



**Your Guide to
Community Fundraising
with Blue Light Victoria**

About Blue Light Victoria

Blue Light Victoria is a not-for-profit organisation delivering programs to young people in schools and their local communities across Victoria.

Our programs are designed to develop connections with community while building resilience and wellbeing in young people, leading to empowerment, autonomy, communication, and teamwork to encourage healthy and safe choices.

Our vision is to “inspire, engage and equip young people to be their best self”.



Why your support is so important?

Our programs are evidence based and grounded in addressing issues and topics that young people feel are important to them. The activities we offer include school-based programs, fitness, personal development, creative arts programs, discos, social enterprises, and adventure challenges.

Each year over 12,000 children and young people between the ages of 10-21 years benefit from participating in a Blue Light Victoria program.

Blue Light Victoria's specialist facilitators work with an array of state based and local community partners including Victoria Police, Ambulance Victoria, and other emergency services such as Country Fire Authority (CFA) and Triple Zero Victoria.

Our head office is based in Melbourne and together with a team of specialist facilitators deliver our Blue EDGE and DASH programs to schools across metro and regional areas of Victoria.

Blue Light Victoria also has 22 branches led by dedicated volunteers, allowing us to deliver programs and events in rural and regional areas of Victoria.

As a not-for-profit, Blue Light Victoria relies on public donations, community fundraising, corporate partnerships, social enterprise initiatives and government funding to support our operations.

Let's Fundraise!

Fundraising for Blue Light Victoria is a fun and rewarding way to help make a positive impact on the lives of children and young people across Victoria. Whether you choose to fundraise alone, in your workplace or with friends, every dollar you raise will go towards bringing vital programs such as Blue EDGE and DASH to young people.

Our Fundraising guide will help you to setup your fundraising activity, assist you to raise funds and provide an overview of your responsibilities as a fundraiser to ensure you meet all the relevant requirements.

To meet the Victorian Government regulations Blue Light Victoria must approve and authorise your fundraising activity that will raise money directly for our organisation. Each application received will be assessed to ensure it complies with Victorian legislation and Blue Light Victoria's Code of Conduct.

Thank you!



How to run a successful Fundraising Event!

Here's Blue Light Victoria's guide to help you run your successful fundraising event or activity! Let's get going!



1

Choose your event or activity

- Firstly, choose what kind of event or activity you would like to do and where. Remember, it could be in your workplace, home or with a group of friends.
- Review Blue Light Victoria's fundraising guidelines, making sure you understand your responsibilities. If you have any questions at all get in contact with us.
- Complete our Authority to Fundraise and either send to us by post or email it to: hello@bluelight.org.au.

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How best to plan your Event or Activity

- Think about how you can extend your networks through friends and work colleagues – enlisting others to help you will support you to reach your fundraising goals.
- One easy way to manage your donations is to use the **GiveNow** Crowd Raiser fundraising platform. To get started visit www.givenow.com.au and search for Blue Light Victoria under the charities tab.
- When setting up your **GiveNow** page remember to plan out the story you want to tell, Blue Light Victoria can provide you with an image or logo to support your page. Remember to set an achievable target for you and your support team.
- Remember to share your **GiveNow** page link whenever you promote your fundraising event or activity or ask for support.
- Social Media can really help you to promote your fundraising activity including Facebook, Instagram, and LinkedIn.
- You can also follow Blue Light Victoria at:



bluelightvic



bluelight_vic



Blue Light Victoria

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Keep everyone updated!

- Remember to post regular updates on social media and to thank everyone who has supported you along the way! You can also let your supporters know more about your event by sharing fun videos or photos – which creates interest in what you are doing and why!

Here's some extra TIPS to help you along!



Always thank your supporters through GiveNow and your social media channels.



Remember to send Certificates of Appreciation to your supporters.



Remind them of how their contribution will support Blue Light Victoria.



It also helps if you ask for a specific donation, for example, \$50 will enable Blue Light to support one young person with resources for the Blue EDGE program.



Using email and your social media is a cost-effective way to communicate with your networks. Encouraging your networks to share your posts will increase your ability to reach your fundraising target sooner.

Fundraising Activity & Event Ideas

You could hold a **workplace morning tea** asking for donations on the day – you could also run a raffle in the lead up to your event with prizes drawn on the day, or even include a theme like AFL Grand Final Day! With everyone working from home most days this is a great way to bring everyone in the office together.

Go back to the '80s and hold a **Back to the Blue Light Disco** at home or at your local community hall. Invite your family, friends, and networks along, have a cover charge to gain entry, hold a raffle or dance competition. The best blue light disco outfit wins a prize. You could also auction off prizes to raise extra funds.

Get your School or Classroom involved by holding a **Lunchtime Disco** – wear your favourite outfit or sparkly shoes to school or decide on a theme and make a gold coin donation. Best “dress-up” wins a prize! Your teacher can help with the music and location for your disco!

Get everyone involved in a Blue Light Disco themed **Karaoke Night**! Depending on the size of your group you can book multiple Karaoke rooms and change up your groups halfway through the night! Performers will need to donate to sing, with the most popular songs being auctioned off on the night!

How will your fundraising help Blue Light Victoria?

\$250

Supports the facilitator training and information pack for a Victoria Police or Emergency Services volunteer to support our DASH or Blue EDGE programs in both metro and regional Victoria.

\$500

Will enable translated support materials for parents from culturally diverse communities so they can continue to support their children once the program has been completed.

\$1,000

Provides one of our specialist facilitators with Blue EDGE or DASH teaching tools and resources for 12 months.

\$2,000

Will deliver the student-led community project at the end of the DASH program, for example, development of a Mental Health Scavenger Hunt through the Northern Grampians which supported connection in a fun way through mindfulness and mental health education clues.

\$8,000

Will provide a school with access to our DASH program. DASH supports the creation of deeper community connections and to give young people a sense of belonging, increasing their awareness of and trust in local services, supports and each other.

\$10,000

Will provide a school with access to our Blue EDGE Program. The program includes fitness, mental health and wellbeing workshops, program materials, Blue EDGE T-shirt, and a shared meal.

How Blue Light Victoria can help you Fundraise!

Blue Light Victoria will provide you with the following support:

- Information on how your support will benefit young people
- An Authority to Fundraise
- Fundraising ideas
- Donor Receipt Form (all donations over \$2.00 are tax deductible)
- Blue Light Victoria contact who will support you with any questions you may have

Blue Light can provide the following support materials for your activity:

- Certificates of Appreciation
- Posters to display at your event, school, or workplace
- Donation Collection Tins (tamper proof)
- Donor relations and communications support
- Inclusion on our News and Events section of our website



Remember,
we're here to help!
If you need further
information or assistance,
please contact Blue Light
Victoria's Fundraising Team
on 0474 094 124 or email
hello@bluelight.org.au.

Your Commitment to Blue Light Victoria

1. The Event or Activity organiser must comply with the obligations imposed by the Charitable Fundraising Act and applicable Victorian laws and regulations. Learn more here: <https://www.acnc.gov.au/for-charities/manage-your-charity/other-regulators/state-and-territory-regulators/regulation-charities-victoria>
2. All relevant permits or licences for the event or activity must be obtained by the event organiser.
3. Any promotional materials produced, social media posts or other public facing promotional activities must clearly state that the event or activity is raising funds for Blue Light Victoria. (meaning it is not a Blue Light Victoria managed event or activity).
4. Use of Blue Light Victoria logo must be preapproved by a Blue Light Victoria team member prior to the publication of any promotional materials or online activities.
5. All donations of \$2.00 and above are tax deductible. You must keep a register of those donors who wish to have a receipt for their donation and Blue Light Victoria will be responsible for the banking of donations and provision of receipts as per your register. Please note that the purchase of event tickets, raffle tickets or any goods and services have been deemed by the Australian Tax Office as not tax deductible as they involve the exchange of money for goods or services.
6. Fund raised must be reconciled with Blue Light Victoria within 7-10 working days of your event or activity.
7. Funds raised and not processed online through GiveNow or other platforms can be deposited directly into Blue Light Victoria's bank account, mailed in as a cheque, or donated as a whole amount via our website. Please contact Blue Light Victoria Fundraising for our Bank Account details by email hello@bluelight.org.au.
8. Blue Light Victoria is unable to provide you with insurance of any kind, including public liability for your event. Blue Light Victoria cannot be held responsible for any accident or injury sustained over the course of your event.
9. Blue Light Victoria reserves the right to refuse or cancel the Authority to Fundraise should the event or activity not be in the best interests of our organisation or beneficiaries.

Please don't hesitate to contact us if you have any further questions on email hello@bluelight.org.au.



Inspire, Engage and Equip Young People to be their best self.

Blue Light Victoria

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