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# 2020 FUNDRAISING KIT

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[WWW.ARDOCH.ORG.AU](http://WWW.ARDOCH.ORG.AU)

# **ABOUT ARDOCH**

# ABOUT ARDOCH

Ardoch is an education charity focused on improving educational outcomes for children and young people in disadvantaged communities. We believe that every child's potential should be realised through full participation in education. This belief inspires us to increase engagement in education, build aspiration and enhance learning outcomes of children in disadvantaged communities.

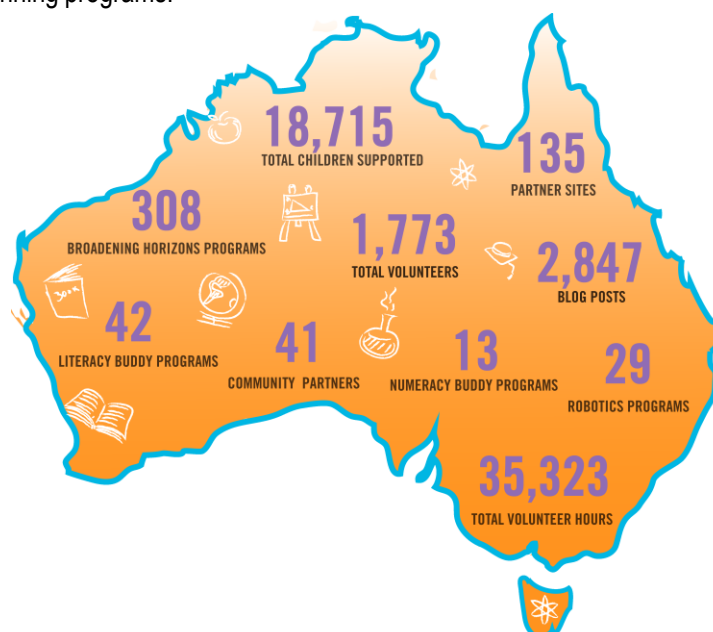
Ardoch has worked for more than 30 years to build the capacity of secondary and primary schools, early year's services and communities. Our literacy, STEM (science, technology, engineering and maths) and broadening horizons programs provide children in disadvantaged communities with access to positive working adult role models and real-world learning experiences that would not otherwise be available to them. We mobilise community and workplace volunteers to support schools and early childhood services also advocate for and seek to influence policy change to reduce inequity in education.



In 2019, Ardoch partnered with 135 primary schools, secondary schools and early learning centres, mobilised 1,773 volunteers who gave over 35,300 hours of their time, delivered more than 30,500 program participations and supported the education of 18,715 children and young people living in disadvantaged communities around Australia.

## OUR REACH & IMPACT

With a team of less than 20 paid staff and an annual turnover of \$2.5M cash revenue, we have significant impact through our award-winning programs.



# COMMUNITY FUNDRAISING

# FUNDRAISING FOR ARDOCH

## Thank you for YOUR support:

Thank you for choosing to represent Ardoch at a physical challenge event, raising vital funds and making a big difference for children and young people in disadvantaged communities.

We rely on the support of the community to raise more than \$2.5 million each year. More than 90 percent of our revenue comes from fundraising efforts.

Fundraising for Ardoch will be a fun, social and rewarding way for you to make a difference to the lives of thousands of vulnerable Australian children.

Whether you choose to fundraise as a school, community group or as an individual, every dollar you raise will go towards Ardoch's vital work with children and young people in disadvantaged communities to help eliminate the barriers they face in reaching their potential through full participation in education.

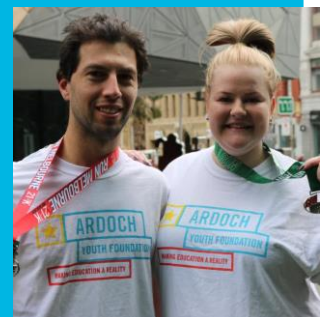
## What will my fundraising achieve?

Your fundraising can have a direct impact on the lives of children experiencing disadvantage. Here are some examples of how your fundraising can make a difference.

**\$5,000** Would place **5 Community Education Volunteers** in a school. Through the involvement of volunteers, students receive 1-on-1 or small group support with targeted reading, writing and language exercises and other areas of the curriculum and are able to build relationships with a trained and positive adult role model.

**\$2,500** Would support **2 Robotics Tech Boxes** kits, filled with robotics resources. Robotics will not only enable students to apply their STEM (Science, Technology, Engineering and Maths) learning, but also help them to see its purpose and engage more with education. We also provide professional development to support teachers to deliver the program.

**\$1,000** Mock Interviews and Speed Careers sessions for 50 students. **Pathways Beyond School** provide students in areas of high disadvantage with unique and engaging learning and life experiences designed to support young people in preparation for employment, and increase aspiration towards continued education and training.



# COMMUNITY FUNDRAISING IDEAS

There are many ways you can host a fundraiser for Ardoch. Here are a few ideas to get you started. As an organisation that relies on the support of the community, every contribution counts. We are here to support you in your fundraising efforts every step of the way, from setting up an online fundraising page to helping you brainstorm other ways of getting involved.



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# HOW TO FUNDRAISE FOR ARDOCH

1

Pick the type of event or activity you would like to organize to raise money on behalf of Ardoch

2

Review Ardoch's fundraising toolkit and guidelines to ensure that you understand your responsibilities as a fundraiser for Ardoch.

3

Complete the Authority to Fundraise application form & send it to [info@ardoch.org.au](mailto:info@ardoch.org.au)

4

If your proposed idea is approved, we will provide a Letter of Authority to Fundraise & some support materials to help you start fundraising.

5

Organise and hold your activity. You are required to have fun during this step too!



# HOW ARDOCH CAN HELP YOU

Set up a tailored website through which donations can be put via card and paypal.

Provide Ardoch promotional resources for your event, including fliers, posters, logos, coin collection tins and signage.

Publicity templates and tips.

Promoting your event via social media and on Ardoch's website.

Providing tax receipts for donors (as per Fundraising Guidelines).

Attending your event to share the Ardoch story so your guests get to see how much the donations will help.



# ARDOCH ALLIES

# IN CELEBRATION FUNDRAISERS

## Lucia's 50<sup>th</sup> Birthday Soiree

In lieu of gifts for her 50th birthday soiree, Lucia, asked her friends and family to donate to Ardoch. Inspired by Ardoch's work with children, particularly the issue of child and youth literacy, Lucia raised over \$3000 on the night. Lucia's fundraiser was a hit and demonstrates the power of fundraising with family and friends on special occasions such as a birthday.



## Will & Nicky's Wedding

As a child, Will was a benefactor of Ardoch's work in his local community. Fifteen years later, Will and his fiancé Nicky decided to ask their wedding guests to donate to Ardoch in lieu of a gift to them. This kind gesture spoke volumes about the power and longevity of Ardoch's work.

Ultimately, their kind gesture raised over \$1000 for Ardoch.



## Giselle's Swimathon

As part of a school incentive, 12 year old Giselle swam 4km to raise \$1,400. "Each lap I did was a certain amount of money I could raise for Ardoch. Instead of people giving money for my Bat Mitzvah, it went into my fundraising page" explained the young swimmer.

# SCHOOL GROUPS



## 24 Hour Row

Caulfield Grammar School students organised a 24-hour Rowing event at their school. Students took it in turns on the rowing machines, covering a full 24-hour period to raise funds that will improve the educational outcomes for children from disadvantaged communities.

This was an entirely student-led event with over 40 students competing. The students raised \$8,888 through this event.

## Annual Trivia Night

The Caulfield Grammar community also organise an annual Trivia Night, raising between \$9,000 - \$10,000 each year.

Caulfield Grammar's initiatives are a great example of how everyone in the community can get involved in raising awareness about the impact of disadvantage on educational attainment, and the practical support for Ardoch's programs that is possible as a result of the school community's fundraising effort.





# COMMUNITY GROUPS

## Malvern Marlins Masters Swimming Club - Annual Swim Meet

The Malvern Marlins have been passionate supporters of Ardoch's work for over seven years. Based at the Harold Holt Swim Centre in Glen Iris, the Marlins currently have over 150 members and put on a fundraiser, selling raffle tickets at their annual swim meet. These funds raised provide disadvantaged children with swimming lessons in the city of Stonnington.

In addition to the donation of goggles and swimwear in the early years of their support, they have fundraised over \$9000 for Ardoch's programs.



## Wilson Storage Southern Saints Netball Club

The Saints have been strong supporters of Ardoch's work fundraising by way of door sales and tin-rattling on match day. The Saints and their community raised over \$500 at their meet last year.



# PHYSICAL CHALLENGES

We are looking for passionate, community minded individuals who are committed to improving educational outcomes for children in disadvantaged communities. By representing Ardoch in physical challenge events, you can raise vital funds and make a big difference for these young people.

Ardoch will be there to support you every step of the way by helping you to create an online fundraising page and by sharing tips and tricks to help you to spread your message to your networks. There are many different events that you can get involved in, you don't have to be super fit to participate you just have to want to help children to realise their potential and be willing to try something new.



# ARDOCH FUNDRAISING GUIDELINES

In order to comply with State and Territory legislation, Ardoch must approve and authorise all third-party fundraising activities that directly raise money for Ardoch. Each application will be assessed to ensure compliance with the organisation's standards of conduct.

# Ardoch Fundraising Guidelines

1. All constituent details of the approved fundraising activity are the sole responsibility of the applicant, as set out in the Authority to Fundraise form.
2. The organiser must comply with obligations imposed by the Charitable Fundraising Act and applicable State/Territory laws and regulations.
3. All relevant permits and licenses for the activity must be secured by the event organiser.
4. Any and all promotional material and collateral produced in conjunction with the proposed fundraising activity must clearly state that this event is 'raising funds for Ardoch', as opposed to an Ardoch Limited-managed event.
5. Any use of Ardoch's logo is to be approved prior to publication by an authorised representative of Ardoch Limited.
6. Ardoch alone is authorised to issue a tax- deductible receipt for funds raised and donated to Ardoch Limited. Please note that the Australian Tax Office has ruled that donations are not tax deductible if the donation involves the exchange of money for goods and/or services such as raffle tickets, competition or event entry tickets. In order to comply with State and Territory legislation, Ardoch must approve and authorise all third-party fundraising activities that directly raise money for Ardoch. Each application will be assessed to ensure compliance with the organisation's standards of conduct.
7. A detailed income and expenditure form must be filled out and accompany any donation.
8. Funds raised must be reconciled with Ardoch no later than 10 working days after the event or activity.
9. Funds raised can be deposited directly into Ardoch Ltd bank account, mailed in as a cheque, or donated via the application on our website.
10. Name: Ardoch Current Account  
Bank: NAB  
BSB: 083-419  
Account Number: 18-008-5506  
*(Please use your name as the reference so that we can send you a tax receipt.)*
11. Ardoch is unable to provide insurance of any kind, including public liability, for your event. Ardoch cannot be held responsible for any accident or injury sustained over the course of your event. Ardoch reserves the right to refuse or cancel the Authority to Fundraise if it is decided the activity is not in the best interests of the organisation.



# Authority To Fundraise Form

**This form must be filled out and returned to Ardoch prior to commencement of any fundraising activities.**

Name of person organising activity: .....

Name of organisation (if applicable): .....

Street Address: .....

State:..... Postcode: .....

Postal Address (if different from above): .....

Telephone:..... Mobile: .....

Email: .....

Title of Event/Activity: .....

Proposed date of Event/Activity: .....

Proposed Venue of Event/Activity: .....

Venue Address: .....

State:..... Postcode: .....

Venue Contact:..... Phone: .....

Start/Finish time of Event/Activity: .....

Brief description of fundraising activity: .....

Proposed number of attendees: .....

Total estimated income generated at event: .....

Total estimated expenses of the event: .....

Proportion of above income to be donated to Ardoch after expenses): .....

How will you be raising the funds to be donated to Ardoch: .....

Any other charities benefitting from this event: YES / NO

If so, who?: .....

Declaration: I hereby declare that the information I have provided to Ardoch in the above form is true and correct. I have read and understand the Fundraising Guidelines and agree to abide by all conditions therein. I agree to act in a professional manner and uphold the integrity and values of Ardoch. I understand that Ardoch reserves the right to withdraw support for my event/activity if I am found to be in breach of the Fundraising Guidelines.

Print Name: .....

Signed: .....

Date: .....

# FIND OUT MORE

For further information on how you can further support Ardoch through Community Fundraising, please contact:

## **BERNADETTE KELLY**

Partnership & Events Co-ordinator

Email: [Bernadette.kelly@ardoch.org.au](mailto:Bernadette.kelly@ardoch.org.au)

Phone: (03) 9537 2414





# ARDOCH

REALISING CHILDREN'S POTENTIAL  
THROUGH EDUCATION

#### MELBOURNE OFFICE

Level 4 85 Queen St, Melbourne VIC 3000

T: 03 9537 2414

F: 03 9537 3211

#### FRANKSTON OFFICE

Ebdale Community Hub

20 Ebdale St, Frankston VIC 3199

T: 03 9781 1728

#### GEE LONG OFFICE

Northern Bay College

3-25 Goldsworthy Rd, Corio VIC 3214

T: 03 5275 1158

F: 03 5275 1834

#### WESTERN OFFICE

Level 5 12 Clarke St,

Sunshine VIC 3020

T: 0419 708 759