

20+ Fundraising Ideas for 2020



Your guide to
fundraising for WA
kids who urgently
need your help



Every child deserves the opportunity to live, laugh and learn

More than ever before, Variety families need our help.

According to a survey conducted in April 2020, 84% are significantly concerned about the financial impact of COVID-19 on their ability to pay bills and medical expenses, while 94% of Variety families are significantly concerned about the emotional and mental health impacts of self-isolation and social distancing on their child.

It's your fundraising that enables us to provide much needed assistance to kids who are sick, disadvantaged or living with a disability. Please continue to raise these vital funds wherever possible so these families can get the help they need.

To keep up with these new circumstances, we've compiled 20+ fundraising ideas in this guide for you to try. We'd love to hear about which ones work best for you!

"My daughter is unable to learn from home like her peers as we have no computer or internet and the library was the only place we could go to use one but that's now closed and I'm struggling to teach her, and all her therapy is supposed to be by video but we're having to do it by phone."

- Parent of a Variety WA grant recipient



Virtual Events

These event ideas will not only help you raise money but will also keep you entertained if you're stuck at home!

1

Create a DIY scavenger hunt

WHAT: Put together a physical or digital scavenger hunt pack that people can do from their own home. Set a date and time for each team to participate at the same time and provide a small prize to the winning team.

HOW: Set up a Facebook event or send an invitation, as you would for any other event. You could sell tickets through a ticketing website or just get people to donate directly to your fundraising page, which you can set up here: <https://fundraise.varietywa.org.au/>

\$500

Charge \$20 per team to participate. With 25 teams, that's \$500!

DIY Scavenger Hunt:

- Find a heart and attach it to your sleeve
- Find 10 red items
- Find the oldest technology in the house and take a funny photo with it
- Put on your best fancy dress and sing a COVID-19-related song

2

Hold a talent contest or video competition

WHAT: Get all your talented (and not so talented) friends and family on board for a live talent quest, or challenge entrants to make the best pre-recorded video using their talents.

HOW: Use your preferred live video option for a live talent quest or post each video entry online and get people to vote for their favourite. The best/ funniest entry could receive a small prize.

\$400

Charge \$10 to enter and \$5 to watch. With 15 entrants and 50 people watching, that's \$400.



Virtual Events ctd.



3

Weekly coffee or happy hour

WHAT: Set up a weekly coffee date or happy hour drinks with your friends via video chat, so you can get your social fix and you donate what you would've spent on your drinks.

HOW: We recommend Facebook Live or Zoom for quick and easy video catch ups, but any video chat software will do.

\$600+

Get everyone to donate the cost of a round or to pay a \$10 fee to join. Get 10 friends to join for the next 6 weeks to raise \$600!



4

Virtual dinner party

Get dressed up and have a dinner party with your friends via video. You could all order the same takeaway food and donate what you would've spent had you gone out to a restaurant instead. Don't forget corkage fees, transport and that extra bottle of wine!

\$350



5

High tea at home

Get dressed up in your best dress, pour a glass of bubbly and enjoy a few sweet and savoury treats with your friends via video chat. You can drop off a high tea pack to each guest and charge \$50 per head, or ask guests to prepare their own high tea and charge a \$15 entry fee.

\$500

Virtual Events ctd.

6

Hold a play-at-home quiz night

WHAT: Put your quizmaster hat on and get the troops together for a night of fun and competition, with a silly prize to sweeten the deal.

HOW: Put on a traditional quiz night over video chat, or try an app-based quiz option like <https://triviamatic.com/> or <https://www.quizxpress.com/>

\$400+

With 20 teams and a \$20 team entry fee, that's \$400 for the kids. You could even offer clues for extra donations and hold a mini raffle to boost funds.

7

Teach a class!

Whether you're a master chef, yoga guru or DIY expert, set up an online video tutorial to pass on your wisdom. You can charge people to access the live version so that they can interact and ask questions as you go, or film it in advance and use a pay-per-view model.

\$250+



Handy tips & add-ons for your virtual event...

- Set up a virtual swear jar - charge people \$2 every time they mention words like "Corona", "isolation" or "toilet paper"! Keep track of it throughout the event and send them a bill at the end.
- Add a raffle or auction to your event to boost funds. You could order an online prize, like a pizza delivered to their door or a gift voucher for online entertainment.
- Got limited funds to spend on your prize? Get creative – you could deliver home cooked meals or throw the winner a post-isolation party!
- Get everyone to chip in \$10 to cover the cost of their parking ticket and petrol, had the event had been at a physical venue.
- Why not take the event to your front yard or balcony and enjoy some socially-distanced face time with your neighbours?

Self-Isolation Challenges



Take on a solo challenge

WHAT: Challenge yourself to a gruelling fitness feat (e.g. 200 push-ups a day, plank every hour for one minute), or do something that will put you to the test and entertain others, like writing a daily poem and sharing it with your supporters.

HOW: Set up a fundraising page or post an update to your existing fundraising page about your challenge, then share it through social media, texts, emails and calls.

\$1,500 You'll raise a massive \$1,500 if you can get 50 people to donate \$1 per day of the month in support of your challenge!



Give up your guilty pleasure

Whether it's alcohol, sugar or make-up, we all have our vices. Give up yours for a month and get people to sponsor you, and pay a fine if you give in to temptation. You could even donate the money you would've saved by abstaining.

\$1,500



Take on a household challenge

WHAT: There is nothing like a friendly competition, so why not see who can stay quiet the longest, cook the best meals for a week only using white ingredients, or come up with the most creative outfit each day in your household?

HOW: Add the challenge details to your online fundraising page and share photo/ video updates to your friends and family, asking for donations to show their support. emails and calls.

\$300+ If 4 people in the household each get 15 people to donate \$5, that's \$300, plus see what kind of fines you can come up with for housemates who forget.

Self-Isolation Challenges ctd.



11

Offer an in-house service

How much would your family, partner or housemates pay for you to stay quiet for a whole day, do the dishes for a whole week, or keep the house clean for a whole month? If the price is right, you could raise some serious cash!

\$200+

12

Isolation beard/ hair challenge

In true isolation style, challenge yourself to embrace the regrowth, get silly with your hair style or let it all grow out for an entire month! Share photos and videos with your supporters and ask them to donate to support the messy mop.

\$500



13

Donate your hair

WHAT: Donate your ponytail to Variety WA, to be turned into a wig for someone who needs it, and ask people to donate to show their support. Keep them involved by taking the cut on live video or sharing the video with your donors.

HOW: We accept unprocessed hair donations of 35.5cm or more, which are made into wigs for someone who has lost their hair due to a medical condition. More info and resources:

<https://hairwithheart.variety.org.au/>

\$2,500

If 50 people donate an average of \$50, then you've raised \$2,500. This is totally achievable for Hair With Heart donors!



Fundraising Tools

14

Request a donation for struggling families

WHAT: Reach out to friends, family and colleagues who may be in a position to support others less fortunate than them at this challenging time. With tax-time coming up, many people will still be looking to make donations before the end of financial year on 30th June to get their tax deductions.

HOW: Here's an example of a fundraising request:

In these uncertain times, some WA families are doing it tougher than ever and they need our help. The economic, social, education and health implications of COVID-19 are putting even more stress on vulnerable families already struggling financially and raising kids with a disability, sickness or disadvantage, adding to the challenges that they already face every day. This means that the demand for Variety WA's assistance will increase in these challenging times, so I need to continue to fundraise so these families can get the help they need.

Please consider a tax-deductible donation so that together, we will continue to give all Aussie kids a fair go! [insert your personal link to your fundraising page or link to www.variety.org.au/wa/donate/]

Thank you!

\$1,000+

15

Hold your own raffle

WHAT: You may be able to get a prize donated by a business in return for a shout-out. Alternatively, you can donate a few unused items from around the house, come up with an experience that you can provide or keep it simple with a cash prize.

HOW: Permits are not required so long as your total value of prizes is under \$2,000. More info available at www.dlgsc.wa.gov.au/ You can manage the raffle directly or use an online platform like [RaffleTix](#) (fees apply).

\$1,500

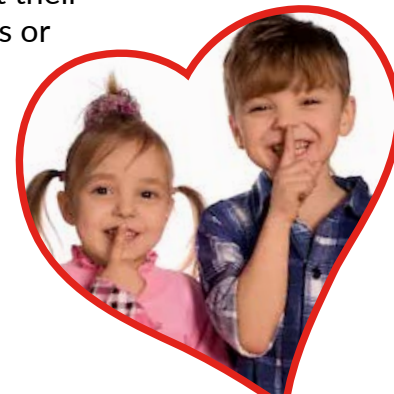
An easy model is to sell 1000x \$2 tickets for a \$500 cash prize, leaving \$1,500 in donations.

16

Share your secret family recipe

If you know people would pay to get their hands on one of your famous recipes or another trick that you have up your sleeve, name your price and charge each person who wants to know.

\$200+



Fundraising Tools Cont.

17

Raffle or auction a "Self-isolation Survival Pack"

WHAT: Potential items include a Corona, funny face masks, candles, board games/ card games/ puzzles, indoor sports equipment, groceries (don't forget the toilet paper!), alcohol, entertainment and vouchers for home-delivered meals.

HOW: To auction, post on social media and ask supporters to post their highest bid in the comments. Set an end time/date for bidding, and announce the highest bidder at the end.

\$500

Sell 100 tickets at \$5 or 50 tickets at \$10 for an easy \$500.



18

Accept a dare in return for donations

See how much your friends would donate to see you sing and dance to a song of their choice on social media, or put yourself up for another dare where people can use their donation to have a bit of fun from home. You'll raise the money and you'll all get to have a laugh – it's a win-win!

\$200+

19

Ask for donations in lieu of gifts

WHAT: Ask for people to donate to your fundraising page instead of (or as well as) presents for your next birthday, anniversary or special celebration.

HOW: Set up a Facebook fundraiser (select Variety WA Incorporated) or create a dedicated fundraising page here: <https://fundraise.varietywa.org.au/fundraise/celebrate>. If you already have a fundraising page, you can use that instead.

\$1,000

If 10 people donate \$50 and another 25 donate \$20, that's \$1,000! You could even donate the money that you would've spent on a party.

Bonus ideas

20

Donate your commute

If you're currently working from home, why not donate the amount you would normally spend on petrol or public transport every week?

21

Get crafty!

You can upcycle materials that you have easy access to and sell them for a profit online. Creatively potted plants, candles or home remedies, anyone?



22

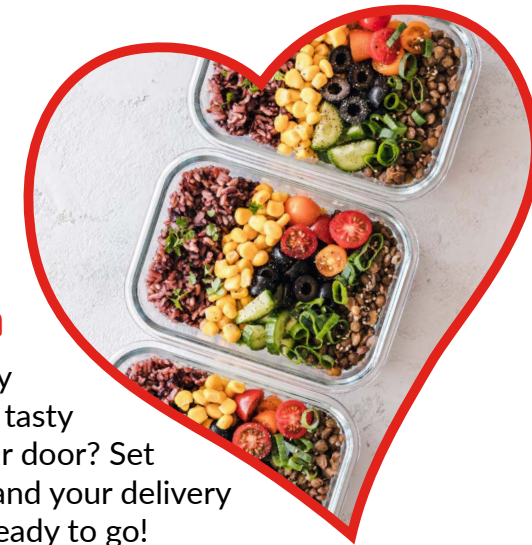
Have an online garage sale

Have a Spring clean and sell/ auction off any valuable items that you no longer need on Gumtree, Facebook Marketplace or directly to friends or family.

23

Cook up a storm

If you're a top chef, why not sell baked treats or tasty meals, delivered to their door? Set your price, your menu and your delivery options, and you'll be ready to go!



24

Organise a meal swap

Coordinate a meal roster or meal swap with some of your neighbours and charge a weekly fee for delivering the goods to each household. You'll all get more variety in your meals, with less time spent in the kitchen.

As always, we are here to help you reach your fundraising goals. If you're not sure how to get started with a new fundraising idea or don't know what your online fundraising page link is, please get in touch on fundraising@varietywa.org.au

Thank you for everything you're doing to raise funds to help more kids reach their full potential. We are truly grateful for your ongoing support.

Depositing Funds Raised



If you are not using your fundraising page to collect funds, be sure to deposit the total amount raised into Variety WA's bank account within 14 days of receipt (as required by the ACNC and ATO guidelines):

Westpac: Variety WA

BSB Number: 036-037

Account Number: 346 499

Reference Number: Event name and car # (if applicable)

Please email remittance to finance@varietywa.org.au

As soon as you deposit your funds, we can put your hard-earned fundraising dollars to work so that more WA kids in need, and their families, get the support they need to have a fair go.

Useful Links & Resources

Set up a fundraising page:

<https://fundraise.varietywa.org.au/createyour-own>

Set up a fundraiser/ event on Facebook:

<https://www.facebook.com/fundraisers/>

Choose "Variety WA Incorporated" as your chosen charity

Access Variety WA fundraising resources:

<https://fundraise.varietywa.org.au/resources>

Download the "proudly supporting Variety WA" logo:

<https://fundraise.varietywa.org.au/getasset/ATLNMJ>



Thank you for helping WA kids who are sick, disadvantaged
or living with disability to live, laugh and learn

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