

# COMMUNITY FUNDRAISING GUIDE

**Fundraising is at the heart of what we do.**

Without the support of generous individuals and community groups, Variety would not be able to help as many Kiwi kids as we do now!

This Community Fundraising Guide is designed to help you get started.

**Thank you for your support!**

**We are here to help!** Please get in touch with our friendly fundraising team:

[carol@variety.org.nz](mailto:carol@variety.org.nz)

022 385 5680

Get involved at [variety.org.nz](https://variety.org.nz)



# How you can make a difference!

Every day, 1 in 5 Kiwi kids go without the basics that most of us take for granted. This has a profound effect on their health, education and well-being.

We believe that every child deserves the same opportunities to reach their full potential. Variety provides tailored, flexible support to vulnerable children and young people in New Zealand. We work alongside schools, community agencies, social workers and healthcare professionals to identify children in need.

Variety provides Kiwi kids with **basic essentials** (warm bedding, school uniforms, stationery, shoes), **one-off grants** for additional needs (medical and mobility equipment, digital devices) and access to **extra-curricular** activities (school camp, swimming lessons).

With your support, they will have access to the same opportunities as other kids, a happier, healthier childhood and the foundation for a better future.

## DONATE IN MEMORY

Make a donation on behalf of a loved one

## DONATE IN CELEBRATION

Ask your friends and family for donations in lieu of birthday or wedding gifts

## CREATE A FUNDRAISER

Plan your own event or activity to raise money for Variety



# Ideas for your fundraiser!

Cycle for a cause

## Quiz Night

Trivia nights are a fun way to bring together your sports club or school! Why not support Variety at the same time by selling tickets or holding a raffle, donating the profits.

## Silent Auction Or Raffle

If you are hosting an event, ask some local businesses to donate items and run a silent auction or raffle. Donate the proceeds.

## Dress Up Day

Encourage your workplace or school to host a one of a kind mufti day, loud shirt day, silly sock day, etc. in exchange for a gold coin donation to Variety.

## Bake Sale

Get your school or organisation involved and host a community bake sale to raise money for Kiwi kids. Or simply bake your favourite cupcakes and sell them to your colleagues for a special morning tea.

## Sausage Sizzle

Organise a sausage sizzle at your local sporting club or school event, and ask for donations on the day as well.

## Fitness Challenges

Ask friends and family to sponsor your participation in a marathon, bike-a-thon, or school fun run. The more they give, the more you might be willing to do!

## Give It Up

Consider giving up something for a day, a week, a month, to support Kiwi kids in need. Ask your friends and family to make a donation to support your efforts.

## Donate The Proceeds

Many businesses wish to donate a portion of their product sales to Variety, which we are very grateful for. Contact us if you would like to do this.



# Fundraising Tips

## **1. Get creative and have fun!**

Decide on your fundraising event, date and location. Make sure you choose something you will enjoy organising!

## **2. Tell us about your fundraiser**

Send us an email and let us know what your fundraiser is all about. Our fundraising team are here to support you.

## **3. Aim high**

Set your fundraising sights high but keep them realistic. The more you raise, the more Kiwi kids you'll be helping!

## **4. Maximise your funds**

If your fundraiser is an event, add extra activities like an auction, merchandise, or raffle. **Ask your employer if they will support you through match giving!**

## **5. Share, share, share!**

Share your fundraiser on social media, tell your friends, family, and community, or contact the local media to share your story.

## **6. Keep it safe and legal**

No matter what type of fundraiser you are planning, there will be legal and safety issues to consider, so do your research. Variety are not legally responsible for your fundraiser.

## **7. Thank, thank and thank again!**

Let people know just how grateful you are for their support and remember to keep them updated on your overall results.

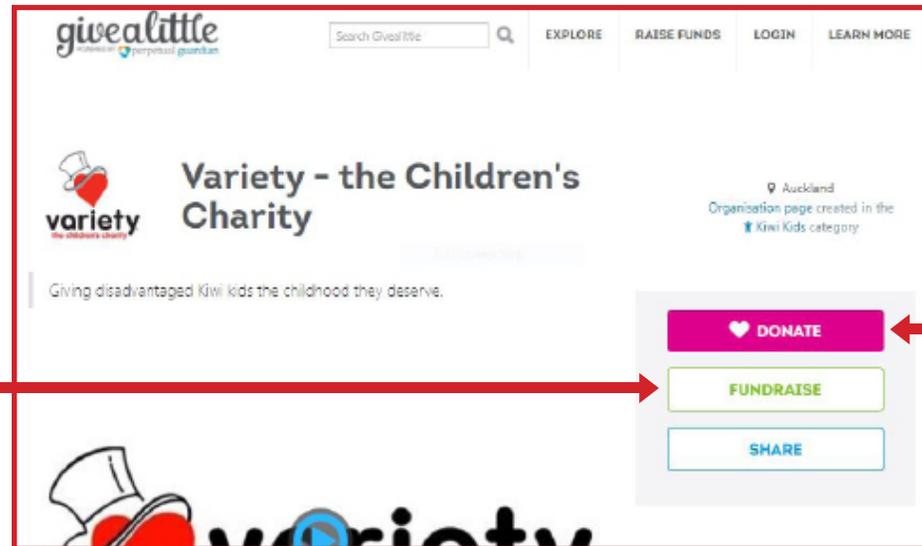
## **8. Bank your funds**

If you've created an online fundraising page like Givealittle, then your donations come directly to Variety and your supporters are receipted automatically. If you're collecting cash, then please email us for our bank details and preferred method of transfer. We will also provide you with a unique reference code.

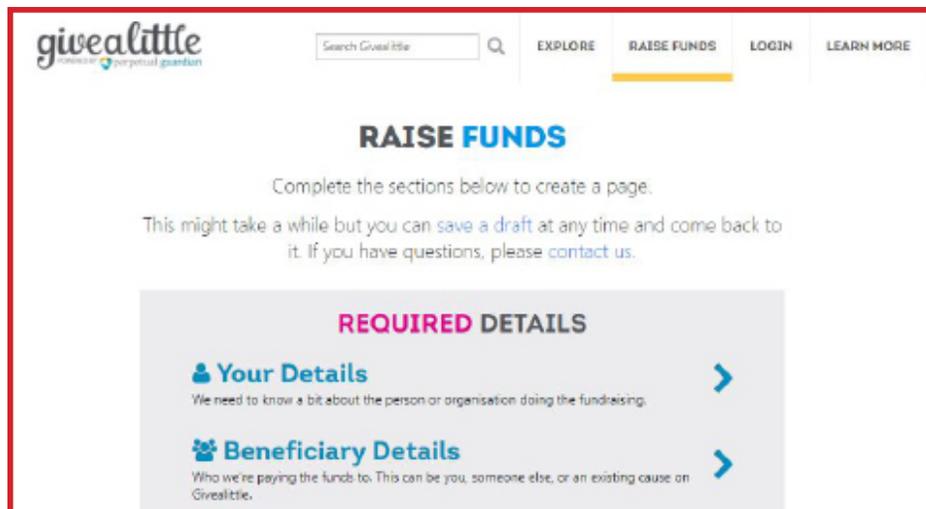
# Creating a Givealittle Page

**ONE:** Search for our organisation page on givealittle.co.nz or [click here](#).

**FUNDRAISE**  
Create your own fundraising page.  
Follow the prompts and check that Variety - the Children's Charity is the beneficiary.



**DONATE**  
Make a one-off donation to where needed most or [click here](#) to donate via our website.



**TWO:** Share, share, share your page! Spread the word about your fundraiser on social media or by word of mouth.

Like and tag us on social media @VarietyNZ



If you need collection buckets, signage, or want to use our logo, email [carol@variety.org.nz](mailto:carol@variety.org.nz)



Colour in the Cold, Zeenya Clothing

# THANK YOU FOR YOUR SUPPORT!

Wishing you all the best on your  
fundraising journey!

Please contact our fundraising team:

[carol@variety.org.nz](mailto:carol@variety.org.nz)

022 385 5680

Get involved at [variety.org.nz](https://variety.org.nz)