

Putting the 'fun' back into fundraising

How your organisation can thrive without pokie funding



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Table of Contents

Why not take the easy money?	5
How your organisation can survive without pokie money - Case study	8
What is fundraising all about?	10
Writing application letters for funding	11
Different types of funds and fundraising	12
Finding community funding information	14
A to Z fundraising ideas	16

Problem gambling is harmful to the health of individuals, families & the community.

Why not take the easy money?

Facts about pokies and the harm they cause to our communities.

Every day in New Zealand

- \$5.5 million is lost to gambling
- \$3.5 million is lost into pokie machines
- \$2.4 million is lost to "charitable trust" pokie machines

Of the \$2.4 million lost to "charitable trust" pokie machines, just \$0.8 million is paid back into the community.

Sourced from DIA data 2008

Gambling is a recreational choice for a lot of adult New Zealanders, and pokies are one of the most accessible forms of gambling we have. However pokie machines are dangerous. Over 70% of gambling harm is caused by the pokies. It is estimated that 1% to 3% of adult New Zealanders could be problem gamblers.

A Ministry of Health study shows that pokie machines are highly disproportionately distributed in different communities. Wealthy areas tend to have about **1 pokie** machine for every **465 people** whereas poorer communities have a ratio of **1 pokie** machine per **75 people**.

A young person in a less well-off community is 6 times more likely to be exposed to pokie machines.

Effects of problem gambling

The effects of problem gambling can be:

- psychological harm
- alienation from family and friends
- poor work performance and low productivity
- depression, helplessness and anxiety
- feelings of guilt and suicidal ideation
- alcohol and drug abuse
- family disintegration
- child abuse and deprivation
- poor physical and mental health
- domestic violence
- criminal activity such as fraud

A disproportionate amount of gambling harm and gambling losses is carried by people on welfare benefits and in low income areas.

We need to change the system.

Pokie trusts have little public support. Only 12 percent of respondents in a recent Health Sponsorship Council survey thought the responsibility for the distribution of gambling profits should remain with people who operate gambling activities, such as pokie trusts.

Pokie trusts should be abolished. We need a more open, lower cost, and transparent system to end the lack of compliance and the illegal activity associated with the current pokie trusts system. We also need greater transparency around who does and doesn't get grants and why. The current system encourages machines to be put into our communities-with the harm that results.

A change could bring more funding for the community in the short to medium term. A fairer and more efficient distribution model would mean greater returns to the community. The money that goes to horse racing prizes could instead go to community organisations.

What you can do?

You may be thinking about fundraising for your organisation and pokie trusts, thinking about how much you can get, what kind of things they fund etc. However instead of thinking about where the money goes you should be thinking about **where the money is coming from.**

Inevitably it is coming from the pockets of those who can least afford to lose it. It comes from communities which may already be fractured by poverty.

You may be involved in an organisation which is doing great things to help your community, that uplifts your community, that seeks to create a greater sense of community cohesion. Don't jeopardise your work and your community by accepting pokie money.



This booklet will give you some great ideas for fundraising in your community

How your organisation can survive without pokie money: Case study



Orakei Water Sports believes clubs and organisation are conditioned to rely on lotteries and pokie funding. They began developing the OWS Model in 2000 as part of a strategy to become "Self-Sufficient, Self-sustainable & Self-Determining" by 2005. Here is a snap shot of how this was/is achieved.

Step One: Shifting paradigms – OWS created:

- The OWS 1st model – based on loyalty and ownership.
- A kaupapa focused constitution.
- A pro-active management and project team.

Step Two: Capacity Assessment - OWS identified:

- Its strengths, skills and resources within the organisation.
- Its potential partnerships.
- Its internal and external threats (and eliminated them).
- Its internal and external opportunities (and optimised them).
- Its core 'business' & 'point of difference' (and created a niche market).

Step Three: Capacity Building

OWS utilised the strengths, skills and resources and built mutually beneficial relationships with community and business "partners" Orakei Water Sports is proud to be Iwi/Marae based and community focused and rather than relying on the community, it brings value to it.



OWS get invited to run environmental and cultural waka based activities on the Waitemata.

OWS junior 19 boys qualified fastest in their division and categories for the 2010 Outrigger Canoe World Championships in Noumea, New Caledonia.

They hosted a Ladies Pamper Day at Penny's Salon in Remuera, Auckland



A few other fundraising activity ideas that OWS have been involved in are:

- Being extras on the NZ TV mini series "The Market"
- Post (outdoor) concert clean ups
- Corporate team building events
- Catering for corporate and private functions
- Providing our young people as waiters and waitresses.
- Designing/developing merchandise.

Not only do these types of activities generate revenue for OWS they provide a great source of fun and team/club building opportunities.

If you or your club are interested to learn more about this model contact: Donna Tamaariki at ows@xtra.co.nz

What is fundraising all about?

Fundraising is about giving something you have to help someone in need.

It's about being nice to people, and them responding in kind.

Fundraising is also about making friends and building community resilience.

A little help makes a big difference.

Good fundraising is when you get supporters who have a genuine interest in your organisation.

Bad fundraising is just sending out begging letters stating that things are in a bad way.

Fundraising should not just be about filling out forms.

When fundraising, make clear statements to catch the imagination such as:

Make a blind man see for \$20

Sponsor a dog and make a tail wag for \$10 a month.

Don't just ask for money, inspire people/organisations to give.

Show how donors can also win from donating and make a list of ways they can give.

Always have your brochures, fact sheets or newsletters with you in your house or in your car to help inform and sell the idea of donating to your cause.

Wear a T-shirt advertising your group whenever you go out in the community.

Relay the personal narratives of those you help.

The best story of all is the story about your organisation, its mission, why it exists and why you are there.

Writing application letters for funding

Tips on letter writing. How to successfully raise money for your organisation

- State in your first paragraph what you are asking for and how their support helps your organisation to help the community.
- Make sure your letter is tailored to the audience, and the region. Make it formal for a corporate audience but informal and friendly for an individual—personalise it.
- Give options - make the donors aware that there are a variety of ways they can help - from funding to donating goods. List gold to platinum sponsorship expectations and allow the donor to choose.
- Have a strong key message—short and simple such as
Help us to keep poverty from our communities—get rid of the pokies.
- Tell them exactly why you need the donation/funds and when you need it by.
- If you need money, ask for money, don't just ask for their support.
- Enlist a patron or well known person to provide a reference to go with your application.
- Ask for the amount you need and don't undervalue what you need to complete a task.

Make sure you write and say thanks!

Different types of funds and fundraising

Here is a list of different ways you can fundraise for your organisation.

Board members who help by giving as well as getting. Board members should be particularly chosen for their contacts and networks.

Website design with a fundraising facility where people can select to donate online.

Grants from Foundations, Corporations, businesses and government.

Events - hundreds of different ways that can raise money locally.

Sales - making sure the product reflects the organisational philosophy. Items should be easy to sell, but value for money.

Mail requests – A mail out to organisations and sponsors.

In kind donations – for equipment or from a list of particular 'needs'.

Personal visits - seeking assistance from individuals and businesses.

Annual fundraising - usually has a beginning and an end, during which unrestricted donations are sought. In this type of nonprofit fundraising, there usually is a regular set of donors to approach. The activity of collecting annual funds can be organised every year with the same group of people and with the same method, which saves time and money and is generally effective.

Corporate or business funding – most businesses give donations for specific purposes as it helps them to enhance their corporate image and fulfil their corporate social responsibility.

National/ local government grants - several government entities have money allotted for certain causes. These grants are mainly for a certain period of time rather than long term.

Cause-related marketing—some businesses work with nonprofit organisations by providing them product at a factory price.

Planned giving - many charity organisations undertake regular fundraising exercises as part of the planned giving process. In planned giving, a donor or donors pledge to give a certain amount of money on specific events, like his or her death or when they receive their salary or on their birthday.

.....athons— Sponsorship for an event or activity.

Unique ways of fundraising

As well as the events listed later in the booklet here are a few unique methods of fundraising to wet your appetite

- Have a rubber duck race or snail race.
- Offer a temporary or sort term spring cleaning service for houses, offices or vehicles.
- Grow and propagate young trees to sell, such as Christmas trees, and then have a good follow-up service of picking up them up afterwards and discarding of them properly.
- Have a phantom event - ask your guests to donate to an evening and then not come. For example have a tea party– send out invites with a tea bag saying ` Come to a tea party. Have it wherever you want and invite whoever you want. Use this tea bag. While you are sitting down with your friends write us a cheque and put it in the enclosed envelope´.

Finding community funding information

Most public libraries have free access to **Fundview** which is a database of many of the organisations who provide funding. Many on the list are pokie trusts so you will need to filter them , check with the librarian if you are unsure how to do this.

Funding Information Service

Fundview, Break out, Corporate Citizen, Fundernet.

www.fis.org.nz

Fundraise Online

Fundraise online has been providing Internet based fundraising solutions to charities and corporate customers around the world since 2004. You will be paying for their help.

Phone: +64 6 769 6501

www.fundraiseonline.co.nz

CommunityNet

Funding - How to get started guides

www.community.net.nz/how-to-guides/funding/

Fundraising ideas NZ

Website to help NZ fundraisers with great fundraising ideas, resources and links. This site is being designed to be a one-stop site to serve NZ schools, clubs, societies and charities involved in fundraising.

www.fundraisingideas.org.nz

Fundraising Directory

A searchable directory of suppliers.

www.fundraisingdirectory.co.nz

Ministry for Culture and Heritage

Database of organisations searchable by subject, keyword and location.

www.mch.govt.nz/funding-guide

Office for the Community and Voluntary Sector

A dedicated site of fundraising ideas and links.

www.ocvs.govt.nz/about-the-community-and-voluntary-sector/funding-for-the-sector

Philanthropy NZ

Philanthropy New Zealand is the peak body for philanthropists and grant makers throughout New Zealand. They are a membership organisation bringing together New Zealand's leading private philanthropists, trusts, foundations, businesses, and the community and energy trusts created when community banks and energy utilities were sold.

www.philanthropy.org.nz

Working together More Fund.

Launched in 2009 after representatives from Wayne Francis Charitable Trust, J R McKenzie Trust, Todd Foundation and The Tindall Foundation came together to discuss how they could best help NGOs to manage through the recession and into the years ahead.

www.workingtogether.org.nz

National Sparc Sports oriented funding.

Directory of Potential funding database just enter information and it will locate whatever funding is available:

www.sparc.org.nz/en-nz/funding

Your regional council

Your local regional council website will also have a great deal of information on community funding in your area.

Remember to ask where the money is coming from!

A to Z fundraising ideas

With special thanks to the comprehensive list in *AN A TO Z FUNDRAISING IDEAS*, collected by Sarah Hartwel, Avril Hodgkins and Christopher & Wina Jones found on *Fundraising Ideas NZ* which we have been able to adapt and add to.

Abseiling: You will need the support of an abseiling/climbing club and local authority permission. Some abseiling clubs run regular charity events where your sponsorship money is split between their chosen charity and your chosen charity. The club has all the safety gear. Find a suitable event, pluck up your courage and sign on!

Aerobics Marathon: Organise a mass aerobics session at a local school, church hall or community centre. Participants could be sponsored and/or be charged to enter. Advice from a trained aerobics instructor is advisable if you can't find an instructor to lead the session for a nominal fee.

Alternative Transport: Get sponsored to find different ways to get to and from work each day for a week. You could be sponsored for the number of days you succeed or for the number of different methods you find such as walking backwards, cycling, skateboarding, roller skating.

Art Exhibition and Sale: Ask local artists or galleries to donate pictures (originals or numbered prints) or to donate a percentage of the proceeds from their own art sale.

Auction: Get auction items from local businesses or get people to donate their talents and auction them locally.

Babysitting: Let people (friends and colleagues) know you are available to babysit and donate the proceeds to your organisation. Have a list of suitable people available for members.

Baby Walk/Toddle: Organise a sponsored walk or toddle for parents and babies. This can be combined with best dressed baby competition, toddler fancy dress or toddlers and teddies picnic.

Bake Sale: Not just cakes and cookies - include preserves, guess-the-weight-of-the-cake competition, cake tombola and refreshments.

Ball: This one needs good planning and a budget. Arrange an evening ball with dinner and music for co-workers and their families. The ticket price will depend on the budget and cost of facilities.

Barbecue/Bar-B-Q: Hold a lunchtime, afternoon or evening barbecue in a private garden or hired grounds (the latter requires a budget). Sell tickets in advance. If you are planning a family/work barbecue anyway, then ask invitees to bring a donation of items needed in your organisation such as cleaning items, toilet paper, dish towels.

Bastille Day/ Special Day: Organise a French-themed evening/ NZ evening/ on 14 July/ Anniversary Day or Waitangi Day and sell tickets or charge friends the cost of an approved item as the entrance fee. Appropriate food for the event such as French bread and pate.

Beach Party: Requires a back garden or open air venue. Hold a beach-style party with barbecue, beach-rules volleyball, French cricket and other beach games. You could have a competition for the brightest beach-shirts. Charge teams an entry fee for events. You could sell tickets in advance or ask for a donation (of money, approved item) when they arrive.

Beard Trim: If you have a beard or moustache, get friends and colleagues to sponsor you to have it shaved right off.

Bike Ride: Work out a safe, scenic route and arrange a sponsored bike ride.

Birthday Party: Have a birthday party but ask people to donate to your organisation in lieu of gifts.

Bird/Animal Spotting: If you are a wildlife/bird enthusiast, get sponsored for every different bird or wild animal you spot in a set period of time such as 3 months. You need some form of evidence such as photos or videos for each one you spot.

Blind Auction: Auction an item by inviting bidders to write down their pledges. Highest pledge wins. This is best held over a period of time (a week) to attract more offers.

Bonfire Night: Requires a budget. Organise a bonfire evening with refreshments, fireworks and a bonfire on Guy Fawkes Night (or the nearest Friday or Saturday evening to Guy Fawkes Night). Contact your local council for details of rules and regulations covering fireworks displays - in some places only professional fireworks handlers may run displays, but you may be able to run the refreshments tent or barbecue at a council-run event. For private fireworks parties (invitees only) - charge a donation or pre-named item for entry.

Book Fair: Collect unwanted books from friends and supporters over a period of months then hold a book sale for friends or co-workers in your garden. Charge a nominal entrance fee and sell refreshments. This can be combined with other events for instance a barbecue, coffee morning. Any unsold books can be donated to charity shops (thrift shops) or the local hospital.

Bring and Buy Sale: May require a budget. Find a venue, charge people for entry and get them to bring an item for sale.

Cake stall: Set up a cake stall at a local event and ask your friends and colleagues to do some baking for your organisation.

Cakes and Sweets Sale: If your company has a nominated charity and permit events on site, arrange a home-made cakes, sweets and jam sale in an empty office at lunchtime. Publicise it on company noticeboards or in the reception/entrance area.

Calendars: If you have a scanner and colour printer and a suitable software package, design and print calendars for sale at Autumn/Xmas fairs. Keep the numbers printed small so you won't be left with a stock of unsold out-of-date calendars. The pictures could be scanned photos of pets, animals at a rescue shelter or local scenes. You could use winning entries from a photo competition for the calendar. Your local print shop might offer a reduced price run for reproducing calendars. Requires budget for printer paper and ink and prices should cover costs as well as making a profit. Remember how popular Calendar Girls was?

Car Washing: Offer to wash friends' cars for a small fee. Ask your company if you do can a car wash in the company car park.

Car Boot Sale: Requires a field, car park or similar space. Charge for car owners to have a stall (a 'pitch'). Charge the public to get in. It's possible to ask for a percentage from each car boot owner, but it's better to charge for a pitch (less cheating). Well-organised boot fairs need plenty of volunteers, a good-sized venue such as school field and refreshments (hot-dog vans and other vendors often attend well-established regular boot fairs and pay for having a pitch).

Carol Singing: May require permission from local authorities as it constitutes a street collection. Gather together a reasonably tuneful choir and collect in shopping centres and other public places.

Casual Friday: Come to work in casual clothes or jeans and pay a gold coin to a good cause.

Celebrity Walks: Persuade a celebrity (a local one is fine) to walk a set distance and get people to sponsor them.

Charity Dinner: Requires a budget. Organise a dinner and sell tickets to friends and colleagues with the profits going to your charity.

Charity Shop/Thrift Shop: If you can get a shop premises for a few months (maybe one that is temporarily vacant) and you have willing volunteers and a till (shops must give receipts and keep till records) you might be able to sell donated items from there. Check to see what fittings are in the shop - shelves, clothes rails and check the lease terms since some items cannot be sold from certain premises. You'll need a banner or temporary sign-board for the shop front. This is worthwhile if you have the manpower and plenty of donated/hand-made items to sell so that you can cover running costs. The shop needn't be right on the high street, but it must have regular passing trade. A good window display is essential to attract people in.

Chocoholic Challenge: Give up chocolate for a set period of time (a month) and get friends and colleagues to sponsor you for every day you go without.

Climbing: Get sponsored to climb hills or towers during a set period of time (say 3 months). Either get sponsored for every hill/tower you climb or get sponsored by the metre.

Coffee Morning: Requires a budget. Invite friends to a cakes and coffee morning. This can be combined with a book sale.

Coin Collection: Have a collecting box in your own home and at the end of the day put loose change in it— all coins below a certain value go in the collecting box. Alternatively, plan to save one or two dollar coins each week. When the box is full, donate it.

Coin Tower: Hold a collection of coins and see what height you can reach. It's best to stack them in piles of several inches tall and total up the heights of each pile.

Coin Trail: Hold a collection of coins and record the distance the coin trail covers. This could be an annual event with attempts to break your own records.

Collect Cans, Bottles or Newspapers: Either get friends to sponsor you for every can, bottle or 10 kg of newspapers you collect or contact a local metal/paper merchant and collect these items to sell to them by weight. Keep aluminium and iron cans separate. Keep different colours of glass separate.

Collection Bin: For collecting pet food or similar. Arrange with a local store to place a decorated collection bin in the store with a notice asking shoppers to donate needed items.

Collecting Boxes: Ask local stores, hairdressers, pub, vet clinics, pet shops (where appropriate) to have a coin collecting box by their checkout. It will need to be chained in place to prevent theft. If you use a jar or wide-necked drinks bottle, make it a challenge to 'fill the container'. Note: some places will only accept official sealed collecting boxes with the registered charity number on them.

Concert: Ask bands or local orchestras (church orchestras, school orchestras) to play a concert and donate the ticket money (or a percentage) to your charity.

Cookery: Use your culinary skills to bake cakes (especially decorated ones), cookies and candies and to make jams and preserves. These can be sold at any suitable event such as fundraising fairs, open days, coffee mornings or to friends and colleagues.

Craft Fair: Requires a budget. Find a suitable venue and ask local craft shops or craft makers to show and sell their wares. Charge an entrance fee and ask exhibitors to donate a percentage of their takings.

Craft Work: If you are good at needlework, knitting, painting, woodwork make craft items to sell at any suitable event. Unless you use donated/recycled materials, you will need to deduct an amount to cover the cost of craft supplies.

Cricket Match: Organise a friendly cricket match, asking players to raise sponsorship per run scored or wicket taken.

Cycling: Get sponsored to cycle to work, college or the shops for a set period (maybe a week).

Danceathon: Organise an all day event (for instance a disco) where participants are sponsored for every hour they stay on the dance floor.

Darts Tournament: Charge an entry fee for a knock out tournament; encourage local pubs or clubs to organise teams.

Desk to Desk Collection: Go desk to desk in your office or place of work collecting for your organisation, rather than door-to-door.

Disco: Requires a budget. Find a suitable venue and someone to run the disco. May require local authority permission. Sell tickets in advance, and have a raffle during the evening, appoint judges, and give a prize to the winners. Have refreshments. A suggestion is to hold a school disco and split the proceeds.

Discount Books: New Zealand has a tradition of fundraising selling entertainment discount voucher books. This usually makes about \$5 per book sold, and everyone wins something.

Dog Walk: Organise an interesting route for dogs and their owners to walk around, with all participants sponsored.

Dollar for Dollar: Ask your employer or local business to match all the donations you raise.

Drawing Competition: Get children to draw or paint a picture on a set theme (such as pets), and get parents to pay an entry fee for each one submitted; the pictures can be judged, and the winners displayed in the local library or other public place.

Easter Egg Hunt: May require local authority permission. For an entry fee children can hunt around a park or other area for hidden eggs: parents can sponsor their children for every egg found. A suggestion is to use school playing fields and split the proceeds.

Egg Throwing: Teams of two pay to play catch with an egg, taking one step back after every successful catch. The team to move the furthest distance apart without dropping the egg wins a prize. If you don't want to waste eggs, use a similarly weighted and sized ball and make sure each competing pair has a judge watching them.

Entertainment: Perhaps you and/or some of your friends are particularly talented musicians, comedians, jugglers. Have an evening of fun entertainment. Get donations for entry

Face Painting: Requires face paints. Charge parents for painting children's faces as clowns, animals, or other characters.

Fancy Dress: Raise money at events or in the office by dressing up or down for the day. Be outrageous!

Fast: Go without food for a day while others sponsor you to do so.

Film/Theatre Premieres: Approach local cinemas or theatres to donate a percentage of takings from a first night; you might also be able to collect at the venue.

Food Marathon: Choose your favourite food, then get sponsorship to eat as much of it as you can in a set period of time.

Football Match: Organise a friendly soccer match or tournament with companies, local villages, schools. Charge spectators an entry fee and ask the teams to get sponsored per goal.

Fun Run: Organise your own or find a locally organised event, and participate on behalf of your organisation—sell it, wear your t- shirt, get sponsored.

Garden Party/Fete: May require a budget for refreshments. Invite friends and colleagues to an afternoon reception with refreshments, asking them to make a donation.

Garage Sale: Get everyone to give their house a good spring clean and sell the unwanted items.

Gift Sale: If your company has a nominated charity and permit events on site, arrange a gifts sale in an empty office at lunchtime. Publicise it on company noticeboards or in the reception/entrance area. Best run at Christmas or similar traditional occasion. Sell home-made gifts or items bought in bulk but packaged separately.

Go-Kart Racing: Arrange an event at a go-karting track. Ask people to make a donation on top of the entry fee, and get sponsorship per lap.

Guess the Number/Weight: Put a quantity of items - sweets, screws, dog biscuits in a jar, and ask people to pay to guess how many there are or how heavy the jar is. The winner gets a prize, or the contents of the jar. Guessing the weight of a cake is one option.

Haircut: If you normally have long hair (women and men!) get sponsored to have it cut short. If you are brave enough, get people to sponsor you extra to have your head shaved.

Highland Games: Requires an open air venue for instance a school field. Organise a day of caber tossing, curling, haggis eating, bagpipe playing; either charge an entry fee or raise sponsorship.

Homemade Sale: Organise a bring-and-buy sale in your front room or garden of cakes, jams, sweets, vegetables.

Ice Cream Eating: Get sponsored to eat as many different flavours in as short a time as possible.

Independence Day/Special Day: Organise an American-themed event on 4 July; could include burgers, American football/basketball and flag waving. Alternatively, choose your own themed day (Australian, Italian, Irish St Patrick's) to coincide with that country's national holiday. Non-Brits could organise a British-themed event on St George's Day with tea, 5-a-side soccer and British snacks and foods.

Indoor Car Boot Sale: Hire a hall (requires budget) and advertise for people to hire a table to sell unwanted items. Advertise the event. Charge a set amount for each table (better than charging a percentage of takings) and charge entry fee. Serve refreshments. Book a school hall and split the proceeds.

Individual Sponsored Challenges: Do something bizarre or unusual, but safe, and get sponsored.

Instrument: If you are musical, get sponsored for playing an instrument for as long as you can or for every instrument you can play a tune on. Try to get extra sponsorship for novelty instruments such as producing a recognisable tune on comb and paper, playing a metal watering can like a trumpet.

Juggling Marathon: Charge people to see how long they can keep three balls or skittles in the air; give a prize to the winner.

Jumble Sale: Requires venue. Have separate stalls for different types of item - ladies' clothing, men's clothing, toys, books, bric-a-brac. Have fixed prices for each type of item or price each individually (latter is only feasible for better quality items). Be prepared to let customers haggle. Advertise in advance and charge an entrance fee. You may wish to sell refreshments as well. See 'Rummage Sale' for selling poor quality items in bulk.

Karaoke: Share your singing skills, pay for a song or invite your friends and colleagues to a Karaoke party – sell tickets.

Knitting or Crochet: Knit or crochet clothes or items for sale or get sponsorship for the number of items (such as blanket squares for your own or another charity) knitted in a certain time. If possible, use donated oddments of wool.

Lawn bowls, Croquet, Petanque, or Mini golf: Fun on your lawn or at the local park for friends, families and colleagues – for a donation or fee.

Limbo Dancing: Organise a competition for participants to see how low they can go; charge an entry fee. Give the day a beach-party atmosphere by having a barbecue and (if room) beach-style volleyball (charge teams an entry fee). You could sell tickets to friends in advance.

Lorry Pulling: Requires loan of truck from a haulage company. May have safety issues so check with local authorities. Ask teams to get sponsored per foot that they can pull an empty lorry on a level car park.

Marbles and Flowerpot Challenge: (Suitable sideshow event) Put a clay flowerpot upside down on a tray. You need a supply of marbles which will fit through the drainage hole in the flowerpot. Charge an entry fee for each person to try to put as many marbles as possible through the drainage hole using only a spoon (not allowed to use the free hand) in one minute. The one who puts the most marbles through the hole wins a prize.

Market Stall: If you have a local market and willing volunteers, hire an occasional stall (maybe quarterly) and sell donated items from it. This gets more money from good quality donated goods.

Match the Photos: Match the pet with the person, the baby with the adult. Have an entry fee and pick a winner.

Matchbox Challenge: Ask children to collect as many different items possible that will all fit into a matchbox; sponsorship can be raised per item collected.

Monument Trek: If you like visiting historic sites, monuments or stately homes, get sponsored for every one you visit in a set period of time for maybe 3 months. You'll need evidence such as entrance tickets or photos of yourself at the site.

Morning tea: Charge a gold coin donation for a morning tea for friends and colleagues.

Mufti day/ Casual Friday: Come to work in your casuals, dress down, or in pyjamas for a day for a donation.

Name the Doll/Teddy: Ask people to guess the name of a teddy bear; the winner gets a prize.

National Cat Week/National Pet Week: Contact your local branch of SPCA (or other animal charity) and volunteer to help raise funds during these events. You may be asked to man a stall or help in a street collection.

Night of Rugby / Movies: Organise the right thing, invite friends and colleagues for a donation to an organisation.

Opera Night: If you and your friends like the opera, invite them to a viewing of your favourite opera DVD. You may need to have a large TV screen.

Pancake Races: Shrove Tuesday is the traditional day for this, but you can hold a race at any time of year. It requires some frying pans, some pancakes and competitors/teams who can be charged an entry fee. Hold the race in several heats, noting the teams' times and keeping a league table. Teams can pay another fee to have another go and get a better time. This could be held as a relay race or even over some obstacles.

Pantomime: Requires venue. Organise a pantomime for family and friends, charging for tickets and refreshments. Re-write a traditional pantomime to suit your charity - all the characters are something related to your organisation.

Parachute Jump: Some parachute jump clubs run charity events for novices to do a day's training and a single parachute jump. You will either pay reduced rate for the training/jump or your sponsorship money will be split between their chosen charity and your chosen charity. Pluck up your courage and have a go.

Pet Competition: Requires a venue. People pay to enter their pets into one of a number of classes; each class has a winner which then goes on to a grand final. Because of health issues, you may only be able to have dog classes, but other pets can be entered using photos or videos. Have novelty classes such as waggiest tail, dog which looks most like its owner, dog and owner in costume. For photographs, you could have funniest face, fluffiest tail.

Pick-a-Straw: Sideshow event. Works in similar way to tombola (see entry for tombola). You need a board with 50 (or more) holes drilled through it and a supply of narrow drinking straws. Use a set of two-part cloakroom tickets. One part (rolled up) is put into each straw with enough poking through one end so that it can be extracted. The straws are stuck through the board in random order with the ticket ends out of view of the participant. The corresponding part (the re-claim part) of every ticket which ends in 0 or 5 is stuck to a small prize on the stall. Sell tickets for a fixed price each.

Pick Your Own: Get sponsored per kilo of fruit or vegetables that you collect from a farm pick-your-own. The farm may reduce its prices and you could sell the fruit and veg at an event soon after, or make jams and preserves. Alternatively, the farm may need fruit pickers and pay you a small wage for a day's labour.

Plants: If you enjoy growing plants, raise plants (indoor or outdoor) or trees from seeds or cutting and sell these at fairs. If you grow fruit and veg, grow additional fruit and veg to sell at fairs. Prepared bulbs such as early flowering hyacinths and daffodils are often popular.

Plastic Duck Race: This may require permission of local authorities and you will need a net to catch the plastic ducks after the finishing line (to prevent pollution). Requires budget to buy plastic ducks, but they can be reused annually. Paint numbers on the side of each duck (waterproof pen). Entrants buy numbered ducks which are then dropped into a nearby river or brook; the first to cross the finishing line wins a prize for its owner.

Pop Idol: Yes I know, it's just a younger name for Karaoke.

Pooh Sticks: Have Pooh sticks races using small sticks (collect ones which have already fallen off bushes/trees) under a bridge. Have it as a knockout as competition, each heat is the best-of-three tries. Charge an entry fee.

Pony Rides: As part of an outdoor fete. Requires awareness of animal issues/safety, may be subject to local by-laws or require a vet to be present (ask if a vet can donate a day for a good cause and give him/her free food and drink). Ask a local stables to run pony rides at

an open air fundraising event. Note: only children above a certain size may ride, with a safety helmet. Alternatively, a horse and cart could give rides around the field.

Portrait/Caricature Painting: If you know an artist, get them to agree to draw or paint members of the public at a fundraising fair.

Press-ups: If you are reasonably fit and don't have any back problems, get sponsored to do as many press ups as you can manage in a set period of time. If you're not fit, get sponsored to get fit and set a target number of press-ups to be achieved after a set period of months.

Prizes: Involve local shops and businesses by asking them to donate prizes for an event or competition; remember to acknowledge their generosity on a roll of honour at the event venue. The prizes don't have to be big or expensive - food and wine from different shops could be used to make a hamper.

Quiz/Trivia Evening: Charge an entry fee for individuals or teams to take part; questions could be on a set theme, like cats, pop music, or general knowledge. For children, hold a junior trivia challenge about popular TV or music. The winning team gets a prize.

Raffle: Can be combined with another event, or tickets sold over a period of a few weeks. Gather some suitable prizes (try to get local businesses to donate) and sell tickets. Get the buyer's name and phone number on each ticket stub in case they leave before the raffle is drawn.

Recipe Book: Produce your own recipe book with recipes from staff and prominent people within your community. Cover printing costs with appropriate advertising.

Recycling Centre: Ask people to donate any second hand clothes for sale at fairs or rummage sales. Good quality items could be sold at table sales or on a market stall or from your own charity shop if you have one. Other items could be sold at jumble sales and rummage sales.

Rounders (or Softball) or Cricket Tournament: Challenge teams or groups to a series of rounders (or softball) matches with sponsorship raised per runs scored.

Rummage Sale: Requires venue and advertising. Charities often get a lot of lesser quality clothing/shoes left over after other sales. Set up tables around the edge of a room with items sorted by category: dresses, skirts, men's trousers. Charge a small entry fee and give each person either a standard size plastic carrier bag or large bin-bag when they come in. They get to fill up the bags with clothing and pay a fixed amount for each full bag when they leave (one price for full carrier bag, more for a full bin-bag). Clothing is bulky so you should see lots of full bags. If you sell other items such as books (less bulky), toys or bric-a-brac, pay for these separately such as a set price for books. The left over items are probably of such poor quality that they can't be fixed up so they should be donated for recycling or taken to the council waste disposal facility.

Running Totals/Totaliser: Advertise your total on a big poster where it can be seen by everyone passing by. By keeping a visual record of how much money you raise over a number of events it should help motivate everyone as they see the amount go up and up. Particularly if you set achievable monthly targets.

School Sports Day for Adults: Requires a budget and venue, preferably a school field with straight running track already marked on grass (but can be adapted for large gardens). Most people can remember junior school sports days. All the events should be ones guaranteed to slow down the fastest athletes - three-legged race, sack race, wheel-barrow race, egg-and-spoon race (or potato and spoon race). Get pubs or local businesses to enter teams for a small fee and award prizes for each race or for the winning team. Could be part of a general fundraising day with stalls, sideshows, refreshments or barbecue.

Services & Goods Auction/Raffle: Get local businesses or individuals to donate a service such as a free haircut, free photographic session, free window cleaning session or some goods - a bottle of wine, bath goodies. These services can be raffled or auctioned at a special evening.

Shave your Head: Be sponsored to shave your head.

Skills Auction: Something which can be done within a company to raise funds for the company's nominated charity this might be organ-

ised by a particular department. Employees donate certain skills to the highest bidder for instance a car enthusiast might offer to do basic car service. Bids are either at auction (nominal entrance fee of small change) or silent bids in sealed envelopes. People bid for the skill not the individual.

Skip a Lunch: Cut your lunch for a day or week and give the money you save from not buying your lunch to your cause or organisation. Encourage work colleagues and friends to do the same.

Skip a Bottle of Wine / a Coffee / a ...: You get the picture, and donate that money to your cause or organisation.

Slave Auction: Like a skills auction but people bid for the individual to do some household task - wash car, ironing, babysitting. On the auction

programme, each individual lists preferred tasks and any restrictions for

instance no heavy lifting. A good one for a company's apprentices/trainees to do as they are often "bought" by someone in the section they are apprenticed to. If task involves visiting a person's home, women should be chaperoned by a male colleague/boyfriend or have the right of refusing the winning bid if there is any doubt.

Sleep-out: Requires permission and safety awareness. Camp out in the local park, car park or anywhere else and raise sponsorship for the night. If you work for an animal shelter, get sponsorship for spending the night in one of the animal pens.

Slim: Get sponsored per kilo that you lose (or gain if you're underweight) over a certain period.

Slow Bicycle Race: Charge an entry fee and award a prize for people to see how slowly they can complete a very short course. Really good entrants can practically make a bike stand still. Hold this as a series of heats.

Snakes or Spiders: If you are normally afraid (but not clinically phobic) of snakes or spiders, get sponsored to handle one - or more - at the zoo. Some zoos run special 'contact' days and you will get a certificate if you actually handle or hold a creepy crawlly. This should be done at a properly run 'contact' day where it will be supervised.

Snooker/Pool Tournament: Charge an entry fee for a knock out tournament (each heat is best-of-three matches), perhaps with a final for which you might charge admission. Or get pubs and clubs to send teams or individuals who are sponsored per ball potted; sponsorship money is donated. Between matches or outside of the snooker/pool room, serve refreshments. For a one-day event, have a league table and everyone plays everybody else (will need several tables - hire of a social club's pool room).

Sponsored Silence: Almost anything can be sponsored, but this is particularly challenging for children or chatterbox adults. Go a set time (for instance a morning [children] or day [adults]) without talking.

Sponsored Walk: Set a route of known distance around local streets or in a nearby park and get sponsored for the whole distance or per kilometre/lap walked.

Spotted Dog/Leopard: On a largish whiteboard, or similar board, draw a dog (or leopard if you are a cat charity). Paint a number of spots on the dog. Stick peelable small circular stickers (black is best, the painted spots don't show through) on the dog, enough that roughly 1 in 5 wins has a painted spot underneath. Charge a fee for a person to choose a spot to peel off. If there is a painted spot underneath, they win a small prize. You may choose to put numbers under the spots with each number corresponding to a prize on the stall.

Stocks: Get some "willing" volunteers to face members of the public, who pay for wet sponges (safer than custard pies) to throw at the stocks. If you can get a popular authority figure (local policeman, school headmaster) to be in the stocks, so much the better.

Stock Taking: Find stores like the Warehouse who require stocktaking and get a team together to work a weekend/night doing the stocktaking and volunteering their time so the earnings all go to the cause.

Store Collection: Ask a local supermarket or shopping centre/mall if you can hold a collection on their premises (such as just outside the store or inside the mall). Will need the permission of the store/mall or the local authorities (ask the store/mall about this).

Street Collection: You need permission to have a street collection or flag day. Ask if you can have a table in the mall/street where you are

collecting so you can provide information leaflets to interested people. If possible have some display boards with posters to attract attention (*shocking posters intended to get pity generally just make people avoid you*). Collectors who dress up in appropriate costume (to do with your organisation) are usually the most successful as they attract curiosity and attention.

Swear Box: Will do well in many workplaces.

Sweets/Chocolate: Purchase some fundraising packs from well known sweet producers, better still get them to donate them and then you earn the whole lot.

Swim: May require budget, requires goodwill of local swimming pool, safety issues. Ask a local leisure centre or school to lend/hire you a pool for a morning or afternoon. Charge an entry fee and/or ask participants to get sponsored for the distance they swim. You may need to pay the centre to provide qualified lifeguards.

Table Sale: See Indoor Boot Sale. Table sales could be themed - craft fair, toy fair.

Three-legged Race: Get sponsorship for a three-legged hobble to work or organise a sponsored three-legged race. Three-legged pub crawls are good fun, but stick to soft drinks. It could end with a barbecue or disco.

Tiddly-winks Tournament: Charge a small entry fee for people or teams to see how many winks (counters) they can get into a glass or circle, with a prize going to one with the highest score at the end of the event. Alternatively, hold it as a knockout competition (best-of-three matches) or league table.

Toga Night: Organise as for a regular party, selling tickets in advance, but everyone must dress up as a Roman (or as a gladiator or Roman slave). Serve food from a central table, buffet style. If you work for an animal shelter, ask people to bring a can (375-400g size) or a packet of pet food with them for donation to the shelter.

Tombola/Instant Win Raffle: A popular fundraiser at fairs and other events, including coffee mornings/garden parties. Use a set of

two-part cloakroom tickets. One part (folded up) put in a bucket. The corresponding part (the reclaim part) of every ticket which ends in 0 or 5 is stuck to a small prize on the stall. It could be themed - plant tombola, teddy tombola, pet-care item tombola. If possible, ask stores to donate small prizes. Sell tickets for a fixed price each.

Treasure Hunt: Requires a venue such as school field and organisation beforehand. Participants are sponsored to find/solve clues and/or objects on a set route. They are charged an entry fee for competing. They may have to solve additional cryptic clues to identify objects along the route (for instance a weathervane, a commemorative plaque) and write down each solution along the way. Depending on the type of competition, the winner could be the first one to finish or the one who solves most clues.

Trivia Competition: Get those great minds working amongst your colleagues and friends – I know, its just another name for quiz night.

Tub of Icky Stuff: Find a willing, or hapless, volunteer to sit in an old bath outdoors (a child's wading pool is best - it is easily cleaned) full of icky stuff. They should be wearing swimming costume/trunks or shorts and t-shirt. Get sponsorship for the number of minutes or hours they stay in it. Suitable icky stuff: cold custard, cold porridge, baked beans (a store may be able to provide damaged cans of these at a reduced price), used dishwashing water with old teabags and vegetable peelings floating in it.

Tug of War: Organise a tug-of-war knockout tournament (each heat is best-of-three) or one-day league table contest between teams from local businesses, pubs or clubs (or school sixth-formers), charging an entry fee and giving a prize to the winners.

Ugly Faces (Gurning): Entrants pay an entry fee to pull their ugliest faces, to be judged by a panel. Ugliest face gets a prize. Could be a stall at another event, or could be run by mail using photos submitted before a set closing date. For gurning, they have to put their face through a lavatory seat (one not attached to a lavatory!) when they pull the face.

Videathon: Get sponsored to watch as many films on video as possible during 24 hours. Either borrow 24 hours worth of videos from friends or try to get reduced prices for bulk rental (by prior arrange-

ment) with video hire shop. You cannot decide to stop watching one half-way through as sponsors may ask you to describe what happened in the film as proof that you saw it.

Wages Donation: Contribute one day's wages to your charity and encourage others in your company to do the same. Some companies run schemes which allow you to donate a set amount, tax free, each month to a selected charity.

Wash Some Cars or Windows: Work as a group, make it fun, let friends, family and neighbours know beforehand and charge an amount that works.

Water-skiing/Windsurfing/Sailboarding: Requires goodwill of water sports centre, also safety issues. Ask a local water sports centre to give you a reduction on a morning or afternoon water-skiing (some will do this if it is for charity), windsurfing or sail boarding. Get sponsorship for the number of seconds you stay standing. If you know you are hopeless, get sponsored for the number of times you fall over. Please do this under trained supervision, not by borrowing a friend's equipment.

Welly (gumboot) Throwing: Suitable for sideshow at fair or sports day, but make sure people throw AWAY from the other events! Charge entrants to see how far they can throw a gumboot. At the end of the day, give a prize to the winner. This can also be run as a tournament.

Wheelbarrow Races: At a fun sports day, have a 2-person wheelbarrow race where one person is the 'barrow' and the other is the 'barrow-pusher'. Or you use real wheelbarrows and teams enter to push each other a number of laps around a park or car park (will require permission). Charge each team an entry fee and ask teams to get sponsorship as well.

You could have additional classes for costume, decorated barrows; with an entry fee and award for each class. Don't steal shopping trolleys (shopping karts), but you may be able to ask a local store if they have any dented trolleys (with all wheels present!) which you can borrow before the trolley is scrapped.

Wine and Cheese Evening: Requires a budget. If possible, get local suppliers to provide some of the cheese and wine. Sell tickets in

advance and donate proceeds to your charity. If you're enthusiastic and knowledgeable, each table could have a theme - a particular wine-growing or cheese-producing region.

Wine/Beer Auction: May require venue. Could be part of a fundraising day. Ask local off-licences (liquor stores), pubs, clubs or individuals to donate bottles of wine (note: sale of home-made wine is illegal in most places) and bottles of good quality ale/beer. Arrange an auction in your garden or in a school hall. Charge for entry and/or programmes detailing the auction lots. If possible, persuade a professional auctioneer to donate his services for an afternoon/evening.

Woodcraft: If woodcraft is your hobby, build items for sale at fairs and sales - bird-houses, planters, letter racks, small display shelves. To reduce costs, use donated or scrap wood.

Worst Holiday Snapshots/Videos: Invite friends or colleagues to submit their worst holiday photos and videos. Charge a small entry fee per photo/video and get a panel of judges to decide on the very worst (you may need several categories). The worst ones can be displayed or shown to all entrants and a prize given to the winners.

Xmas/New Year Party: Requires budget, may require venue and permission, needs volunteers to make or donate food/drink and to sell it at the event. Arrange a festive party with mince pies, mulled wine, festive food and entertainments or disco. Sell tickets in advance to friends or, if it is open to public, advertise it beforehand and charge an entry fee (must cover cost of 1 glass wine + 1 mince pie). Each person gets a free glass of wine and mince pie when they arrive, but they must buy additional drinks/food from stalls at the venue or from a volunteer in your own kitchen. This can be adapted to any theme or occasion.

Xtremes: Set up a competition at work for those of you who love extreme sports or competitions. Create a challenge, but make it safe. Charge an entry fee.

Yachting/Rowing Regatta: Requires venue. If you are a member of a sailing/dinghy/rowing club, organise a boating race, charging an entry fee and offering prizes for the winners. Refreshments could be available to members of the public who attend. Could be combined with other stalls or sideshows at the venue.

Yearly Collection: Keep a collection box at home for the whole year and encourage family and friends to contribute to it. If you or your family/friends are generous donate the contents every time the box is full and get a receipt showing the amount collected. Keep an up-to-date running total.

Your Ideas: They will often be the best around!

Yoyo Challenge: Get sponsored for the number of minutes you can keep a yoyo going or for the number of tricks you can perform in a certain time.

Zanadoo Evening: You think of something starting with Z. For those who are true fans of Grease, show the DVD, dress for it, charge an entry donation.

Zany/Bad Taste Fancy Dress: Hold a fancy dress or bad taste clothing competition to see who can come up with the silliest or worst costume, preferably with their faces made up (even the men) or painted. Charge participants to enter. This could be part of a larger event with people arriving in costume and paying to have their entry registered. It could be themed - school uniform, not-so-super-heroes (make up your own names - Washing-Up Man, Blunderwoman).



**This organisation does
not accept funding from
pokie 'trusts'**