues know the challenge you're undertaking. Don't forget to add some personal touches before hitting send!

Dear [insert name],

I'm writing to tell you about an amazing challenge I'll be taking on, the Surf Coast Trek! The event is a 40km trek along the Surf Coast Walk, starting in Airey's Inlet and finishing in Torquay.

It's an event that will help raise much needed funds for two of the region's most valued community organisations; Kids Plus Foundation and the Give Where You Live Foundation. I'll be walking the whole 40km distance by myself!

Or [Select the appropriate sentence].

I'll be walking alongside my team and keeping ourselves motivated as we tackle the entire 40km Trek as a team.

Walking the whole distance will take me/us the best part of 8 hours {or insert your estimated time}.

As well as training for the event I/we are required to fundraise a minimum of \$250/\$500/\$1000 before event day. It would be great if you could support me/us by making a donation via my/our fundraising page.

Please donate here {insert link to your fundraising page here} so that I/my team can reach our goal of raising more than {\$ insert your fundraising goal} which will go towards assisting those in need in Geelong and the Surf Coast.

Thank you in advance for your generosity.

You can find out more about the event at [surfcoasttrek.com.au](http://surfcoasttrek.com.au) or keep up to date with the event by liking and sharing the Surf Coast Trek Facebook page [facebook.com/Surfcoasttrek](https://facebook.com/Surfcoasttrek)

[surfcoasttrek.com.au](http://surfcoasttrek.com.au)

**Kids+**  
KIDS PLUS FOUNDATION

Raising funds for

 **GIVE**  
WHERE YOU  
**LIVE**  
FOUNDATION  
Building Better Communities