



A BIG HUG FROM ME!

I never take for granted anyone who has chosen to support our cause.

We really could not achieve the impact we do without your support. It's an incredibly tough time for so many people right now. In 20 years of running OzHarvest, the demand for our services has never been greater.

No one is immune from needing food relief, and each and every one of us can help our fellow Australians who are struggling right now. That's why we're uniting as many people as possible to help raise \$2.5 million - that's 5 million meals! Every dollar you fundraise means we can deliver 2 meals to people in need.

In this toolkit you'll find everything you need to fundraise for us. Thank you for Uniting to Feed Australia - I'll be cheering you on!

Ronni

A HIDDEN CRISIS...

Australia is in crisis. But this time you can't see it – because in many homes it's just not there. Food.

For around 10 million Australians, food has become a luxury item. It's often the last thing on the list after paying all the bills or it's skipped altogether. OzHarvest delivers over half a million meals every week – but it's not enough to meet demand.

With your help we can raise awareness and crucial funds and most importantly 'Unite to Feed Australia'.

There's never been a more important time to connect with our cause. Let's get started!



"Five years ago, we were helping 30 people in need. Now, it's close to 100. People who used to have a house and a car now have nothing."

Rose

Founder, CHATS Adelaide - one of the 1,500 charities OzHarvest supports

UNITE TO FEED AUSTRALIA - LIVE!

To achieve our much-needed goal to raise \$2.5million (that's 5 million meals for people in need!) we need to unite as many people as possible! That's why we're hosting a one-night only concert uniting artists, ambassadors, and everyday Aussies to connect with our cause and help feed Australia.

On Thursday 7th November at ICC Theatre, Sydney, we're inviting much loved artists to band together to raise awareness and much needed funds to address the ongoing need. This unique event will also be aired on Channel 7 at the start of December.

You can be part of this special night by purchasing tickets for the concert. You can also include this event as part of your fundraising efforts by using tickets as an incentive for fundraisers or for those team members not based in Sydney to host a special viewing party when the TV special airs!

More details about this unique event to come - so please keep an eye out on our website and social media!



For up to date ticketing information or to discuss ticketing packages please reach out to our partnerships team:

partnerships@ozharvest.org

THE FUNDRAISING TOOLKIT

This kit includes everything you need to help get the message out, inspire support and kickstart donations! Here are a couple of tips to get you started...



Passion is infectious.

Sharing why you're passionate about OzHarvest will inspire others. Everyone has their own motivation to support a cause - what's yours? Let everyone know why this matters to you.



The power of 'Thank You'.

A little thank you goes a long way and acknowledging all the incredible support you get is so important to help encourage your supporters to spread the word about your wonderful fundraising and the work of OzHarvest.



The hidden crisis

In 20 years of OzHarvest, the demand for food relief has never been higher. Our charities tell us it's the toughest they have ever seen. Our 2024 Community Needs Infographic [here](#) paints the picture of the current need in Australia right now.

SET UP YOUR FUNDRAISING PAGE

The first step on your journey is setting up your personalised fundraising page [here](#).

You will have the option to set your own fundraising target, update your profile picture and URL so that you can easily share with your network to help drive donations.

Does your organisation match employee donations? Let everyone know on the fundraising page and your communications!

The screenshot shows the OzHarvest website's fundraising page setup interface. At the top, there are logos for OzHarvest and UNITE Australia, along with navigation links for Home, Concert, Fundraise, Partners, and You Impact, and a prominent 'DONATE' button. Below the navigation is a horizontal menu with three options: 'CREATE ACCOUNT' (highlighted in yellow), 'CREATE YOUR PAGE', and 'OPTIONAL DONATION'. The main content area features a large yellow 'Create Account' button and a light blue 'Already have an Account' button. The 'Personal Details' section includes input fields for 'First Name *', 'Last Name *', 'Email Address *', and 'Password *'. Below these fields is a checkbox for 'Keep me updated on all things OzHarvest*' with 'Yes' and 'No' radio button options. At the bottom, there is a 'Terms & Conditions' section titled 'The Official Stuff' with a bulleted list of information regarding fundraising legislation. A checkbox at the very bottom reads 'I agree to the above Terms & Conditions *'. A small 'Privacy - Terms' icon is visible in the bottom right corner.

CREATE ACCOUNT CREATE YOUR PAGE OPTIONAL DONATION

Create Account Already have an Account

Personal Details

First Name * Last Name *

Email Address * Password *

Keep me updated on all things OzHarvest* Yes No

Terms & Conditions
The Official Stuff

- Australian Governments have developed legislation in each State and Territory governing the conduct of fundraising. Under the Fundraising Acts, anyone wishing to raise money for charitable purposes on must hold an authority to fundraise issued by that organisation. So before you get started in your fundraising, OzHarvest will need to an Authority to Fundraise letter. On receipt and approval of your application (this may take 5-10 working days) an Authority to Fundraise letter will be provided

I agree to the above Terms & Conditions *

FUNDRAISING IDEAS

Get your friends, family, team or the whole company involved with your fundraising efforts. Our favourite ideas include:

Launch OzTober

Theme October as 'OzTober' at your workplace to connect your organisation with our cause! We have an example of how you can bring this to life on page 9 of this toolkit.

Host a 'Unite to Feed Australia' Lunch Hour

Provide a catered lunch for your staff, so they can donate the cost of their lunch to the campaign. Elevate your event with [OzHarvest Catering](#) or if you're a Sydneysider have the [OzHarvest Food Truck](#) on site!

Go Yellow Day

Add a bit of sunshine to your workplace by asking everyone to wear a splash of yellow for the day. Staff can donate cash or direct to your fundraising page.

Team Challenges

Rally team members for a challenge. Whether it's something physical or a bit of fun - like an office Bake Off! Set yourself and your team a goal and raise funds together.



FUNDRAISING IDEAS

Donate a Percentage of Sales

You could add \$1 to every transaction or contribute a percentage of sales towards your fundraising tally. This is a great way to get many people involved and behind the cause!



Silent Auction or Raffle

Organise a silent auction or add it to an existing initiative to help encourage further donations! Reach out to your network to find prizes or appoint a committee of volunteers who can help. Also consider acts of service from one team member to another so people can use their skills to contribute.

A raffle is another great way to get people involved and encourage donations. You can sell raffle tickets or decide that everyone who donates '\$10+' to your fundraising page is automatically entered - it's a great way to secure donations.

You can host a raffle or auction in-person or online to make it more accessible! Let us know your plans so we can help and provide guidelines for your state.

Host a Viewing Party

'Unite to Feed Australia - LIVE!' is going to be a concert you do not want to miss! If you can't attend the concert in person, get your team together and throw a viewing party. Encourage donations on the night to help reach your goal!

GETTING THE WORD OUT

We have some downloadable resources to help you get the message out, inspire support and kickstart donations!



Poster

Print off this poster and add it to your office or staff room so everyone can learn more about uniting to feed Australia! See [here](#).



E-Signature

Download an e-signature to use [here](#).



Social media asset

Check out our social media tiles to help you let everyone know what you are doing and why. Don't forget to include a link to your personal fundraising page! See [here](#).



[Facebook](#)



[Instagram](#)



[LinkedIn](#)

Social media channels

Make sure you follow us on social media to stay up to date and to reshare our content with your followers to help encourage more donations!

FUNDRAISING PLANNER

To help gain momentum and spread the word about supporting OzHarvest - turn October into 'Oztober'! This is a great way to focus activities and team effort for awareness and fundraising. Use the guide below to help bring this to life in your workplace.

Get Prepared

- Set up your fundraising page
- Purchase tickets to our live concert taking place on Thursday 7th November - you could use the tickets as a great fundraising tool or to thank team members who really get behind the cause
- Plan your main fundraising event - we suggest a "Unite to Feed Australia Lunch Hour" to bring people together
- Ask team members to run their own fundraiser - all donations will go through your main page so you can see your 'united' impact

Week 1

Join our free "Unite to Feed Australia - Lunch n Learn". Hear from OzHarvest directly about the work we are doing to feed Australia and how your support is helping!

Share your fundraising page with your team and consider offering an incentive to donate when you do! For example, all donations received today go into a draw to win a voucher, OzHarvest merch or a ticket to the live event!

Week 2

Host your own fundraiser!

Check out page 5 and 6 of the toolkit for some great ideas.

Week 3

Let your team know how your fundraising is tracking to help encourage donations.

Is your company able to match donation? Now is a great time to do a final push!

Can you repeat an incentive to donate?

Week 4

Announce who will be joining us at 'Unite to Feed Australia LIVE!' and share details of the TV special so everyone can watch the celebration.

Let people know how much you've raised and the impact it will have - every \$1 = 2 meals!!

THANK YOU

for uniting to feed Australia!

If you have any questions please get in touch with partnerships@ozharvest.org

