



# Thank you!

**and welcome to the beginning of a beautiful friendship as you become one of our favourite people at Youth Opportunities, a Team YO! fundraiser.**

We hope this toolkit provides you with ideas and inspiration to raise vital funds to help young people experiencing disadvantage and disengagement through your support of Youth Opportunities, along with making sure you are equipped with the knowledge and 'know how' of fundraising for us.

## Your fundraising toolkit includes:

- Information about Youth Opportunities and how we are helping young people - so that you can speak confidently about us.
- Your fundraising impact - how you are helping to create positive change for our community.
- How to get started as a Team YO! fundraiser - this is where you can dream big and put your ideas into action - we also have some ideas to help.
- How to plan an event - because timing is everything and we have the experience to help simplify the process.
- How to create an online fundraiser - use people power to help you raise the most funds possible.
- YO Community Champions - commit to raising \$1,000 as an individual over the year.
- Crowdfunding for specific schools and regions - for groups of committed individuals who are looking to support a whole school or region.
- Important information you need to know - this may seem like the serious bits, but this will help keep you safe and out of trouble.
- Authority to fundraise form - you can either complete via our website or use the form provided.

**If you have any questions, reach out to us on 8240 3133 or email [fundraising@youthopps.com.au](mailto:fundraising@youthopps.com.au) as we would love to help you.**

**For more than 25 years Youth Opportunities has supported the development of more than 15,000 young Australians, positively impacting their schools, families and communities.**



# A little bit about us

## The YO difference

**At Youth Opportunities, young people are at the heart of everything we do. We value them, we believe in them, and we educate, motivate and inspire them to do the same for themselves.**

Each year, through the delivery of our evidence-based personal leadership programs, we equip more than 4,000 young people in secondary schools right across Australia with the skills to overcome adversity, build resilience and optimism, and prepare for their future, while also providing access to opportunities which reduce barriers to achieving their potential.

## Our Impact

In 2021 we delivered our in-person Personal Leadership Program to 806 young people with 25 secondary and vocational education partners. After completing the program 92% of students said they had gained higher confidence, 84% told us they had better relationships, 83% were more motivated toward school and 84% have a good action plan to achieve their goals. We also saw a 28% reduction in the number of young people at risk of developing a mental health disorder - measured using the Kessler Psychological Distress Scale (K10).

## Why we raise funds

For many students the barriers to achieving success are greater because of social and financial disadvantage, making them at greater risk of being left behind due to having fewer opportunities and resources. This can lead to poorer life outcomes in education, employment, housing and health.

## How your fundraising dollars are invested

The donations we receive from awesome people like you in the community enables us to support young people who are experiencing disadvantage or are at risk of disengagement by:

- subsidising our Personal Leadership Program for year 10 students in schools where a high number of the cohort are experiencing social disadvantage;
- providing two years of follow up coaching to ensure the young person sustains the positive change and is supported in achieving their goals;
- delivering parent and teacher workshops to support the growth of young people by sharing key program concepts and building stronger relationships;
- awarding of scholarships to deserving students to remove financial barriers to future education and employment.

This wraparound approach ensures all young people, no matter their circumstances, are given every opportunity to not only cope, but thrive. Together, with the support of people like you, we are helping to disrupt the cycle of disadvantage, improving the mental wellbeing of young people, and developing personal leaders who will contribute positively to our community.

## Why we continue to need support

As a trusted Australian charity, Youth Opportunities relies on community support. Every year, as the complex challenges young people face become greater and more diverse, the importance of and need for our services grows. This is why we are working hard to find new champions of our cause and our programs, people like you who believe in the value of our young people.



# Your fundraising helps young people like Kacie

At the beginning of this year Kacie was facing challenges no 15 year old should have to deal with...

“ I was frustrated with the way my life was going. I wasn't going to school and I had family problems. I ended up becoming homeless and felt so alone like I couldn't talk to anyone including the people I felt most close to. ”

Fortunately, Kacie was chosen to participate in the Youth Opportunities Personal Leadership Program, an opportunity only made possible because of the generosity of our supporters.

It was this experience that became a defining moment for her, and when her life began to transform for the better.

“The Youth Opportunities trainers worked with me to try and change the way I saw my life, to stop dwelling on the past. I am now focusing on my future and this has started to help my mental health as I am more positive.

"Now that I am a personal leader I realise I can achieve whatever I set my mind to, and I can get what I want if I put in the hard work to achieve it. I am so proud of my achievements and what I have overcome, and I plan to use these strategies for the rest of my life."



## The difference your fundraising makes

- \$60 can help provide one hour of Personal Leadership Training for a young person experiencing disadvantage or disengagement.
- \$100 contributes toward the program related training materials for a student participating in our workshops or Personal Leadership Program.
- \$1,000 will give one student access to the 10 week Personal Leadership Program and two years graduate support.
- \$18,000 will help Youth Opportunities support a school to enable a full class of students (18) to participate in a Personal Leadership Program.



**Check out our video**  
to see how your  
support makes  
a difference.

# Getting Started

## Start planning your activities early and begin by answering four important questions

### WHAT will you do?

Will you create your own BIG event, will you run a few smaller fundraisers, will you join an existing event, or participate in a challenge? Try to think of something fun that suits your lifestyle and will appeal to your networks. There really is no limit when it comes to fundraising ideas.

### WHEN will you hold your event/activities?

Mark up your calendar and check out other events that may conflict with your chosen dates. Also, consider who you want to attend your event and what time will suit them.

### WHERE will you hold your event/activities?

Think about any special permits you might need.

### WHO will be responsible for organising the event?

It is always a good idea to share the load. Consider gathering colleagues or friends together to help you.

#### Fundraising Ideas for Individuals

- Host a morning or afternoon tea for your friends and family and ask for a gold coin donation.
- Invite your friends over for a special dinner and ask them to donate what they would spend at a restaurant.
- Get sponsored to shave your head or colour your hair.
- Participate in a challenge event such as a Fun Run and get your family and friends to sponsor you.
- Create your own sporting challenge and get sponsored.
- Get baking and sell your wares to friends, family and colleagues.
- Ask for donations in lieu of birthday, wedding or anniversary gifts.
- Quit/Fast/Give up something and ask for sponsorship donations.
- Run a clothes swap with your friends for paper donations participation.
- Ask your sporting club to dedicate a match day to YO.
- At school, run a lapathon and get everyone to run laps of the oval in support of YO and get sponsored.
- Hold a movie night and add an extra amount to the ticket price to raise funds for YO.

#### Fundraising Ideas for your office

- Donate 1% of client fees during a month – ask your clients to match your donation.
- Hold an hour of power where staff donate an hour of their wages.
- Hold an 'are you smarter than a 10th grader' quiz night.
- Stair climb in your office and get sponsored.
- Get items donated and open your own shop for the night in the office. Invite clients, friends and family.
- Run a Lucky Squares game each week.
- Ask staff, family and friends to make their own lunch for the week and donate what they would have spent.
- Hold a raffle in the office for that elusive car parking space, an extra day off or another item of value.
- Ask staff to dress casual and make a donation.
- Hold an office talent show and invite clients, friends and family to attend.
- Hold a client Movie Night, Golf Day or Cocktail Reception and donate a percentage of the ticket price to YO.

# Planning an Event

## Decide on your event

Get creative. Be inspired by one of the ideas on the previous page, or come up with your own. Make it an event no one would want to miss. The more interesting, the more people are likely to attend, and the more donations you will collect. Consider where you are going to hold your event and if weather is an issue. If you need to make a booking, don't leave it until the last minute and don't be afraid to ask for prizes, services and venues to be donated. People are very generous when supporting a local cause.

## Set the date

Choose a date and time that you know will maximise attendees. During work? After school? Make sure you give guests plenty of notice by sending a 'save the date' as soon as possible, and then follow up with all your event details closer to the time. Create your Facebook event page to promote your event and help manage RSVPs.

## Promote your event

Use the Proudly Supporting YO Posters, or create your own and send a few reminder emails in the run up to the big day. Our website has additional resources you can access if you need help. If you are looking to generate some publicity let us know and then talk to your local paper or radio station to see if they'd be interested in promoting your event. You can find images and content to share through our social media channels.

## Decide how to collect money

We do want you to have fun, but your ultimate goal is to raise funds, so think about all the different ways you can fundraise. Are you asking for an entry fee, gold coin donation, sponsorship, prizes that can be raffled off? You can collect money at the event and deposit the money raised later, or ask for donations through your online fundraising page. Details for how to set up your online fundraising page are on the next page. Either way, let people know what you'd like them to do.

## On the day

Let people know every dollar they give helps Youth Opportunities support even more young people experiencing disadvantage and disengagement in South Australia. Capture the day with lots of pictures and share with us on social media and email!

## Post event

Make sure you deposit the money you raised - head to page 10 to find out how. Thank those who attended or donated with a group email or download a 'Thank You' poster from the Resources section of our website to display, so that everyone knows their support is appreciated.

# Fundraising **online**

**Fundraising online is one of the easiest ways to raise funds for Youth Opportunities. Whether you are holding an event, taking on a challenge, or just asking people to support us, you can create your own fundraising page in just minutes.**

**Here are some simple tips to get the most out of your personal fundraising page!**

## **Facebook Fundraisers**

Use Facebook to create your own fundraising page for your birthday or just for fun. Login to Facebook and search Fundraisers, set up your birthday or general fundraiser and select Youth Opportunities Association as your charity, add your own personal fundraising message and share with your networks, it is that easy!

## **Create your Online Fundraising Page with our friends at Raisely**

Go to the Youth Opportunities website and click on the link to create your own fundraiser and start to build your fundraising page. Share your story of why you are supporting Youth Opportunities and add a photo or video to make it personal. Setting up a fundraising team is easy too - just reach out to us if you need help.

## **Set a fundraising goal**

Check out our impact levels to get an idea of what your fundraising efforts can achieve. This is a great way to motivate your supporters and allows you to track how much you've raised.

## **Make the first donation**

Even a small gift shows your commitment and will encourage others to donate.

## **Share on Facebook**

Share your page across your social channels and email to encourage your family, friends and colleagues to support you in your effort to raise funds. You can also share your own story as to why you are raising funds, or one of our graduate stories to demonstrate the impact of your gift. If you have been waiting for that right time to ask your friends, now is definitely the time to seek their support.

## **Social Media Message example**

"Help me change lives and transform communities by supporting Youth Opportunities. With your support, we can equip young people with the lifelong skills, habits, and confidence to thrive."

## **Access our Supporter Profile image**

Download our 'I'm raising funds for Youth Opportunities' profile picture and use it across your social channels.

## **Thank your supporters**

Say thank you to all the amazing people who donate and support your efforts. You may like to download our Certificate of Appreciation from the Resources section of our website and email it to them also.

# YO Community Champion

**YO Community Champions are individuals who are passionate about creating change and making the world a better place. Sounds like you, right?**

Our Community Champions commit to raising awareness, and at least \$1,000 for Youth Opportunities over a year to support one young Australian experiencing disadvantage or disengagement to participate in our Personal Leadership Program.

## As a YO Community Champion, you can assist us by

- Raising awareness about Youth Opportunities by being an advocate for us amongst your workplace, sporting club or social circles. We can provide you with the support you might need to feel confident in achieving this goal.
- Participate on our social channels as a YO Community Champion, sharing our content and encouraging participation on social media among your networks.
- Holding fundraising activities to exceed your \$1,000 target for the year.

## How we will support you

- Assigning you your own YO Relationship Manager.
- Providing you with resources and information (electronic) to enable you to get to know Youth Opportunities even better.
- Access to the YO Community Champions Facebook group.
- Subscription to YO e-news to keep you up to date.
- Invitations to YO supporter events.





# Crowdfund to support a specific school or region

Are you a school who wants to bring Youth Opportunities programs and services to support your students? Or are you a group of committed, passionate and action oriented individuals who want to create positive change for young people experiencing disadvantage and disengagement in your local community?

**Well then, do we have an opportunity for you!**

**Working together, we can help you create your own crowdfunding campaign to help you achieve your goals.**

YO Crowdfunders come together as a team and commit to raising awareness, and at least \$18,000 for Youth Opportunities over one year to support 18 students participating in a Personal Leadership Program.

## If you choose to become YO Crowdfunders we hope you will assist us in

- Raising awareness about Youth Opportunities by advocating for us and/or representing us amongst your community at ie. service clubs, workplaces, councils, schools, and sporting clubs. We can provide you with everything you need to feel confident in achieving this goal.
- Engaging your networks and community to raise a minimum of \$18,000 to fund a full YO Personal Leadership Program for 18 students over one term.

## How we will support you:

- Assigning you your own YO Relationship Manager.
- Providing you with resources and information (electronic) to enable you to get to know Youth Opportunities even better.
- Our step by step guide to set up a Crowdfunding campaign.
- Subscription to YO e-news to keep you up to date.
- Invitations to YO supporter events.



# Information you need

When running a fundraising activity in support of Youth Opportunities, we ask that you complete a Fundraising Registration Form (available in this pack or on our website). We will just ask you some pretty simple questions, like what type of fundraising activity you are looking to undertake and ask you to agree to our fundraiser terms and conditions. This ensures we are all doing the right thing and does not put our charity license at risk.

## Other important things you need to know...

### Use of our logo

While you cannot use the Youth Opportunities logo, you are able to download the Proudly Supporting Youth Opportunities logo on the Fundraising resource section of our website.

You can also tell people you are raising money for us by saying your event is proudly supporting, or all proceeds to Youth Opportunities, but you cannot say you are running a Youth Opportunities event.

### Safety and Licensing

Don't forget to check out any public liability insurance cover you may require, any licenses for running raffles, and if you are serving food think about safety and hygiene standards and liquor licensing. It is also always worthwhile to identify any safety issues by conducting a risk assessment. If you have any questions about these areas, please reach out, we are more than happy to guide you in the right direction.

### Expenses

Any expenses you incur during your fundraiser are at your own cost. We are not able to provide you with a budget for running your event. You may deduct reasonable expenses for hosting your event, but we recommend your cost of fundraising is less than 40%. As the activity organiser, it is important you keep records of income and expenditure, and if you deduct any essential costs of organising the activity these are accounted for. These must be documented with receipts, and must be fair and reasonable. You may deduct costs such as catering, venue hire, and entertainment, but cannot deduct taxi transport etc. unless under special circumstances.

### Depositing your Funds raised

Once you have completed your fundraiser you can deposit any funds raised offline via the channels below, making sure Youth Opportunities receives the funds you raised within 30 days of your activity finishing. If you've been receiving donations in cash from your supporters, you can collect these, determine the total raised and then make a credit card payment to your online fundraising page.

#### Electronic funds transfer

Please transfer the funds into the account below account, remembering to reference your full name and 'CFR' when depositing.

Name: Youth Opportunities Australia

BSB: 035 031

Acct: 145 712

OR Cheque or Money Order. Make payable to 'Youth Opportunities Australia' and return to: Youth Opportunities, 35a Oaklands Rd, Somerton Park, SA 5044. Please provide your name and contact details with the cheque.

# Fundraising Registration

Please complete this registration form and return it to Youth Opportunities so you can start your fundraising. Once we receive this form we will issue you with an Authority to Fundraise letter which is your official document to show that your fundraising activity has been authorised by us.

## Fundraising Registration Form

### Organiser Details

Title \_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Company \_\_\_\_\_ Suburb \_\_\_\_\_

Address \_\_\_\_\_ Post Code \_\_\_\_\_ State \_\_\_\_\_

Details of Proposed fundraiser \_\_\_\_\_

Proposed Date \_\_\_\_\_ Name of Event \_\_\_\_\_

Fundraiser venue address \_\_\_\_\_

Please describe your fundraiser and how you will raise funds \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### Authorisation

I, \_\_\_\_\_, understand and agree to comply with the terms and conditions of community fundraising for Youth Opportunities Australia Limited. I agree to act in a professional manner when conducting my fundraising activity, uphold the integrity and values of the organisation and ensure that no more than 40% is spent on costs associated with raising funds. I also accept my obligation to remit the funds raised to Youth Opportunities within 30 days of the event.

Disclaimer: Youth Opportunities reserves its right to withdraw its support for the fundraising activity/event at any time if it appears the organiser is failing to adhere to any of its responsibilities.

Your privacy is our priority. Your details are confidential and will not be disclosed to any other organisation.

Please note if you are under 18 years of age we require a parent, guardian or teacher sign this form on your behalf.

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

*\*If signed by a person other than the organiser, please provide:*

Title \_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Relationship to Organiser \_\_\_\_\_ Phone \_\_\_\_\_



# Thank You

P: 8240 3133  
E: [youth@youthopps.com.au](mailto:youth@youthopps.com.au)  
W: [youthopportunities.com.au](http://youthopportunities.com.au)

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