



# Fundraising Ideas for 2021

Tools & resources  
to help you continue  
making an impact  
on kids in need



# Together, we will continue to give all kids a fair go!

Aussie families have been affected by fires, floods, drought and now the uncertainty of COVID-19. This is certainly putting even more stress on vulnerable families already struggling financially and raising kids with a disability. This means that the demand for Variety's assistance will increase in these challenging times.

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 so these families can get the help they need.

The world is always evolving and to keep up with the trends and current climate, we need to adjust our fundraising approaches to ensure we can continue to help as many kids as possible.

Check out some of the new concepts you can try.



# Fundraising Tools



## Donating in instalments

You and your supporters can set up regular donations from your online fundraising page – the amount and frequency are up to you. In these uncertain times businesses and family/friends may prefer to spread out their payment and have the flexibility to cancel or change as needed. Your online fundraising page allows your sponsors to pay in weekly or monthly instalments or they can set up regular payments through our office. 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.

Share this message with your supporters:

*“Aussie families have been affected by fires, floods, drought and now the uncertainty of COVID-19. This is putting even more stress on vulnerable families already struggling financially and raising kids with a disability. This means that the demand for Variety’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! You can even spread your payment out with weekly or monthly instalments to make it easier on your wallet: [insert link to personal fundraising page]. Thank you!”*



## Gift your birthday or celebration

Donate your birthday or next celebration to Variety and ask for donations in lieu of gifts and change a child’s life. It could be your birthday, anniversary, graduation or wedding that you gift. You can create a Facebook Fundraiser to spread the word! Get started now by reading the ‘How to’ Guide [here](#). Be sure to use your name in the Fundraiser name and let us know that you’ve created one.





# Virtual Events

The restrictions on public gatherings certainly makes it difficult to plan a fundraising event, however have you considered a virtual or digital event instead?

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



## In-home trivia

- Pick a date and time, then spread the word to friends, family, neighbours and colleagues.
- Charge a playing fee or ask for a donation per household (deposit the funds into Variety's account).
- Incorporate a raffle too if possible. Sell tickets and text or email your friend their ticket number. Do a random draw at the end of the night. Try to get the prizes donated.
- Set up a [Facebook Live](#) stream and invite your friends and family who are playing or set up a [Group FaceTime](#). You could also use [Skype](#) or [Zoom](#). Check out [myquiz.org](#).
- Nominate yourself or someone else to be the Trivia Master to ask the questions and offer clues for extra donations.
- Organise a prize for the winning team – perhaps some loo paper and hand sanitiser since these seem to be in demand at the moment?!

# Virtual Events



## Digital morning tea

- Pick a date and time, then spread the word to friends, family, neighbours and colleagues.
- Charge a fee or request a donation per household or per person (deposit the funds into Variety's account).
- Incorporate a raffle too if possible. Sell tickets and text or email your friend their ticket number. Do a random draw at the end of the night. Try to get the prizes donated.
- Set up a [Facebook Live](#) stream and invite your friends and family who are "attending" or set up a [Group FaceTime](#). You could also use [Skype](#) or [Zoom](#).
- Each household organises their own morning tea to enjoy.
- Encourage each household to theme their morning tea and offer a prize for the best theme.
- Catch up on the goss and enjoy each others company from afar!



## Online talent contest

- Pick a date and time, then spread the word to friends, family, neighbours and colleagues.
- Charge a fee or request a donation per contestant (deposit the funds into Variety's account).
- Set up a [Facebook Live](#) stream and invite your friends and family who are "competing" or judging, or set up a [Group FaceTime](#). You could also use [Skype](#) or [Zoom](#).
- Nominate 3 impartial judges.
- Take turns to share your hidden talents with the group.
- Is there someone in each household who doesn't want to compete but is happy to video those who are? Each household can share the video with you and you can make a compilation video to share with your supporters who might like to make a donation.
- The judges pick the winner and runner up. Organise a small prize for each if possible.
- Perhaps you could do this regularly and the winners of each round go into the final.

# Virtual Events Cont.



## Couch choir - bring the sing-along into your home

- Pick a date and time, then spread the word to friends, family, neighbours and colleagues.
- Charge a fee or request a donation per participant.
- Incorporate a raffle too if possible. Sell tickets and text or email your friends their ticket number. Do a random draw at the end of the night. Try to get the prizes donated.
- Set up a [Facebook Live](#) stream and invite your friends and family who are singing or set up a [Group FaceTime](#). You could also use [Skype](#) or [Zoom](#).
- Choose two or three songs to sing together and email/text each participant with the lyrics beforehand so they are familiar.
- Sing together (it may take a few attempts to get it right!) and enjoy the moment.
- Is there someone in each household who doesn't want to sing but is happy to video those who are? Each household can share the video with you and you can make a compilation video to share with your supporters who might like to make a donation.



# Self-Isolation Challenges

You may already be confined to your home, so why not put your time there to good use by starting a self-isolation challenge! This could be something you do solo, with your family or housemates, or even with your pet! Get creative.

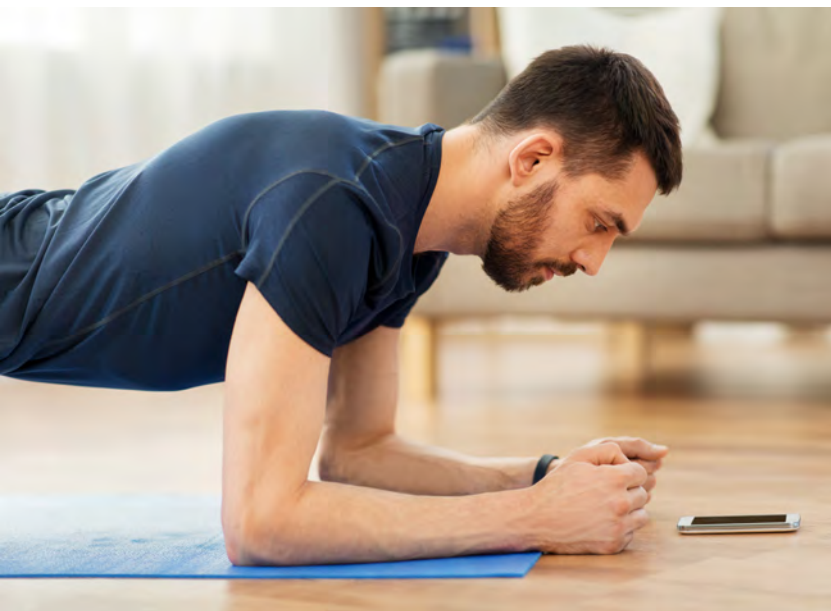
Here are some ideas to get you started and hopefully curb the household boredom:

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## Solo challenge

We all have creature comforts and habits that we do while at home. It could be binge watching Netflix, eating naughty snacks, or staying in your PJ's 24/7. Hey, no judgement here!

Is there something you can do at home, or go without, which will be difficult for you to do? It could be a fitness challenge (200 push-ups a day, plank every hour for one minute), an abstaining challenge (no sugar, booze or make-up for a month), or something else that you wouldn't usually do, like write a poem to share every day.



Still not inspired? You could shave your head or colour your beard/hair. Go the extra mile and pop some Hipster flowers in your beard for a week, after all you're doing it for the kids!

If there is a certain chore that you always avoid (like cleaning the bathroom or doing the dishes), commit to doing it every day and ask for donations to encourage you to keep going. I'm sure your housemates and family will get behind you on this one!

Ladies, now that you're housebound, you will probably be make-up free. Why not put that towards a good cause and take daily photos to share with your friends. Some ladies will find this challenging and are bound to receive donations for your courage!

Once you've decided on your challenge, update your existing Bash/4WD/Moto online fundraising page to include information about your challenge. Then share your link on social media, in texts and emails to seek donations.

# Self-Isolation Challenges Cont.



## Start a house challenge with family or housemates

There is nothing like a friendly competition, so start an in-house one with your friends or family. Who can abstain from speaking the longest, stand in the same spot all day, cook meals for a week only using white ingredients, has the most creative hair style or outfit each day.

Be sure to take lots of photos and videos to share and post updates on your online fundraising page as well as on your social media. Don't forget to add the challenge details to your online fundraising page and share updates with your supporters and ask for donations.



## Involve your pets!

If you're thinking of doing an in-house fitness challenge, why not get your much-loved pet involved? How hard can it be to plank every hour for a minute with Fido on your back?!

Your challenge could also be teaching your pet a new trick each day.

Don't forget to update your online fundraising page with the challenge details and share your successes (and fails!) with your supporters and ask for donations.

Be sure to take lots of photos and videos to share and post updates on your online fundraising page as well as on your social media. Who doesn't love a good cat video?





# Self-Isolation Challenges Cont.



## Variety Block Party

Even with new restrictions in place, it's just as important as ever to get out, enjoy some fresh air and exercise to remain in good health – just remember to maintain social distancing! Challenge yourself to at least one walk around the block per day and try to keep track of your steps, distances, or time walked. You can set goals for things like how many kms you want to cover in a day and encourage your friends and family to donate and support you when you smash your challenge goals!

The best way to get started is to update your online fundraising page with the details of your Variety Block Party challenge and share it on social media, in texts and emails. Be sure to post photos and videos of you doing the challenge and the obstacles you encounter.

**As always, we are here to help you reach your goals and offer advice. 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 [fundraising@variety.org.au](mailto:fundraising@variety.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 and tireless fundraising efforts.**



# Depositing Funds Raised

You can deposit the funds you raise into Variety's account:

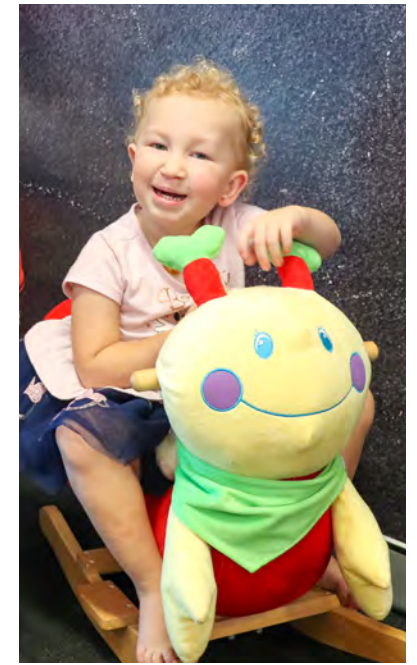
**Account Name:** Variety the Children's Charity of South Australia  
Tent 75

**BSB Number:** 633 000

**Account Number:** 175 100 858

**Reference Number:** Your Car/4WD/Moto #

**Email remittance to:** [finance@variety.org.au](mailto:finance@variety.org.au)





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