



Family Violence
Response Centre

Community Fundraising

How you can help women and children live
free from family violence



Thank you for supporting the important work of safe steps.



safe steps is Victoria's specialist crisis response service for women and children experiencing family violence and has been responding to women and children at risk for over 45 years.

What started as a telephone support service with only a handful of volunteers has now grown to become the only state-wide crisis response service for women and children escaping family violence. As a first response service, we deliver critical and immediate responses to women and children escaping family violence.

We could not do this without the valued support of the community and people like you. This pack is designed to help you when planning your event. Our team have designed posts for your social media as well as posters to promote your event. We have also included a letter authorising you to fundraise for safe steps. We can also help you setting up your fundraising page using Everyday Hero which will enable your supporters to donate to your fundraiser online.

The team at safe steps wish you well in your fundraising and thank you once again for your support.

About safe steps



safe steps is Victoria's statewide crisis response service for women, young people and children experiencing family violence.

With an ever increasing demand on our services, we rely on the generosity of supporters like you.

Your fundraising efforts will assist us to provide women and children experiencing family violence with the following services:

- 24/7 family violence response line
- Risk assessment
- Emergency accommodation
- Safety planning
- Support
- Information
- Advocacy
- Referral

It will also enable us to provide care kits containing food, personal care items, clothing, bedding, education resources, transport and many other essential items and services.

Planning Your Fundraiser



1. Pick your fundraising activity

Choose your fundraising activity and determine what is required to hold the event. Consider who will be involved, who will attend, how you will promote your event, what are the costs and how much do you hope to raise.

2. Tell us about it

Before you proceed with any fundraising for safe steps, we ask that you contact us about your plans to hold a fundraiser. You can reach our fundraising team at fundraising@safesteps.org.au or call our fundraising team directly on (03) 9928 9624

3. Decide on how you will collect the money

Online

Fundraising Websites like Everyday Hero do the hard work for you. We can help you set up your event page that you can share with your friends and family. When someone makes a donation to your fundraiser through your page, they will automatically receive a tax-deductible receipt. You will also see a running tally of all your efforts and all the donations will go directly into the safe steps account. Talk to the fundraising team today about how to set up your Everyday Hero page.



Donation Tins

If you are holding an event as part of your fundraiser, it might be good to have some donation tins there for people to leave notes and change in. Contact us at fundraising@safesteps.org.au or call (03) 9928 9624 and we can send you some tins.



Tickets

If you are selling tickets to an event and 100% of the proceeds are being donated to safe steps, you may want to set up a ticketing page on Try Booking. Tickets and receipts are automatically sent to your guests upon purchase and, if you include safe steps' bank account details.



Donating Directly

If you are simply collecting money directly from people, you can donate the funds directly into the safe steps bank account or online via our Donate page. Just make sure you email us to let us know you have made the donation.



If you're not sure what money collection method will work best for you, please feel free to contact the safe steps fundraising team on (03) 9928 9624 or fundraising@safesteps.org.au for advice and assistance.

4. Start Fundraising

Tell your friends! Spread the word far and wide! A great way to get started is by letting your friends and family know about your fundraiser on Facebook and other social media channels. If your fundraiser is an event, you might want to create an event page on Facebook and invite your friends to join.

Some top tips for fundraising on social media:

Make it personable

Let your friends and family know why you're choosing to fundraise for safe steps.

Make it easy for them to donate

Be sure to tell people how and where they can donate to your fundraiser.

Use images

Take fun photos to promote your efforts.

Say thanks

Tell everyone who donates that you really appreciate it with a post or comment.

Have fun

Enjoy yourself and have a great time, it is called fun-draising, after all!

Fundraising Ideas

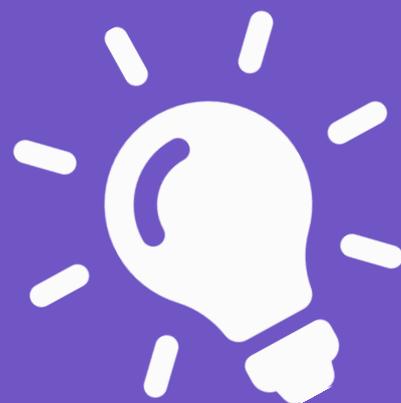


One of the best things about fundraising is that you can be as imaginative as you like! Try doing something that has never been done before or think up a new idea for an old fundraising activity. The key is to have fun!

Some ideas of what you could do to support safe steps:

- Hold an exhibition
- Host a sausage sizzle, breakfast, lunch, dinner, morning, afternoon or high tea
- For that special birthday party, ask your friends to make a donation in lieu of gifts
- Casual Friday day at school or in your workplace
- Movie Night
- Benefit gig or performance
- Get your friends, family and colleagues to hold a garage sale
- Plan a Gala Ball, Golf Day or Open Garden Party
- Karaoke or quiz night
- Bike ride or walkathon
- Treasure hunt

You are only limited by your imagination!



Your Responsibility as a Fundraiser



- Your fundraising activity should only proceed once you have contacted our fundraising department and received a letter of approval form.
- You must comply with obligations imposed by the Charitable Fundraising Act and applicable state/territory laws and regulations and must obtain relevant permits, authorities and licences as needed.
- The event will be conducted in the organiser's name who will be solely responsible for managing the fundraiser in an appropriate and responsible way.
- Any promotional material produced for the fundraising activity must clearly state the activity is raising funds to support safe steps as opposed to the activity being a safe steps managed event.
- It is your responsibility as the organiser to ensure appropriate financial management of your fundraising event.
- The organiser is responsible for the safety of the event, including organising appropriate public liability insurance and providing first aid services if required.
- The organiser must have permission to use the safe steps name and logo on any communications materials.
- The organiser holds all funds raised from the public on behalf of safe steps until the fundraising activity is completed and needs to make sure that the funds are kept in a secure place, full records of income and expenses are made and that these are sent to safe steps within 21 days of the event taking place.

- The organiser must ensure that costs incurred in organising the fundraiser are fair and reasonable.
- No door-to-door, street or telephone approaches made to the general public for donations in connection with the event.
- Children under the age of 16 years of age must be accompanied by an adult when collecting donations
- The organiser must inform safe steps of any prior or current criminal convictions. Although these will not necessarily stop you from being able to support safe steps they will be taken into account in agreeing to your suitability as an organiser.
- safe steps is unable to provide insurance of any kind including public liability for your event and cannot be held responsible for any accident or injury that may result from the activity.
- safe steps reserves the right to terminate its support for the fundraising activity/event at any time if it appears that there is a likelihood of the organiser failing to meet any of the above responsibilities.

There are some activities/events that safe steps cannot be associated with. We cannot endorse activities that include:

- Use of weapons, firearms or fireworks
- Events that promote smoking, drugs or alcohol (including sponsorship of companies that sell these products)
- Events that promote illicit behavior
- Any activity or event that demeans women and/or girls.
- Events that encourage gambling
- Events that demean or disparage any minority group or are racist in nature



Depositing Money



As the event organiser, it is your responsibility to ensure all money raised and costs incurred are managed appropriately. Please ensure all cash is kept in a lockable container and kept in a secure place.

There are a number of ways to send to safe steps the funds you have raised:

1. Deposit at your local bank or electronic transfer

Take the money you have raised to your bank or transfer the funds via EFT using the following details:

Bank: Westpac

Account name: safe steps Community Support

BSB: 033 132

Account number: 284 296

Reference: Your event ID

Please keep your deposit receipt and attach it to the results form

2. Deposit via credit card

Visit www.safesteps.org.au and click on the "Donate" tab. Please include your event ID number in 'Company' section so that we can easily identify your donation.

3. Deposit via cheque or money order

You can post a cheque or money order to safe steps and attach this to fundraising results form and send to:

Community Fundraising
safe steps Family Violence Response Centre
GPO Box 4396
Melbourne Vic 3001

Once safe steps has received the funds from your event, we will send an acknowledgment letter. Donors will also receive an acknowledgment letter and a tax deductible receipt.

Please do not send cash by post as there is a risk that it will not reach us. Please use one of the above methods to send the funds to us or call the Community Fundraising team on (03) 9928 9600 to make an alternative arrangement.

Expenses

Any costs you incur that are deducted from funds raised must be fair and reasonable and only include direct expenses such as venue hire and catering. It is important to note that no expenses should be made in the name of safe steps.

Donor Receipts

Donations of \$2 or more are tax deductible. If a donor needs a receipt, please record their contact information on the Donor Receipt Form at the end of this kit and return to safe steps as indicated above.

We will send receipts directly to each donor. Please note that tax-deductible receipts cannot be issued if a person receives goods or services in return for the money (i.e. they purchase an auction item or raffle tickets).

If something is received in return for the money (i.e. a product/service or a “chance” to win) then it is not classified by the Australian Taxation Office as a tax-deductible donation.

If an organisation donates goods or services to your fundraiser and requests a receipt, please make sure you ask them for a letter stating the value of the donated products.

We will then be able to provide them with a letter of acknowledgement to use for taxation purposes.



Proudly supporting



Family Violence
Response Centre

Thank you!

We're here to support you throughout your fundraising journey.

Please contact us if you have any questions.

Email: fundraising@safesteps.org.au

Phone: 03 9928 9639

Family Violence Response Centre

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