



FundraisingKit



Mental Health
Foundation Australia

ABOUT US

The Mental Health Foundation Australia (MHFA) works tirelessly to activate, educate, and engage Australians about mental health and wellbeing through community advocacy, programs and interactive events and forums.

MHFA brings together people from across the community to raise much-needed funds to promote mental health and provide residents and the community with services to protect their mental welfare.

MHFA works to deepen understanding of the importance of mental wellbeing. The strength of this organisation lies primarily with the support of people who volunteer their time, expertise and creativity to organise fundraising activities throughout the year.

We are very grateful to the community for their on-going support and to the people who give their best to organise fundraising events to get us growing from strength to strength in our strive to provide better mental health for all.

WHY WE NEED YOUR HELP

- Funds raised help in promoting mental wellbeing and in working methodically to eliminate the stigma surrounding mental illness.
- Run periodical and annual events and workshops tailored to the needs of each community so that the specific concerns and issues are addressed appropriately.
- Support not just those living with mental illness, also the families of those living with mental illness.
- To promote mental health and attitudes to mental health;
- To establish collaboration with governments, individuals, and health-related agencies, groups, and organisations.
- Encourage and initiate mental health research.
- Encourage the highest standards in training and practice for the mental health professions.
- To establish and support organisations which provide service, support, and advice to the community.
- To stimulate the development of informed public debate and opinion on mental health issues.
- To work to remove stigma within the wider community associated with mental ill health.

FUNDRAISING FOR THE MHFA APPEAL

Our incredible fundraisers make a difference in the lives of people from all paths of life. No matter what type of fundraising you want to do, big or small, we can help you along the way. If you are stuck for an idea, here are some tried and tested approaches to get you started. To make the planning of the event more comfortable, along with the suggested ideas, the general “to-do list” of tasks to organise and run the event is also listed. This will make it easier to know what tasks are involved in running any of the below-suggested event options:

1. ONLINE DONATIONS

Are you ready to challenge yourself?

You might want to climb a mountain or give up chocolate. Set up a giving page and ask your family, friends, and colleagues to support you. The best part about your giving page, every donor is sent a tax receipt and you never have to chase up payments – it is all managed for you.

2. HOLD AN EVENT

The Mental Health Foundation Australia (MHFA) supports and caters to the needs of the larger, diversified community. An event can be a great way to bring your community together to bring awareness of what is the MHFA and what we do. Simply charge an entry fee as the donation.

By hosting your own event, your only limitation is your imagination. And remember, we are here to help with lots of tips, tricks, and resources!!!

WHERE TO START WITH RUNNING A FUNDRAISING EVENT?

1. Choose a fundraising idea and a date that works best for you.
2. Come up with a way you'll get your message out there, and we can provide some tips to get your family, friends and colleagues excited.
3. Tell us about your event and we can send you our fundraiser resources including posters and online resources. It is quick and easy, just fill out the form and we will be in touch.
4. Hold your event and let us know how you go. We can organise certificates for your supporters and help you with celebrating your success.

HOW WILL YOUR EVENT RAISE MONEY?

From the beginning, think about how your event will raise funds to support the Foundation. Here are some ideas to get you started:

- Ticket sales: Charging an entry fee to your event is a simple way to collect funds.
- Hold a raffle: Raffles are a fun and affordable way for people to be able to donate at your event and they might win.
- Sell food: Sausage sizzles and cake stalls are easy and have a high profit margin.
- Include market stalls: charge stallholders a fee and donate the fee to MHFA.

EVENT COSTS:

We understand that holding events incur costs such as event hire, entertainment, staff and marketing. Please deduct necessary expenses from the proceeds you raise and make sure you keep appropriate records. Please ensure your expenses do not exceed 30% of your profit. When it comes to any help required in drawing a budget and planning how to maximise the profit made, MHFA team will more than happy to support you all the way.

Yoga workshop: Awareness of the benefit of Yoga both for physical and mental health is spreading so widely across the globe. This fundraising workshop will help to promote the benefits of yoga to your staff and families and become an excellent platform to raise money for Mental Health Foundation Australia.

THINGS TO DO:

- Organise a venue
- Get an excellent yoga instructor
- Prepare flyer
- Organise tickets
- Get flyers on Mental Health Foundation Australia
- Organise an Ambassador from MHFA to attend on the day of the event
- Promotional address by an Ambassador of MHFA will help bring in awareness of this organisation and how it will help us while the event itself is beneficial to the staff and family.
- Include raffle tickets as part of the workshop
- Provide light snacks/coffee/tea for the attendees
- Seek sponsors for your event

HOW CAN MHFA HELP YOU IN RUNNING THIS WORKSHOP

Our volunteer team would be more than happy to help you with logistical or technical issues.

- Given a guideline on when and whereabouts you would like to host this event, we can liaise with you to choose a right place that best suits the budget and your requirements.
- At MHFA, we can help organise yoga instructor, provide catering contacts and assist in other logistics involved in running the workshop.
- Our online form gives you a means to express areas where we could be of help to run a successful event. Nothing is difficult to organise when working for a higher cause.

GET SPONSORED

Sponsorship is a great way to have fun and involve your friends, family and community in your fundraising. There are so many things you can do:

Mental Health Wellbeing Walk: Enter Australia's biggest wellbeing walk and help the organisation at the same time! Sign up at www.mhfa.org.au.

Line Dancing marathon: Encourage members to get involved - and ask family and friends to sponsor you.

Stair Climb: Grab a group of friends or workmates, create your own event and seek sponsors for your efforts.

HOST A COLLECTION CONTAINER

If you would like a MHFA collection container delivered to your workplace or school, please call our office on (03) 9826 1422 during business hours or email admin@mhfa.org.au

When you are ready to have your container collected, please call our office on (03) 9826 1422 during business hours.

Please note: MHFA collection containers can only be opened by authorised representatives of the Foundation. Once collected, we open, count your funds raised and send you a receipt of your fundraising contribution. We are unable to provide MHFA collection containers to personal addresses.

SELL THINGS

This can be a great way to get everyone involved – people will be more than happy to clear out their cupboards or eat something yummy to help the hospital.

- Art Sale: Students can auction off their artwork to parents as part of an art exhibit at school.
- Book Sale: A great way to get rid of those old books.
- Hot Cross Bun Drive: At work or at local school, invite your local baker to get involved.
- Lamington Drive: Everyone loves Lamingtons! Hold a drive at work or at your local school.
- Garage Sale: Involve the whole street.
- Hold a sausage sizzle: A great way to raise money at your local school or workplace.

We also know that our fundraisers come up with inventive and creative ways to bring together their communities. When you have your idea ready, please fill in our fundraising form.

WHAT ARE YOUR SAFETY RESPONSIBILITIES?

We are so thankful you are fundraising for the Mental Health Foundation Australia and your safety and wellbeing is our priority. Please ensure you adhere to all laws and health and safety guidelines when organising and holding your event.

THINGS TO KEEP IN MIND:

- When you are holding an event that involves the public, you are required to ensure that Public Liability Insurance is in place. Check with the venue whether your event is covered under their Public Liability Insurance or whether you are required to obtain your own.
- As the organiser of an event, you need to be aware of relevant government rules and regulations. Check with your local council as to whether you require any special permissions or permits.
- Find out if you require a Working With Children check - <http://www.workingwithchildren.vic.gov.au/home/about+the+check/who+needs+a+check/>
- If you are selling food (sausage sizzles, cake stalls, fairy floss etc) you may be required to obtain a Food Handling Certificate. Check with your local council or governing body.

- If your event involves selling raffle tickets, please read the legal requirements on holding a raffle in your state. E.g., Victoria - <http://www.vcglr.vic.gov.au/home/gambling/new+applicants/community+and+charitable+gaming/raffle+frequently+asked+questions>

MANAGING MONEY

The simple way to keep good financial records is to file all receipts, deposit slips and any other relevant financial information in a plastic folder for security and quick reference.

Always ensure you have two people present to count any money raised.

Once you have collected all funds raised, please deposit into your nearest bank using the following account details:

Mental Health Foundation Australia

National Australia Bank

BSB No: 083-347

Account No: 56-667-9788

DON'T FORGET TO RING MENTAL HEALTH FOUNDATION AUSTRALIA ON (03) 9826 1422 TO PLEDGE YOUR AMOUNT RAISED.

RUNNING A RAFFLE

One of the most effective ways to raise funds is to hold a raffle. If you have lots of customers coming through your doors or people coming to your event, then this can be a successful fundraising tool. The steps below will guide you through conducting a raffle.

1. Familiarise yourself with the legal requirements of holding a raffle in Victoria (see table).
2. Prizes - choose a prize(s) relevant to your customers or relevant to the time of year, for
3. example, an Easter Hamper.
4. Determine the ticket price - the Mental Health Foundation Australia can supply \$2 and \$5 tickets which we encourage you to use but this is not compulsory. When setting the price, keep in mind that it needs to reflect the value of the prize.
5. Pick your timing - we recommend holding your raffle in the lead up to National Mental Health Month to take advantage of the heightened awareness of the Foundation in the community at the time. This should make selling tickets a bit easier.

6. Register - once you have decided the above, register your fundraiser with us. Follow the link to complete the simple online form. Once your fundraiser is approved, you will receive all the fundraiser resources needed to make your raffle a success.
7. Promote your raffle - create a poster or use social media – get the message out there so you can sell as many tickets as possible.
8. Draw - draw the raffle, notify the lucky winner(s) and award the prize(s).
9. Deposit your donation - Using your FPA reference number (listed on your Authority to Fundraise) deposit your funds into our Mental Health Foundation Australia bank account.

Mental Health Foundation Australia

National Australia Bank

BSB No: 083-347

Account No: 56-667-9788

You will then receive a receipt and a certificate acknowledging your fabulous support!

FUNDRAISING APPLICATION FORM

Please send a completed PDF/scanned version of this form to fundrasing@ozharvest.org

Please note it may take up to 5-7 working days to process and respond to applications



Application Date: / /

FUNDRAISER CONTACT DETAILS

Name of group/company/individual planning event: _____

Contact person name: _____

Street address: _____

City: _____ State: _____ Postcode: _____

Phone (daytime): _____ Mobile: _____

Email address: _____

FUNDRAISER EVENT DETAILS

Type of Fundraising campaign: _____

Event Name and Location: _____

Short Description of Event/Activity (50 words or less): _____

DONATION SLIP

To: **Mental Health Foundation Australia**
Suite J, 450 Chapel Street,
South Yarra VIC 3141



I would like to make a donation to the Mental Health Foundation Australia to progress mental health awareness in Australia.

\$500 \$1000 \$3000 \$5000 Other \$ _____

I enclose my cheque / cash payment

Please charge this purchase to my credit card account

Bankcard MasterCard Visa Amex Diners

Card Number:

Expiry Date: _____ / _____

Cardholder Name: _____

Address: _____

Signature: _____

All donations over \$2 are tax deductible. Registered PBI with ACNC, Charity ABN 81 006 003 363.
