



Foodbank Queensland Fundraising Kit

Want to help Foodbank Queensland feed people in need?
Here is what you need to know about organising a
fundraising activity to support our work in the community.



Thank you so much for choosing to raise funds for Foodbank.

As the largest hunger relief charity in Queensland, your support will help to ensure that no Queenslanders goes hungry.

We believe every Queenslander deserves to have access to food all year round. However, every single day, Queenslanders are going hungry. With the cost of living pressures impacting so many people in our community, families are being forced to choose between keeping a roof over their heads, paying essential bills, and putting food on the table. No matter who we are or where we come from, sometimes life gets tough.

That's why we are working with hundreds of frontline charities across Queensland to get fresh food to more than 150,000 Queenslanders in need each week.

Foodbank Queensland doesn't just give people food, we give them dignity and respect by providing a basic human right. But we can't do it without you.

Unfortunately, demand for food relief far outweighs supply – which is why your support is so important. For every dollar donated, you can provide two meals to somebody in need. Tackling food insecurity here in Queensland is a massive team effort and we're incredibly grateful to have your support!

We hope this fundraising kit is useful in helping you plan and execute a successful fundraising activity, which will raise much needed funds and awareness about Queensland's hunger crisis. To get started on your Foodbank Queensland fundraising journey, follow these simple steps:

1. Take time to read through this kit
2. Create your fundraising page
3. Plan your fundraiser!

\$1

Can provide 2 meals to a Queenslanders in need.

\$1 = \$5

\$1 enables Foodbank Queensland to purchase \$5.16 retail value of food.

Foodbank Queensland supports over

150,000

Queenslanders per week in partnership with over 300 Front-line charities

Foodbank Queensland feeds over

28,000

children each week via 300 school breakfast programs.

6 simple steps to fundraise

It is really easy to set up a community fundraising project. Follow these 6 steps and you will be on your way to helping Queenslanders in need.

1 Choose your fundraising style

By hosting an afternoon tea or BBQ, giving up something (food, hair, phone), physically challenging yourself, having a dress up day or celebrate an occasion.

2 Setting a target

How many dollars would you like to raise?

Remember if you are close or have reached your target – increase it! People may be less likely to give if they think you are near your target so increase it and raise more! Also, it's a good idea to share how donations will help, for example you can let them know that a \$100 donation will provide 200 meals to Queenslanders in need or enables Foodbank to purchase over \$500 retail value of food.

3 Set up a fundraising page

You can fundraise for Foodbank Queensland on our dedicated fundraising website fundraising.foodbankqld.org.au or Facebook.

4 Post about it on social

Make sure you share your fundraiser with family, friends, and colleagues across all your social channels. And don't be afraid to ask people more than once if they haven't donated – post as much as possible, even after your event, to encourage as many donations as possible! You can also access our free downloadable social tiles here: fundraising.foodbankqld.org.au/resources and make sure you tag @foodbankqld.

5 Thank your donors

It is very important to make sure you personally thank all your supporters and share the impact that they have made.

6 Bank your fundraising dollars

ONLINE:

If you have created an online fundraising page using fundraising.foodbankqld.org.au or a Facebook Fundraiser, all donations to your page will automatically be transferred to Foodbank Queensland.

CHEQUE OR MONEY ORDER:

Please send to:

Foodbank Queensland, Fundraising Team, 179 Beverley Street, Morningside, QLD, 4170

CASH:

Please directly deposit any funds into Foodbank Queensland's bank account ensuring you clearly reference your full name when you make the deposit:

Account Name: Foodbank Queensland Limited

BSB Number: 014-002, Account Number: 837110367

For cyber security reasons, we encourage all new payers to call Foodbank Queensland accounts directly on 3395 8422 to verify these transfer details over the phone before making payment. Thank you.

Setting up your fundraising page

Setting up a donation page online is simple and gives you flexibility with your fundraising.

A fundraising page can be personalised with photos, updates on progress, and thank you's to your supporters. Once your page is created, you simply send the link to your friends and family all over the world and they will be able to contribute to your fundraising efforts. It's easy for them to make a donation and your supporters will also receive a tax deductible receipt automatically.

You can fundraise for Foodbank Queensland with:



fundraising.foodbankqld.org.au

Foodbank Queensland's dedicated fundraising website. It doesn't take long at all to get your page up and running to kick start your fundraising. The online system is very easy to use and leads you through everything you need.



facebook.com/fundraisers

Facebook has created a fun and easy way to raise funds for your favourite registered charity. Once created you can share it with your friends and engage with them to reach your desired goal.

Foodbank Queensland's Privacy Policy

Protecting your privacy is of paramount important to us. We value the privacy of all our stakeholders as well as the communities we serve. We comply with The Australian Privacy Principles, and the Payment Card Industry Data Security Standard. To view our privacy policy in full please visit foodbank.org.au/privacy If you have any questions, comments or concerns about our privacy practices, please call us on 3395 8422 or email us at fundraising@foodbankqld.org.au using the Subject line "Privacy".



Promoting your fundraiser

To help raise funds and ensure high participation, it is great to promote your fundraiser. Please read the following guidelines to ensure all promotions meet Foodbank Queensland's policies.

Foodbank logo

A 'proudly supporting Foodbank' logo can be supplied for use on materials promoting your event. Prior to printing or distributing all promotional materials displaying the logo must be approved by Foodbank Queensland. Please email your materials to fundraising@foodbankqld.org.au and approval will be granted within 3 working days.

Media

Please send any media releases to Foodbank Queensland for approval prior to distributing, and our marketing team may be able to offer assistance or advice. You are most welcome to speak about your fundraising activity and why you are supporting Foodbank however, you are not authorised to speak on behalf of Foodbank Queensland.

Event name

It is wonderful to include Foodbank in your event's name, however it is important to follow the below format which makes it clear you are running the event and not Foodbank Queensland:

TRIVIA TUESDAYS

Proudly Supporting Foodbank Queensland



Foodbank Queensland's

TRIVIA TUESDAYS





Foodbank Queensland

179 Beverley Street, Morningside QLD 4170

P: +61 7 3395 8422

E: fundraising@foodbankqld.org.au

W: fundraising.foodbankqld.org.au