

2030 LEADERS



FUNDRAISING GUIDE

**2030
LEADERS**

THE
HUNGER
PROJECT
AUSTRALIA

**“THERE IS
NO TOOL FOR
DEVELOPMENT
MORE EFFECTIVE
THAN THE
EMPOWERMENT
OF WOMEN”**

– KOFI ANNAN



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Let's get social!

Follow us on social media for all of the latest news on 2030 Leaders.



The Hunger Project Australia



@thehungerprojectau



@thpaustralia



2030leaders@thp.org

**Thank you for being part
of this global movement
to end hunger.**

www.2030leaders.org.au

#2030leaders #TheHungerProject

YOUR IMPACT

As an 2030 Leader, you are part of a powerful collective of global citizens, playing a bigger game to make a difference in the world. Every single dollar you raise will empower women to end hunger and poverty.

\$

Every investment that supports the work of The Hunger Project through fundraising counts. Here's what your money could do in our Program Countries.



\$25

Could provide workbooks and chalk to one of our nursery schools in Africa so that they can continue to learn to read and practice writing, creating a better future.

\$50

Could provide anti-malarial bed nets to five families. This alone reduces the risk particularly for children under the age of 5 from severe illness, disease and death.



\$100

Is the size of the first micro-finance loan for a budding female entrepreneur. This is enough to purchase a pig to farm or purchase equipment to start small businesses in sewing, or hairdressing.

\$500

Could allow a community to purchase food-processing equipment reducing the amount of time it takes to prepare dietary staples such as maize flour. This allows more time for women to spend earning income and educating their children.



\$1,000

Could enable a community to drill a borehole to provide safe drinking water.

\$5,000

Could train 25 HIV Animators in Africa. AIDS is 100 percent preventable. If empowered with accurate information, and freed from social taboos, attitudes and behaviors that fuel the epidemic, the people of Africa have proven that they can protect themselves and their families.



LORNA'S STORY

Lorna says that before The Hunger Project came to her community, she was shy and barely spoke. She lived in a tiny mud hut; at night her family all slept side by side on the floor.

THE HARVEST FROM THEIR SMALL FARM DID NOT PRODUCE ENOUGH FOOD TO FEED THE FAMILY. THE MICROFINANCE LOAN AND TRAINING SHE RECEIVED FROM THE HUNGER PROJECT TRANSFORMED HER LIFE.

She has been able to increase the maize harvest on her family's farm from 200kg to 1,000kg.

WITH THE PROCEEDS FROM THE EXTRA PRODUCE, SHE HAS SUPPORTED HER CHILDREN SO THAT THEY COULD ATTEND SCHOOL AND UNIVERSITY. HER FAMILY WERE ALSO ABLE TO BUILD A NEW THREE BEDROOM HOUSE, CONNECT TO ELECTRICITY AND BUY A FRIDGE AND A TELEVISION.

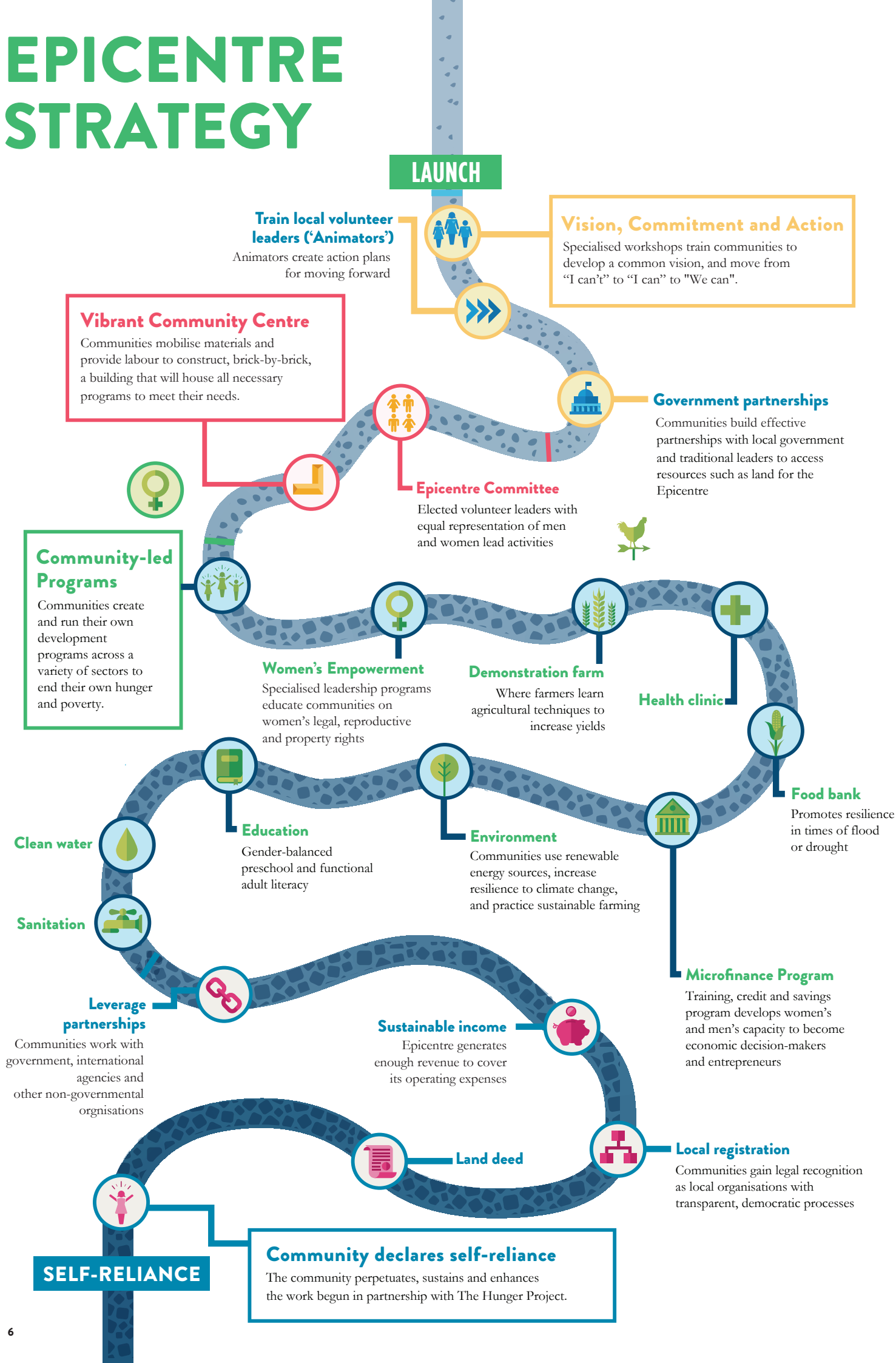
"I have tried to put into practice each and every training session I participated in at The Hunger Project's Mbale Epicentre and now I have lots to be proud of. I have gone from a small house to a large house with three bedrooms for me and my children!"

Lorna has many plans for the future, including installing a water tank and irrigation system for her crops. She also volunteers for the microfinance program at The Hunger Project's Mbale Epicentre, so that she can enable others in her community to transform their lives too.

"I AM EMPOWERED. I HAVE THE CAPACITY TO LEAD OTHERS IN THE COMMUNITY, TO REPRESENT THEM."



EPICENTRE STRATEGY



PHASE 1

PHASE 2

PHASE 3

PHASE 4

THE SECRET 7

SET A TARGET AND AIM HIGH!

Having an audacious goal is a great way to get motivated. \$10,000 is the minimum target for 2030. What will your stretch be? Personal growth begins at the end of your comfort zone!

1

PLAN!

If you fail to plan, you plan to fail! Create a fundraising plan with clear goals, actions and timeline. Share with your close network to hold you accountable.

2

SHARE YOUR ONLINE FUNDRAISING PAGE

Share your link with friends and family. All donations over \$2 are tax-deductible.

3

MAKE A PERSONAL DONATION

This is a great way to kickstart your fundraising and will encourage others to do the same.

4

ASK!

The best way to get donations is to ask! Let friends and family know why this cause is important to you and what impact their donation will have.

5

CHANGE

Look outside your usual networks, speak to everybody you meet as you never know who you will connect with.

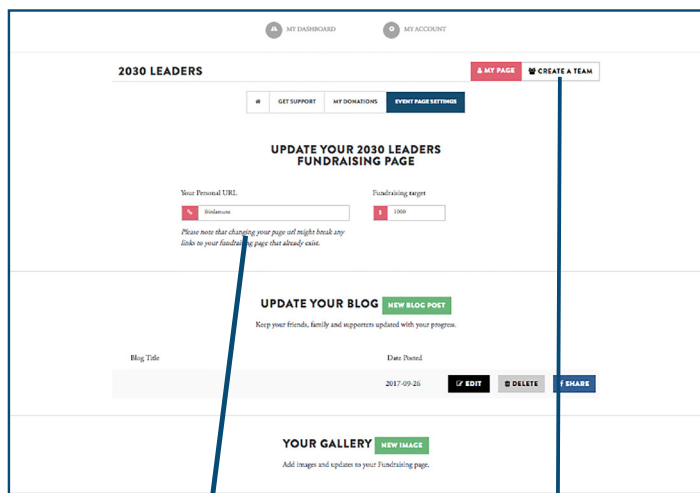
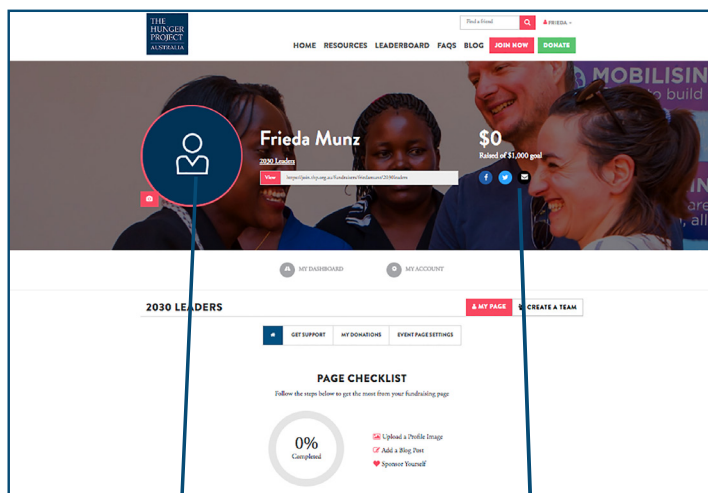
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CONNECT

Connect with other 2030leaders, support each other on your fundraising journey. Living in the same city? Connect face-to-face or hold a joint fundraising event

7

YOUR FUNDRAISING PAGE



**DON'T FORGET TO
UPLOAD A PROFILE
PICTURE**

**BE SURE TO
SHARE WHY
YOU GOT
INVOLVED!**

**YOU CAN
EDIT YOUR
FUNDRAISING
PAGE AT
ANY TIME**

**PROMOTE YOUR
JOURNEY AND
FUNDRAISING
EVENTS
THROUGH BLOGS**

DOWNLOAD RESOURCES

Go to 2030leaders.org.au to download all of our 2030 Leaders resources.

INVITATIONS FACEBOOK BANNERS WEB BANNERS



EMAIL SIGNATURES



**IT WILL CHANGE THE WAY
YOU SEE THE WORLD**

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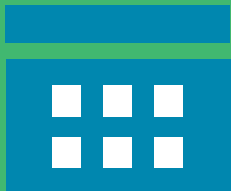


**IT WILL CHANGE
THE WAY YOU
SEE THE WORLD!**
LEARN MORE

HOW TO HOST A GREAT EVENT

Hosting large events can raise a lot of money in a single day and can be extremely successful for sharing information about your THP journey and generating enthusiasm about your trip. Rather than going out for an expensive dinner or to a concert, incite your friends and family to your event. Proceeds from the ticket sales can then be donated. Silent actions or raffles on the night are a great way to increase of fundraising.

STEP 1: Select a date

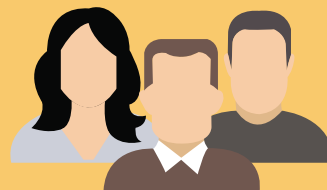


STEP 2: Select a location



STEP 3: Invite your friends and family!

You can download 2030 Leaders Invitations from the website. Include a suggested donation amount on the invite (eg the cost of a restaurant meal) and the link to your fundraising page.



STEP 4: Send a reminder!

Don't forget to follow up with anyone who hasn't RSVPed.



STEP 5: Plan your night

Your menu can be as simple or as fancy as you like! Enlist the help of friends and family who are savvy in the kitchen.



MAKE SURE TO LET YOUR FRIENDS AND FAMILY KNOW THAT THEY CAN STILL MAKE A TAX-DEDUCTIBLE DONATION EVEN IF THEY CAN'T ATTEND YOUR EVENT.

STEP 6: Preparation!

Write a list of everything you will need so you don't forget anything. Eg. Food, drinks, napkins, candles...



STEP 7: Enjoy your event!

Make sure you have fun – you have worked hard! Take lots of photos and upload them to social media with **#2030leaders** **#TheHungerProject**.

CHECK OUT THE 2030 LEADERS PLAYLIST ON SPOTIFY TO GET THE PARTY STARTED!

DON'T FORGET TO TELL YOUR GUESTS WHY YOU ARE TAKING PART IN 2030 LEADERS AND THE AMAZING IMPACT THEIR DONATIONS WILL MAKE.

HAVE FUN!

FUNDRAISING IDEAS

There really is no one-size-fits-all fundraising. It will take you bringing all your unique skills, passion and network of capable people together that will have you succeed to reach your commitment to raise \$10,000.



GETTING PERSONAL WHEN ASKING FOR MONEY

Face-to-face: Having a face-to-face conversation with family / friends / colleagues is an obvious and natural way of sharing the work of The Hunger Project and your journey in this program. Through direct conversation **you can share your heart, your journey and your why.** Look them in the eye and invite them to become partners with you on your journey by investing through giving their own money. This is a chance to have a ‘real’ conversation with your friends about supporting you and be bold and ask them to give to you.



Make sure they ‘buy in’ before asking for them to give money. Sometimes it is best to **organise a casual catch-up with friends.** Tell them about the journey your about to embark on and the fundraising project when it gets to your turn to tell them what’s new with you. Some will donate as soon as they are engaged. For those who don’t, follow up with a personal email a week later asking for a donation as part of a small group and wait for the funds to pour in.

Adding the personal touch is key: People respond when they feel like you are connecting with them directly, as opposed to a mass email blast. Also try emailing some people in groups of no more than 5. This creates a sense of community and personal connection.



EXTEND BEYOND YOUR OWN NETWORKS

Think outside the box to tell THP’s story to those you don’t know personally. Write your story and get it published in the **local paper** or on a **local radio** show. **Community media love these pieces.** Try utilising Community radio by asking them to run a free ad every morning in the lead up to your event.



SEEK CORPORATE SPONSORSHIP

Talk to your company's Marketing Manager, your social club committee or a business partner or contact that you work with and find out if they have sponsorship or grants available. You might be surprised to find out that you can simply apply for a sponsorship or to get a portion of proceeds donated to you. If your company is not forthcoming with sponsorship initially, don't give up!! Give it a bit of time and **show them what you've achieved** through local media coverage or your raising donations via social media.

HOSTING AN EVENT – DINNER, TRIVIA, QUIZ OR COMEDY NIGHT

Events are a great way to reach your fundraising goals and have fun! Dinners, Trivia or Quiz nights or even comedy nights will help you reach your target. Some events have brought in over \$18,000! Do you have contacts that people would love to hear a Key Note Address from? Will they donate their time? Is your sister a secret catering whizz that would love to put on a Bollywood night? Have any friends who are musicians that would play as entertainment? **There are millions of event ideas out there.** Just remember large fundraising events take a considerable amount of time and effort to plan and can be very stressful. Please keep this in mind if you choose to host a big event, and consider your current life, work and family commitments. Look for opportunities to support each other in creating an event. Perhaps another participant also shares a passion to host an event and you can create a bigger event and combine your networks!

MATCHED GIVING

Many companies have implemented "Matched Giving" programs. If you or your friends/family work for big companies such as BHP, BP, Rio Tinto or Macquarie Bank, ask them to Match funds raised.

AMPLIFY YOUR EVENTS AND FUNDRAISING ACTIVITIES!

Use all avenues available to promote your event – contact the local paper or radio, hijack the company staff email group, use social media as much as possible, write blogs and get talking!

DON'T FORGET TO THANK YOUR SUPPORTERS

After people donate don't forget to thank your supporters. From your personalized fundraising platform you can send emails to everyone who donates. It's easy and efficient. When you get home from your amazing journey, remember to thank everyone who supported your fundraising by talking to them about your journey. Write an account of your trip with photos, give a presentation at work or at a dinner party, create a thank you card with photos from your trip or invite your supporters over for dinner or drinks and share your stories. **Show your gratitude** to all of those people who made it possible.

THE HUNGER PROJECT

AUSTRALIA FUNDRAISING

TERMS AND CONDITIONS

The following guidelines and conditions (the “Conditions”) must be adhered to by all relevant parties in order to conduct fundraising activities on behalf of The Hunger Project Australia (THPA). If you have any questions, please contact The Hunger Project Australia.

1. General Conditions (Your Responsibilities):

The individual (the “Fundraiser”) responsible for running any fundraising event/activity must ensure the fundraising event/activity is planned meets the guides of The Hunger Project Australia (“THPA”).

1.1. Upon request THPA will send the Fundraiser an Authorisation to Fundraise letter acknowledging THPA as its beneficiary charity.

1.2. The fundraising event/activity shall be conducted in the Fundraiser's name, who shall be solely responsible for managing the event/activity in an appropriate and responsible way. THPA will not assist in coordination, soliciting prizes, marketing, and/or promotion, organising publicity or providing goods or services to the Fundraiser in the running of the fundraising event/activity. THPA cannot provide volunteers to assist at the event/activity.

1.3. The Fundraiser must abide by all applicable legislation and regulations. Any necessary permits, authorisations to fundraise, insurance or licenses must be secured by the Fundraiser. Different states have their own legislation, which should be examined carefully by the Fundraiser.

1.4. The Fundraiser is responsible for ensuring the safety of the event/activity, including organising appropriate public liability insurance and providing first aid services if required.

1.5. Children under the age of 16 years of age must be accompanied by an adult when collecting donations or money.

1.6. The Fundraiser agrees to release THPA to the fullest extent permissible under law for all claims and demands of any kind associated with the event/activity, and indemnify THPA for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event/activity caused by the Fundraiser's breach of these responsibilities or the Fundraiser's negligence.

1.7. The Fundraiser must ensure that s/he and his/her partners, sponsors, associates and volunteers do not claim to represent The Hunger Project Australia nor claim to have any authority to act on behalf of THPA. At no time will any person affiliated with the Fundraiser

misleadingly present themselves as a staff member or volunteer of THPA. An event or activity organised by the Fundraiser is not an official THPA event and must not be promoted as such.

2. Raffles: If the Fundraiser intends to conduct a raffle, the Fundraiser will need to determine whether a permit or license is required. Please note that each state has its own separate requirements and laws. THPA can only provide general information about raffles for each state. Please refer to the Special Conditions for Raffles with in this document for where to find information for your state.

3. Seeking Corporate and Government Sponsorship:

Before approaching the national or state office of any company for sponsorship, please contact THPA first to discuss. This includes businesses with multiple locations outside of your local area, franchises and/or international companies. Consulting THPA beforehand is necessary because there may be a conflict of interest with our current sponsorship arrangements.

4. Financial Aspects of Your Event:

4.1. It is a requirement of the Charitable Fundraising Act that the Fundraiser maintains accurate records of income and expenditure, and that monies received in the course of a fundraising appeal be immediately paid into a separate bank account.

4.2. The financial aspects, fundraising, raffles, record keeping and management of the fundraising event/activity are entirely the responsibility of the Fundraiser. The Fundraiser must comply with any obligations imposed by the Charitable Fundraising Act and/or regulations in the relevant state or territory.

4.3. The Fundraiser is responsible for depositing funds into the nominated THPA bank account within 14 days of the fundraising event.

4.4. THPA cannot pay expenses incurred by the Fundraiser. The Fundraiser may deduct the expenses from the proceeds of the fundraising event/activity, provided the expenses are properly documented. Total expenses of the fundraising event/activity must be less than 40% of total proceeds.

THE HUNGER PROJECT

AUSTRALIA FUNDRAISING

TERMS AND CONDITIONS

4.5. Please note that THPA is not responsible for any expenses that the Fundraiser may incur or any losses that may occur from an event.

4.6. THPA must comply with the obligations and regulations imposed on it by the Charitable Collections Act 1946. Therefore, all money collected must be accurately recorded by the Fundraiser on a Fundraising Completion Form, as attached.

5. Tax Deductible Receipts:

5.1. THPA is registered under the Charitable Fundraising Act. Individual receipts for tax deductions for attendees/supporters of the fundraising event/activity will only be issued by THPA if a donation of \$2.00 or more is made to THPA by that attendee/supporter.

5.2. The Fundraiser must keep a register of all attendees/supporters eligible for a tax-deductible receipt. THPA shall provide to the Fundraiser a sample register indicating the necessary information to be recorded. THPA will issue individual receipts directly.

5.3. When an attendee/supporter has given money in return for goods or services (e.g. an event), a tax-deductible receipt cannot be issued. The following items have tax deductible restrictions: raffle ticket purchases, entry to a fundraising activity, donations of goods or services, and auction purchases.

6. The Hunger Project Australia Bank Deposit Details:

Commonwealth Bank, Account name: The Hunger Project Relief Fund BSB 062000 ACC 14615336

6.1. Please ensure you email thpa@thp.org once you have completed a bank transfer with the amount deposited and tax receipt details.

7. Insurance: As a third party fundraising group or individual, the Fundraiser is not covered under any of The Hunger Project Australia's insurance policies, including travel, public liability or group personal accident. The Hunger Project Australia suggests that the Fundraiser obtain its own insurance for any fundraising activities undertaken.

8. Permits/Permissions: If the Fundraiser is conducting activities in a public place, the Fundraiser must obtain permission from the property owner or council.

9. Using The Hunger Project Australia Name and Logo: If the Fundraiser wishes to refer to or promote The Hunger Project Australia, the organisation must be referred to as "The Hunger Project Australia".

9.1. THPA's name and logo are protected and can only be used by permission from THPA.

9.2. A "Proudly supporting The Hunger Project Australia" logo may be used only after authorisation to fundraise has been granted by THPA. No other logo may be used. THPA will provide an electronic file with the logo that is acceptable for use by the Fundraiser only for the purposes of the fundraising event/activity. No changes to the logo, other than size, may be made to the logo provided.

9.3. THPA's name cannot be used as part of the event's name as this would indicate incorrectly that the event is an official THPA event. Instead the Fundraiser may say that funds raised are to be donated to THPA.

9.4. Acceptable wording to promote the event/activity include the following:

9.4.1. "proudly supporting The Hunger Project Australia"

9.4.2. "net proceeds donated to The Hunger Project Australia"

9.4.3. "This is a volunteer run event raising money for The Hunger Project Australia."

10. Special Conditions for Raffles & Auctions: A raffle is a lottery held for the purpose of raising funds for a non-profit organisation. Each state has separate requirements for raffles undertaken as fundraising activities. Below are general guidelines for each state. Please be sure to contact the appropriate state office for more specific information.

11. Australian Capital Territory: With limited exceptions, a permit is required to conduct a raffle. Please contact the ACT Gambling and Racing Commission for more information and to apply for a permit (www.gamblingandracing.act.gov.au).

12. New South Wales: For raffles where the prize money does not exceed \$25,000, a permit is not required. However, a minimum of 40% of the gross proceeds must go to the not-for-profit organisation, as well as other requirements must be met. Please contact the New South Wales Office of Liquor, Gaming & Racing for more information (www.olgr.nsw.gov.au).

www.2030leaders.org.au
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