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# FUNDRAISING GUIDE

FIRST LIGHT WIDOWED ASSOCIATION

[www.firstlight.org.au](http://www.firstlight.org.au)

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# Thank you!

Thank you for considering a fundraising event on behalf of First Light Widowed Association.

This guide includes:

- What is First Light?
- Things to consider
- Fundraising ideas
- After your event
- Guidelines, responsibilities and conditions

We appreciate your support. If you would like more information or support with your event, please contact us.

First Light Widowed Association  
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Newmarket Qld 4051

[fundraise@firstlight.org.au](mailto:fundraise@firstlight.org.au)

# What is First Light?

First Light Widowed Association is a not-for-profit charity organisation, run entirely by volunteers.

We connect young Australian widowed women and men to resources, programs and a community that will support them through the overwhelming task of re-building their world after the loss of the life they knew and the future they'd planned for.

First Light is registered with the Australian Charities and Not-for-profits Commission (ACNC) and holds deductible gift recipient status with the Australian Taxation Office.



## Why we exist

First Light was founded in 2016 by three Brisbane women who were aged in their 20s to 40s when widowed unexpectedly. When they went looking for support and information, they discovered there was a significant void in this area in Australia.

First Light's community-based programs validate the complex emotions and experiences of being widowed at a young age, while also offering support when facing unique challenges such as:

- parenting while grieving
- taking on sole financial responsibility for a young family
- feeling different and isolated from your previous support networks of friends and colleagues
- considering or starting a new relationship.

First Light also provides access to practical resources and information to assist widowed people through bereavement in a way that promotes emotional and physical health and wellbeing.

## Why your support matters

First Light is run by volunteers and we receive no government funding. Our operating costs and programs are entirely funded through corporate sponsorships, donations and fundraising.

Without the tremendous support of our fundraising heroes we would not be able to continue our work to bring hope, community and understanding to the lives of widowed people in Australia.

Fundraising events and promotion also help to raise awareness of our organisation – your event might help introduce a young widowed person to our organisation.

# Things to consider

## Planning and preparation

### Decide on your fundraising activity or event

Consider the event and the type of the fundraiser or function you would like to hold. Would you like to hold a physical event or an online fundraiser? Consider the amount of work involved and the helpers you may require. There is an endless list of events you could hold; if you are looking for some inspiration check out the fundraising ideas section of this guide.



### Set the date or duration for your fundraising

If you are holding a physical event, please consider the work involved and ensure you allow yourself time for planning and allowing others to save the date.

### Let us know

Register your fundraiser with us online at [www.firstlight.org.au/proposal-to-fundraise/](http://www.firstlight.org.au/proposal-to-fundraise/). Depending on the fundraiser you are holding you may require an authority to fundraise; which we will provide once our Management Committee approves your activity.

### Organise your team

Whether you are organising a physical event or an online event, don't go it alone. Reach out to friends and family and organise a team of people to help you run and promote the event.

### Online fundraising

Consider creating an online fundraising page with First Light as the beneficiary. There are many platforms you could use (ie. Facebook, PayPal Giving, Everydayhero). Once you've created the page it's a great idea to personalise the page. Tell your story, add photos and let people know why you are fundraising for First Light.

### Face-to-face fundraising

If you are holding a physical event most of your donations will be in the form of cash. Consider how you are going to handle the recording of payment and donations. Also consider how you are going to promote the event.

## Kickstart your fundraising by making a donation

Nothing says you support a charity more than being the first to donate to the cause. Show people how passionate you are about First Light and make the first donation. People are more likely to follow your lead and make a donation of their own. Every single dollar makes a difference to us, so even if you are only able to donate a couple of dollars, it honestly all helps.

## Spread the word

### Get the word out there

Send out invitations, reach out personally, create a Facebook event and if appropriate, ask your friends to share. Be sure to include all the event/fundraiser details and a link to your online fundraising page to encourage donations before the event or for those who can't attend.

### Social media

Promotion via social media allows you to reach more people. We would love for you to tag @firstlightwidowedassociation in your posts so we can be kept up-to-date. Please also consider adding the tags #firstlightwidowed and #hopecommunityunderstanding.

### Reminders

Don't be shy! As the date of your event approaches, send out reminders and encourage people to get behind your cause. If you are holding a physical event remind people to RSVP so you have an idea of numbers and let them know if they can bring other friends or family members along with them.

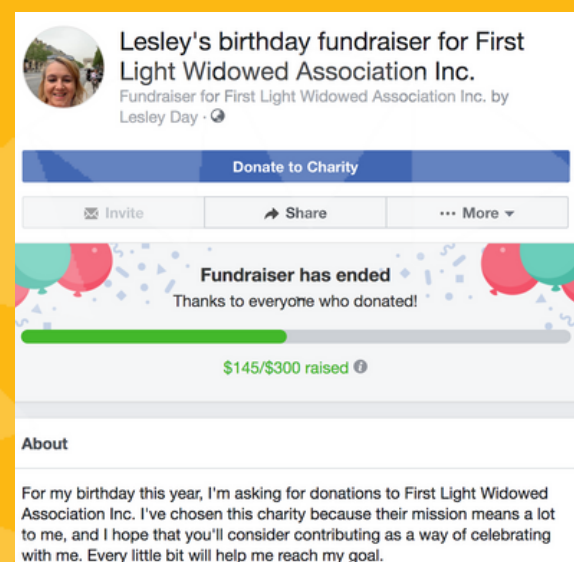
### The event

Share some photos of your event/fundraising with family, friends, colleagues and on social media and encourage any last minute donations.

## Online only events

One of the easiest ways to fundraise for First Light is to create an online event, like birthday giving, using a fundraising platform (ie. Facebook, PayPal Giving, Everydayhero) and nominate First Light Widowed Association as your charity. Keep your donors and prospective donors updated and engaged by posting your story, photos and updates regularly.

It's wonderful for us to receive unexpected deposits to our account, but we would still love for you to tell us about it so we know who to thank for the amazing work and support you have given us.



# Fundraising ideas



## **Incorporate the memory of your loved one**

If you are widowed (or fundraising to honour a widowed person) we encourage you to incorporate the memory of your/their loved one into your fundraising and we love seeing all the creative ways people do this.

Depending on your event, you may like to consider:

- displaying their photo or photos
- providing a book or note paper for people to share their memories. If your loved one had children, this is particularly special way to capture stories to share with them. If you're holding an online event, you could ask people to message you.
- having a shirt or apron (for BBQs) printed, honouring your person
- incorporating music that holds special meaning
- including a favourite food
- having a name or nickname in honour of your person printed on your race number (if you're participating in a fun run).



## **Memorial morning/afternoon tea**

This is one of our most treasured ideas. Holding a memorial morning or afternoon tea allows an opportunity to raise funds for First Light, but even more powerful is the beautiful way it can bring people together to celebrate your person.

Ask guests to bring a plate to share (maybe something that reminds them of your loved one). Provide a note book or paper, and a box, so guests can write down a favourite memory. You may also ask guests to bring along a photo to be shared.



## **Birthday giving (also a great way to mark other special dates, like anniversaries)**

Consider forgoing a birthday present and asking your family, friends and colleagues to donate to your birthday giving fund.

### *Kate's fundraising "Smoko with Steve"*

*In 2015 Kate's husband Steve passed away from cancer. Prior to his passing one of Steve's greatest fears was that their three-year-old twins would forget him.*

*Kate held a morning tea in honour of her late husband, "Smoko with Steve".*

*She had a space for guests to write down a memory or two and pop them into the box provided, so the memories could be shared with the twins and others in the future.*

*Kate also collected donations in support of First Light. Kate's fundraising reached the thousands and her efforts paid for the operating expenses of First Light for a number of years.*



# Fundraising ideas continued



## Movie night

Gather your friends and family, grab some bean bags, pop some popcorn, roll the Maltesers down the aisle and have a movie night at home. Ask those attending to donate what they would have paid if they had headed to the movies for the evening.



## Girls/boys night in

Gather your friends and ask each person to bring something in the way of food or drinks to share. Ask each person to donate what they would typically spend on a night out or to donate what they can.



## Lolly guessing competition

Who doesn't love lollies/chocolate? Fill a jar and ask for a donation per guess.



## Yoga/spin/body pump class

Ask your local yoga/pilates studio or gym to get behind you and hold a class with proceeds going to First Light.



## Barefoot bowls

Reach out to your local bowls club. They often have packages including meals, such as a barbecue lunch, on a per person basis. Let them know you are raising funds for charity and see if they can offer you a discount. You can then add a small donation on top of the cost to give to First Light in the memory of your loved one. It's a great day out for family and friends to come together while making a difference.



## Wine tasting evening

Invite your friends around with each person bringing along a bottle of wine. Perhaps put on some nibbles and ask everyone to donate on entry.



## Sausage sizzle

Consider holding a sausage sizzle. You can apply to your local Bunnings store to hold a sausage sizzle in support of First Light. We would ask you to make contact with us to discuss the application process first. Often a Public Liability Certificate of Currency is required to apply. Our Management Committee has held them in the past and they are a fantastic fundraiser; but do require some work and a commitment to ensuring health and safety and food hygiene. Please email [fundraise@firstlight.org.au](mailto:fundraise@firstlight.org.au) if you are interested and we will contact you to discuss.



# Fundraising ideas continued



## **Work morning tea**

Ask everyone to bake (or buy) and bring a dish to contribute to the morning tea. Then ask for everyone to contribute a donation for participating in the morning tea and the delicious dishes you have no doubt had donated. If you're willing to do all the baking yourself, you can often ask for a larger monetary donation to participate.



## **Dress casual day**

Ask your work to get behind "free dress day" and ask for a gold coin donation.



## **Fun runs**

There are many runs held throughout Australia every year. Often these runs primarily raise funds for a particular charity, however you often have the opportunity to nominate a charity of your choice. Why not participate in a fun run/walk in memory of your loved one and ask people to sponsor you. Consider having a shirt printed with a photo of your loved one or have their name printed on your race number.



## **Host a barbie**

Who doesn't love a good old Aussie barbecue. Invite your friends, your neighbours, your colleagues and ask them to donate to First Light.



## **Hold a garage sale**

In the mood for a spring clean a decluttering? Hold a garage sale with all proceeds to First Light. Don't forget to ask for additional donations (donation sheet available on request).



## **High tea**

Feeling a little fancy? Organise a high tea in your home or ask your local café or restaurant to help you organise it, with proceeds going to First Light.

### *Jo's fundraising Half marathon for "Hooky"*

*In July 2013 Jo and her husband Daniel ran the half marathon at the Gold Coast. Daniel passed away suddenly in a motorbike accident in September that same year.*

*When First Light put a team together to enter the Gold Coast Marathon in 2017, Jo made the decision to train and run the half marathon again in Daniel's memory. It was something he was determined to do again and Jo ran with his nickname on her race number. Her family also joined her in running and helped raise funds for First Light.*

*Our 2017 Gold Coast marathon team had a total of 31 members.*





# Fundraising ideas continued



## **Hold a fancy dress party**

Ask everyone attending for a nominal fee (as a donation). If you don't come in fancy dress the fee is higher!



## **Complete a personal challenge**

Always wanted to do "something" but never quite felt like you could. Why not put a challenge out to all your contacts; saying you will complete your personal challenge if you meet your fundraising goal.



## **It never hurts to ask**

One of our members knows of an instance of a well-known singer living "down the road" and agreeing to play a few songs at a private dinner party with money raised going to charity. If you know someone who is well connected in a similar way, there is no harm in reaching out and asking them to perform at your dinner party or provide another relevant service with all proceeds going to First Light. It honestly is a case of if you don't ask, you will never know!



## **Ask for support**

Often clubs and pubs hold raffles, trivia nights, or other initiatives for the benefit of charity. Or organisations hold luncheons and gala dinners for charity. Please keep an eye out and consider contacting them and asking them to support First Light during their next fundraising for charity endeavour. We would be only too happy to help with this if you have an idea or contact.



## **Large scale events**

If you are considering holding a large scale event (ie. gala dinner, luncheon, trivia night, golf day etc.) in support of First Light please reach out to us via [fundraise@firstlight.org.au](mailto:fundraise@firstlight.org.au). We would love to support and promote you in any way we can.



# After the event

## Thanking your participants and supporters

Thanking your participants and supporters After the event, please ensure to thank those who attended and or donated. You can do this personally, via the fundraising platform (if used) and via social media.

First Light have a Certificate of Appreciation template that can be provided, please email [fundraise@firstlight.org.au](mailto:fundraise@firstlight.org.au) for further information.

## Depositing funds

It's now time to transfer the funds raised so they can be put to work in developing and running our programs.

Funds should be sent to First Light within seven days of your activity ending.

There are numerous ways to deposit the funds from your fundraiser to our account:

- Transfer funds to our account using online banking
- Visit your local ANZ branch and deposit funds into our account
- Deposit funds using credit card online [www.firstlight.org.au/donate-now/](http://www.firstlight.org.au/donate-now/)
- Send us a cheque

Bank account details:

Bank: ANZ

BSB: 014010

Account number: 461917962

Account name: First Light Widowed Association Inc

Please email us to let us know you have made the transfer/payment and provide details using the "receipt tracking form" of donors needing a receipt.

Cheques may be made payable to First Light Widowed Association and sent to PO Box 3259 Newmarket Qld 4051.

Please be sure to include a note with your name, address, phone number, email address and fundraising activity.

Funds donated using an online fundraising platform (ie. Facebook, PayPal Giving, PayPal Giving, Everydayhero) will automatically be received by us and receipts will be provided as donations are made.



## Receipts

As a registered charity, First Light can provide a tax receipt for donations over \$2.

For all donations made outside an online fundraising platform, please keep a list of those requiring a receipt using the Receipt tracking form and email to [fundraise@firstlight.org.au](mailto:fundraise@firstlight.org.au). First Light will endeavour to provide a receipt within seven days of notification.

Please be aware that some items are not tax-deductible donations. When supporters receive goods or services in return for money given a tax-deductible receipt cannot be issued. For example, raffle tickets, prizes in an auction or goods donated in-kind.

## Tell us about your event

We would love to hear from you after the event. Please share photos and tell us how it went via [fundraise@firstlight.org.au](mailto:fundraise@firstlight.org.au)

## Wall of Love

We would love to add your donation to our Wall of Love. Please let us know if your fundraising was in memory of someone.



# Guidelines and conditions

Please let us know your plan to fundraise on our behalf before you get started. But letting us know and receiving the okay you give us an opportunity to support your activity, provide you with an Authority to Fundraise letter and ensure that your fundraising is approved in the event we are contacted by another party. This also allows us the opportunity to thank you for all your efforts.

Complete the Proposal to Fundraise online at [www.firstlight.org.au/proposal-to-fundraise/](http://www.firstlight.org.au/proposal-to-fundraise/)

Once you have registered your event and the Management Committee have signed off, we will issue you with an Authority to Fundraise letter. Some venues, governing bodies or council representatives may request a copy of this letter.

## Permits and licencing requirements

Abiding by all laws, permits and licensing is the responsibility of the event organiser.

Certain fundraising activities require permits including raffles where the prize pool is over a certain amount or if the raffle runs over a period of time. Please check with your relevant state or territory department for rules relating to your state/territory.

Certain activities may require permits from council or other organisations.

First Light cannot apply for, authorise or supply permits for your fundraising activity. If you have queries or require assistance please contact [fundraise@firstlight.org.au](mailto:fundraise@firstlight.org.au) to discuss.

## Responsibility of the fundraiser

All planning and implementation of an approved event is the responsibility of the fundraiser.

The event is to be undertaken in the name of the fundraiser, with First Light noted as the charity beneficiary.

The event organizer/fundraiser is not an employee, agent or representative of First Light.

First Light may provide tips and guidance for fundraising, however we are unable to take on a coordination role. The fundraiser is responsible for the coordination of sourcing venues, insurances, prizes, goods or services along with organising promotion and publicity.



## Liability and insurance

All financial and public liability remain the responsibility of the event organiser/fundraiser. As First Light is not the event organiser our public liability insurance does not cover your event. Depending on your event, you may need to consider public liability insurance.

## Use of the First Light logo

Once we have approved your activity, we will provide you with a logo that acknowledges support of First Light.



The 'Proudly supporting First Light' logo has been designed specifically for use by those individuals, organisations or groups that are fundraising or donating proceeds to our organisation.

This logo may be used on social media and on your website to acknowledge your support. This logo is not to be altered in any way or for any purpose other than for the agreed fundraiser.

Should you wish to use the logo in printed material (ie. flyers or signage), please send the artwork to [fundraise@firstlight.org.au](mailto:fundraise@firstlight.org.au) so our fundraising committee can approve prior to circulation.

The logo may not be applied to any product without First Light's written agreement.

First Light reserves the right to decline any request to use the logo. First Light reserves the right to ask any individual, business or group to cease using the logo.

## Supporters

Any individual, organisation or group that donates proceeds/funds may refer to themselves as supporters of First Light. The term 'sponsor' is reserved for more formal agreements.

# Managing the money

## Financial responsibility

You need to ensure that any fundraising is conducted in line with fundraising guidelines in your relevant state or territory. Please check the relevant governing body to determine your responsibilities including keeping sufficient financial records. Responsibility for this lies with the fundraiser. Legislation is in place to protect the interest of both the fundraiser and the donor.

Ensure you keep financial records, including copies of receipts and invoices. You may wish to consider providing First Light with a basic income and expenditure report (template can be provided).

## Monitor expenses

All expenses are the fundraiser's responsibility and should be monitored to ensure that expenses are a fair and reasonable amount of the gross proceeds.

# Thank you from us

We understand the work that goes into holding a fundraiser and we can't thank you enough for your efforts and contribution. Without the support of our fundraising heroes we would not be able to undertake the work we do in supporting our widowed community in rebuilding their lives after the death of their spouse.

