

10th MUNGA-THIRRI CHALLENGE

· SIMPSON DESERT ·

FUNDRAISING GUIDE

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Thanks for taking on the 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 and permanent physical 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. We can assist you with fundraising events by:

- Organising the Youngcare CEO to speak at your event
- Assist with your event on the day
- Supplying Youngcare merchandise (banners, flags, shirts)
- Providing branded images, videos and other digital assets, and social media posts, to support fundraising efforts
- Amplifying your impact through Youngcare's partnership with Channel 9
- Providing venue contacts and suggestions to help you find suitable locations to host your event
- **BONUS: We can team you up with a past trekker to help you with fundraising.**

Please note:

- Youngcare cannot contribute or pay for your event overheads (e.g. 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 February 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



Tips 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. **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.
6. **Seek support** – Ask your connections, or go out to business suppliers, clients and partners that could assist with prizes, in-kind donations or sponsorship. You can even sell logo placement on your trekker T-shirt.
7. **Fundraising planning session** – Youngcare team members will host a planning session to share fundraising tips and answer your questions.



FUNDRAISING TIPS & TRICKS



Below are examples of fundraising activities that can help you reach your target. Youngcare's events team can provide more information on each option and support you in bringing your fundraiser to life.

BBQ Fundraising

How to

- **Contact your local Bunnings** to book a date.
- **Lead time:** 4–6 months minimum at most stores
- **What Bunnings provides:** BBQ, gas, all-weather tent and tables
- **What you provide:** Sausages, bread, onions, drinks, sauce, serving equipment and volunteers
- **Selling prices:** Set by Bunnings
- **Full day** (8am–4pm)
- **Best day:** Saturday (highest foot traffic)
- **Volunteers needed:** 3–5 per shift, with shifts of 90 minutes to 2 hours.



Golf Day

How to

- Secure a venue. Most golf clubs will offer golf days for a charity fundraiser
- Have a format for the day: Texas Scramble, Stableford
- Cover costs where you can:
 - Get your workplace to sponsor the golf day
 - Get some prizes to raffle or auction
- **Prepare prizes** for winner, longest drive etc.



Bake Sale

How to

- **Choose the perfect spot** (high traffic locations include markets, school fetes, sports club, workplace or community centres).
- You may need to **check council regulations** regarding public food sales
- Aim to **bake a mix of treats**, accommodating different dietary needs can help as well.
- **Spread the word.** It can be useful creating clear and easy to read posters with information about your baked goods.



SECURING SPONSORSHIPS



Trekker shirt branding

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

You can ask supporters to aid you in return for their logo being placed on your personal trekking gear.

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 logo placement example



KEEP IN MIND!

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

Other benefits to sponsors

- Youngcare's media partnership with Channel 9 ensure national coverage of the trekkers
- Potential billboard feature
- Social media shout outs
- Mentions at trekker fundraising events.



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 and I have been living in a Youngcare Home for a few years. It has changed my life.

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.

Thank you 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 my motto in life:

“**Don't give up. Never quit. Always pick yourself up and keep going.**”

-JACK



JACK
YOUNGCARE RESIDENT

My name is Kerry and Jack is my son. Jack has cerebral palsy and is confined to a wheelchair. Life has not been easy but certainly changed for Jack and our family since he moved into the amazing home he shares with two other Youngcare 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.

-KERRY



KERRY AND JACK

YOUNGCARE MESSAGING



While raising funds, the following messaging may be useful:

The issue:

- Young Australians with permanent physical disabilities are being left behind in hospitals, institutions and other inappropriate housing that is not suitable for their age or care needs.
- Many more are living at home with aging elderly parents, leaving them at risk of entering inappropriate housing in future.
- Young Australians with complex and permanent physical disabilities experience inequality, exclusion and social isolation through limited access to their communities and lack of representation.

How Youngcare is addressing it:

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 and permanent physical disabilities.

For more than two decades, we have been advocating for equality for young people with complex physical disabilities, providing:

- life-changing grants
- designing and building quality, Specialist Disability Accommodation (SDA)
- supporting people to navigate the disability sector with our free helpline.

Youngcare social media

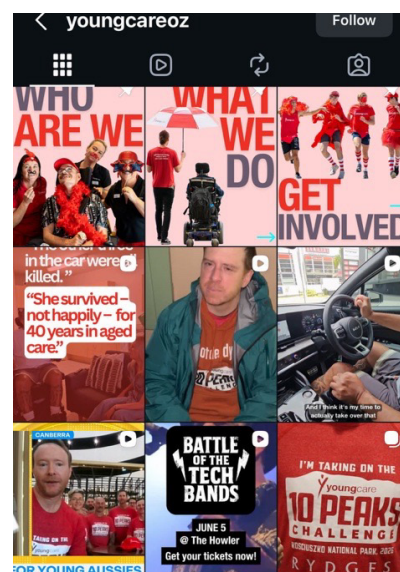


Core tags:

#youngcareoz #createchange #disabilityadvocacy

Get in touch

(07) 3041 3400 | events@youngcare.com.au | youngcare.com.au



USEFUL STATISTICS



Over \$7.4 million
fundraised by trekkers since 2011
for thousands of young Australians.



Useful statistics to help with your fundraising efforts

- 5.5 million Australians live with disability and **2.5 million are under 65**
- **1 in 5 people with disability experience social isolation**, compared with 1 in 12 people without disability
- **9,756 Specialist Disability Accommodation (SDA)-funded participants are seeking suitable SDA accommodation** or not yet using their SDA funding.
- People with disability are more than **twice as likely to be living in low-income households** compared with people without disability.
- In 2020–21, **33% of adults with disability experienced high or very high levels of psychological distress** (12% without disability).

Youngcare's impact

- Youngcare's free support line, Youngcare Connect, has held **75,833 conversations with people seeking disability-related advice since 2011.**
- Youngcare has **awarded over \$13.4 million in vital grants** to young Australians with complex and physical disabilities since 2009.
- With your help, Youngcare has **built 20 homes for young people** with complex physical disabilities, with plans to expand.

The need

- The need for Youngcare's services is outweighing our funding capacity. Since our grants program began, we have been **unable to support 1,221 individuals**, representing an unmet funding need of **more than \$8.7 million.**
- NDIS Scheme changes to reduce funding and supports will cause increase demand for Youngcare's quality SDA housing and life-changing grants.

Get in touch

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