Thank you for your interest in fundraising for Geelong Mums. With your support, we can continue helping families in need and achieve our dream of reaching every baby, in every town, right across Victoria.

There are many ways you can raise money to help us.

This Community Fundraising Kit contains everything you need to know to get started, including guidelines, fundraising suggestions and information about your responsibilities as a fundraiser.

If you have any other questions please contact the Geelong Mums fundraising team at fundraise@geelongs.org
Our Impact, Our Numbers

July 2018 - June 2019

- Total Value of Items Re-homed: $2,200,926
- Number of Items Re-homed: 18,301

- Geelong Mums
- St Kilda Mums
- Eureka Mums

- Total Value of Items Re-homed:
  - $2,200,926

- Number of Items Re-homed:
  - 18,301

- VOLUNTEERS: 1,029
- SOCIAL WORKERS: 485
- AGENCIES SUPPORTED: 65
- BABIES & CHILDREN SUPPORTED: 6,129
  - BABIES 0-1 YEAR: 1,422
  - CHILDREN 1-12 YEARS: 4,707

- Items Re-homed:
  - Linen Bundles: 3,925
  - Clothing Bundles: 1,197
  - Car Seats: 464
  - Safety Gates: 1,499
  - Toy Bags: 156
  - Cots: 421
  - Prams & Strollers: 153
  - Change Tables: 115
  - Breast Pumps: 106
  - Bottle Packs: 102
  - Baths: 97
  - Carriers: 92
  - High Chairs: 106
  - Bouncers: 102

- Geelong Mums Logo
Step 1:
Decide what type of fundraising activity you would like to organise and what you need to host the activity. There are tips and ideas in this fundraising kit to help you!
Please read and agree to the Fundraising Terms of Agreement on our website.

Step 2:
Complete the Permission to Fundraise form on our website.
Completing the form will enable us to provide you with a letter of authority to fundraise and any extra help you need.

Step 3:
Once we have provided you with your letter of authority to fundraise please go ahead with your fundraiser!

Step 4:
Once your fundraiser is complete make sure you thank your wonderful donors!
We would love to hear about how your fundraiser is going so please keep Geelong Mums in the loop throughout and after your event.

Congratulations and thank you!
Your fundraiser will help us reach thousands of babies and children across Victoria - helping us to ensure that every child is happy, healthy and safe.
Create an online fundraising page – it’s super easy!
Below are instructions on how to create your unique fundraising page.

1. Go to fundraise.giveeasy.org
2. Sign up as a fundraiser (by clicking on the ‘sign up’ button).
3. Once complete, you will be asked to create a personalised fundraising page.

You will be able to share the link and thank your supporters. All donations will be automatically receipted.

Set yourself a goal
Aiming high can be a great way to motivate your friends and family.

Communicate!
Let friends and family know about your fundraiser early and remind them regularly.
Tell your supporters what we do and why you are fundraising for us.

Use social media
Social media is a great way to spread your message further. Create an event page that your contacts can share. Tag and thank people when they donate – this will help spread your message! Keep your social media updated and share your progress.

Don’t forget to tag us in your photos of the day of your fundraiser so we can share them on our social media!

@GeelongMums  @geelongmums  @GeelongMums  @geelongmums

Have fun!
We are so thankful for your support and want you to enjoy the process.
FUNDRAISING IDEAS

If you know that you want to fundraise for Geelong Mums, but need some help deciding what your fundraising activity will be, here are a few ideas:

Take part in an existing event
Enter a fun run, walk, or bike ride event and have family, friends and colleagues sponsor you.

Take on a personal challenge
Do something that’s a personal challenge that your friends will sponsor you for – give up chocolate or learn a new language!

Host a fundraising event
• Organise a morning tea for friends, at your house, workplace, or at your local community centre or sports group.
• Organise an event for a special time of the year such as an Easter egg hunt, Mother’s Day Lunch or Christmas in July celebration.
• Throw a dinner party and ask each of your guests to make a small donation.
• A night at the movies – many cinemas have small screens that they can provide for charity screenings and will provide a discount ticket price.
• Throw on a trivia night – everyone loves a pub quiz!
• Night in – ask your friends to bring food, have a night in and donate the money that would usually be spent on a night out.
• Get out your BBQ tongs and organise a sausage sizzle.
• If being active is your thing, what about a golf day or barefoot bowls fundraiser!
• Have a casual clothes / fancy dress day at school or work.
• Ask for donations in lieu of gifts for a birthday, Christmas or special celebration.
THANK YOU...
for sharing our vision of a future where we waste less, share more and care for every child.

Please email us at 
fundraise@geelongmums.org 
if you have any questions. We look forward to hearing about your fundraiser!

Other ways to get involved
Fundraising is just one way that you can be involved with Geelong Mums.
There are many ways you can support us, including:

• Becoming a monthly donor
• Making regular donations through Workplace Giving and ask your employer to match your donation
• Volunteering with us
• Volunteering with your workplace
• Considering leaving a Gift in your Will