



MUNGA-THIRRI CHALLENGE

· SIMPSON DESERT ·

22 MAY - 1 JUNE 2025



FUNDRAISING GUIDE

Welcome to Team Youngcare! You'll soon embark on the adventure of a lifetime, where you'll transcend your comfort zone to raise funds and create change for young people with complex physical disabilities.



FUNDRAISING GUIDE



Welcome to the Youngcare Munga-Thirri Simpson Desert Challenge!

Now that you have registered for the challenge, the fun part begins - training and fundraising!

This pack will give you tips and tricks to help guide your fundraising efforts and ensure you hit your targets in time.

We ask all trekkers to raise the minimum target of \$40,000 to support Youngcare's vision of creating a future where every young person with complex disabilities can choose where they live, who they live with, and how they live their lives.

How we can help you...

Youngcare's events and fundraising team are here to support your fundraising journey.

Youngcare's fundraising and events team can assist with your events by:

- Organising the Youngcare CEO to speak at your event
- Source volunteers
- Processing payments (raffles, donations, auctions) through our EFTPOS machines
- Providing raffle tickets for your event
- Providing Youngcare merchandise (banners, flags, shirts)
- Help with your event on the day

Please note:

- Youngcare cannot contribute or pay for your event overheads (eg. deposit for venue) – these costs must be factored into your income & expenses for your event.
- Youngcare are not responsible for online ticket websites, raffle websites or auction websites.
- Youngcare cannot post on our social platforms advertising your fundraising efforts, however we can re-share should you tag Youngcare in your socials.
- Tickets to events, raffles and auctions are not tax deductible. Please visit the ATO website [here](#) for further information on what gifts are tax deductible.
- Any donations made via your fundraising page will automatically be sent a tax deductible receipt from Youngcare.

Fundraising milestones

Each registrant must reach key fundraising milestones to secure their place in the challenge. You must raise \$20,000 by March and the full \$40,000 prior to your departure on the trek. Please note you can continue to fundraise while you are on the trek, and after, up until 30 June.

TAX DEDUCTIBILITY

Youngcare is a nationally registered charity and holds Deductible Gift Recipient Status as endorsed by the Australian Taxation Office. Tax deductibility is available on amounts made as donations, except where the participant makes a personal contribution.

FUNDRAISING TIPS & TRICKS



While achieving your milestones may seem daunting, Youngcare aims to make your mission as easy as possible. Use the helpful tips below to smash your fundraising goals!

1. Personalise your online fundraising page – Spice up your page with photos, challenge details and your personal reasons for supporting Youngcare. Show your potential donors why you care, and the overwhelmingly positive impact their donation will have on the lives of young Australians with physical disabilities and their families.

2. Get the ball rolling and donate to yourself – Lead the way by donating to yourself first! This demonstrates your commitment and encourages others to support you too.

3. Dare – Make a promise to your donors. If you reach a certain fundraising target you'll... go without coffee, wear a silly outfit to a challenge training session, or anything else you can come up with that might motivate people to donate more. Be creative! It's a great way to incentivise donors while keeping them engaged in your fundraising journey.

4. Stay connected – Send regular updates to your contacts via your fundraising page, social media, email or face-to-face meetings. Update your email signature with the Youngcare Munga-Thirri Simpson Desert Challenge banner and a link to your fundraising page.

5. Workplace Dollar Matching – Ask your workplace if they will support your fundraising journey by matching every dollar you raise.

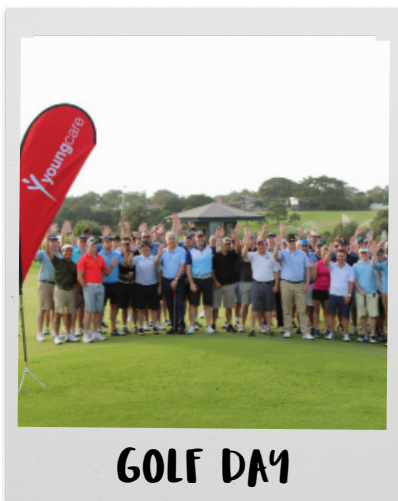
6. Host a fundraising event – Face-to-face or virtual events are a great way to raise funds and awareness, while engaging potential donors with your fundraising journey. Some fundraising ideas include: events (trivia night, golf day, etc), online raffles/auctions, office fundraisers, numbers board, car wash, karma keg (working with your local pub), or donations in lieu of birthday gifts - the fundraising possibilities are only limited by your imagination!

7. Seek support – ask your connections, or go out to business suppliers, clients and partners that could assist with prizes, in-kind donations or sponsorship.

And remember to split your target into smaller, more relevant amounts – make the amounts more applicable to the individual you are asking to support you!



BUNNINGS BBQ



GOLF DAY



INTER-OFFICE SPORTS COMP

A MESSAGE FROM A YOUNGCARE RESIDENT



Hi Youngcare Trekkers,

What an amazing job you guys are doing and are going to be doing! My name is Jack, I am 33 years old, and I have been living in a Youngcare Home for the last 15 months. It has changed my life so much for the better.

I have become so much more independent, and I feel free to be able to do the things I want to do. I have been able to achieve so much over the last year. Not quite as much as what you all will achieve in the trek you are about to undertake.

I think you are all amazing for helping Youngcare and in turn people like me live in homes where we can pursue our dreams to the best of our abilities. Good luck to you all and I will be walking along side you in spirit. It makes me very proud to see great people like yourselves helping people with disabilities live a better life.

“ Just remember: Don't give up. Never quit. Always pick yourself up and keep going.”
(That's my motto in life) **- JACK**



JACK
YOUNGCARE RESIDENT

Message from Jack's Mum

My name is Kerry and my son Jack lives in a Youngcare home. Jack is 33 years of age, has cerebral palsy and is confined to a wheelchair. Life has certainly changed for Jack and our family over the last 15 months since he moved into the amazing home he shares with two other residents. It was with a great deal of hesitation that we followed this path, but it has been one of the most positive things to happen in our lives.

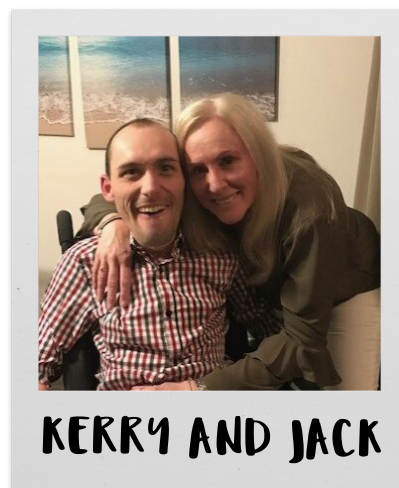
Jack has become more independent, and it has given us, his family, time to pursue other avenues in our lives. Jack and I now share a very loving Mother Son relationship as opposed to being his full-time carer. This has only been possible by the great team at Youngcare.

You are amazing people and I want to extend my gratitude that you have taken the time to raise the money and awareness for such a great cause. You are going to be undertaking such a tough trek (much the same as people with disabilities do on a day-to-day basis), only made easier by the wonderful work Youngcare do. I can't believe what you are all about to undertake – I know I could not do it!!

“Toughness is in the soul and spirit”

Good luck on your journey and thanks again for your inspiration.

- KERRY



KERRY AND JACK

SECURING SPONSORSHIPS



Youngcare trekker shirt branding

One of the most successful strategies for our Munga Thirri Simpson Desert Challenge fundraisers has been to sell off their arms, head or even chest for logo placements.

As you will be an elite endurance athlete, you can ask supporters to aid you in return for their logo being placed on your personal trekking gear.

Logos on your trekking clothes offer benefits for you and your supporter. Prime positions for sponsor logos are pictured below. For maximum support, offer prime placement in exchange for logo dollars. You could even put together gold, silver and bronze packages. Past trekkers have sold placement for amounts between \$500 - \$15,000.

Key placement example



KEEP IN MIND...

Please note: Trekkers are responsible for arranging the printing of logos on their own shirts and covering the associated printing costs

Other benefits to sponsors

- Media coverage
- Social media shout outs
- Mentions at trekker fundraising events

Examples of media coverage



YOUNGCARE ELEVATOR PITCH



Youngcare is tackling a national issue - there are simply too many young people with complex physical disabilities being left behind in unsuitable accommodation such as aged care, hospitals, and long-term rehabilitation. Many more are living at home with aging elderly parents, leaving them at risk of entering inappropriate housing in future.

Like everyone, young Australians with complex physical disabilities deserve the freedom to choose where they live, who they live with and how they live their lives. Youngcare is making this happen with Specialist Disability Accommodation, grants and providing guidance through a free national support line.

But we can't do it without you. Youngcare receives no recurring government funding, relying heavily on donations from its community of supporters, like you.

Youngcare's key phrases - useful for social media or brief explanations

- Youngcare is a trusted not-for-profit that is advocating for a more inclusive Australia by creating choice, independence, and dignity for young people with complex physical disabilities.
- Young Australians with complex physical disabilities are being left behind in institutions and other inappropriate housing that is not suitable for their age or care needs.
- Young Australians with complex physical disabilities experience inequality, exclusion and social isolation through limited access to their communities and lack of representation.
- For almost two decades, we have been advocating for equality for young people with complex physical disabilities, providing much-needed grants, designing, and building quality, specialist disability accommodation and supporting people to navigate the disability sector.
- Young people with complex physical disabilities have the right to feel equal, embraced and included in their communities.

Youngcare social tags

    @youngcareoz #createchange #youngcareoz

USEFUL STATISTICS



What we do

Youngcare Housing – Suitable housing is essential for stability, dignity and quality of life. Specialist Disability Accommodation (SDA) enables people with disability to transition away from a range of living environments including rehabilitation centres, hospital, Residential Aged Care (RAC) and living with ageing parents, to more contemporary models of housing.

Youngcare housing supports young people's choice to live young lives in quality SDA. From investment and procurement, to design and development to final delivery and ongoing tenancy management, Youngcare offers premium residential options for young people with complex physical disabilities. Our experienced team of housing professionals are experts in development best practice and have exceptional ongoing operational knowledge to ensure enduring ability of residents to live with freedom, choice and control.

Youngcare's Grants programs – Stay home, move home or make a house a home.

At Home Care Grants (AHCG) – Youngcare's At Home Care Grants program is critical in keeping young people at home with their families, and preventing new admissions to inappropriate housing. The grants provide one-off funding up to \$10,000 for equipment, home modifications and essential support/respite that is unable to be funded through other means (e.g. NDIS) and goes beyond items that are considered 'reasonable and necessary', instead, focusing on increasing support and quality of life.

Home Support Grants (HSG) – The Home Support Grants provide essential funding to assist people in moving from inappropriate housing, such as aged care, rehabilitation, or hospital, into somewhere more appropriate. This may be back home or to Specialist Disability Accommodation (SDA).

Funding is available for people with extreme functional impairment caused by a physical disability. This can be used for moving expenses, basic household items such as whitegoods and appliances, and essential furniture.

Youngcare Connect – The Youngcare Connect Support Service guides families and individuals navigating the often-complicated disability, health, and housing systems. From providing expert NDIS and SDA advice, linking people with appropriate services to identifying funding or housing opportunities Youngcare Connect is run by a dedicated, compassionate and qualified team of friendly specialists, clinicians and outreach staff.

USEFUL STATISTICS



Here are some useful statistics to use with your fundraising efforts

- 4.4 million Australians live with disability and 2.5 million are under 65
- 1 in 6 people with disability experience social isolation, compared with 1 in 12 people without disability
- 7,934 Australians with a disability are in need of a home (I have rephrased one of the new NDIS / SDA stats, now in brand messaging doc)
- 44% of complaints received by the Australian Human Rights Commission are about disability discrimination
- Adults with a profound disability, are 12 times more likely to experience a very high level of psychological distress than people without disability.

Youngcare's Impact:

- Youngcare's free support line, Youngcare Connect, has held 64,232 conversations with people seeking disability-related advice since 2011.
- The Youngcare grants program has given over \$11 million in vital grants to young Australians with high physical support needs since the program's inception in 2009.
- With your help, Youngcare has built 16 homes for young people with complex physical disabilities, with many more in construction!

Over \$5.7 million
fundraised since 2011



CONTACT (07) 3041 3400 | youngcare.com.au | search Youngcare on    