Become an Angel FUNraiser

Community Fundraising Kit



DROUGHT ANGELS

DISASTER RELIEF FOR AUSSIE FARMERS

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FROM OUR FOUNDERS DESK

Dear Angel FUNraiser

If you're reading this, it means you share our heartfelt care for individuals and families who are undertaking farming or primary production businesses across Australia. We are focused on supporting them to ensure they are able to endure the challenges they encounter in the face of natural disasters.

Our ability to provide for our farming families is reliant on the generosity of people just like you.

Every dollar raised counts and will allow us to continue providing much needed assistance to those who provide us all with food and textiles - the necessities of our daily lives.

We assist by empowering our farmers with the financial ability to provide for their families. Often the benefits are felt across entire rural communities as farmers purchase from their local businesses. This impact is a direct result of your efforts and contribution.

Thank You for becoming part of our story

Natasha Johnston
Founder|CEO
Drought Angels



HOW YOUR SUPPORT HELPS

Without passionate FUNraisers like yourself, Drought Angels would not be equipped to do the often life-saving work we do.

The money you raise will go towards assisting Aussie farmers in need.

The impact of your efforts is demonstrated in the many thank - you messages we receive from those whom we have assisted.



MEET OUR ANGEL FUNRAISERS



Two young friends **Rhiannon and Hannah** (photographed with our CEO|Founder Tash Johnston) have been very busy girls sewing scrunchies to raise money for Drought Angels.

They proudly handed over **$137.**

Thank you so much Rhiannon and Hannah!

David & the team from **Thorzt Hydration (a product category within Paramount Safety Products)** donated 100% of the proceeds from the sale of their 'Farmers Pack' solo shots electrolyte sachets to Drought Angels.

They presented Drought Angels with a BIG cheque for **$44,200.**

Thank you so much to David and the team from Thorzt!





The amazing **Sand Angels Challenge** at the Gold Coast hosted by **Groundwater Country Music Festival** and **We Are Gold Coast**.

A **WORLD RECORD** was broken and **$17,000** raised for our farmers!

Thank you to all of the Sand Angels!

The lovely **Flora** from **Ag Bags**, together with her small Ag Bag Army of volunteer helpers, recycles feed bags into sturdy shopping bags. Each feed bag is collected, washed, dried, cut to shape and sewn with love into the most useful bag you could ever own.

To date Ag Bags have donated in excess of **$24,000** to help our farmers
...and they are still stitching!

Thank you Flora and the Ag Bag Army for your ongoing support!





A Long Drive for Drought is the brainchild of Brent Reeman, a Toyota 40 Series enthusiast.

A Long Drive for Drought is a yearly event which in it's first two drives raised in excess of **$130,000** to help our farmers.

Thank you so much to Brent and the Long Drive For Drought teams for your continued support!

Gather & Graze, are a group of friends in Toowoomba dedicated to making a difference in their community. They hosted an event in the delightful Ravensbourne district to celebrate the local culinary industry and raise funds for charity.

Drought Angels were the beneficiary of their inaugural event where $66,206 was raised to help our farmers!





Meet **The Travelling Jackaroo**, his name is Sam and by his own admission he might be a little bit crazy. He's driving a Chamberlain 9G tractor around Australia raising funds for Drought Angels and other important charities, and he's just 18 years of age!

With a goal of raising **$20,000** to help our farmers, he's well on his way to achieving this!

Thanks Sam aka 'The Travelling Jackaroo' for your support!

TIPS FOR SUCCESS

1. Choose your event type, style and target audience

Your incredible event is only an idea away.

Choosing these key points will assist in determining the best location, theme and marketing strategies to ensure your event is a success.

2. Many hands make light work

Gather a group of like minded friends and/or colleagues who share your passion to assist Aussie farmers. If needed, form an event committee and delegate tasks to utilise each persons strengths and interests to make the event enjoyable for all involved.

3. Set your fundraising goals and budget to achieve them

Some events have little to no cost, whereas others require considerable investment in venue hire, entertainment and catering costs to name a few. For ticketed events, it's a good strategy to aim to cover your costs with advanced ticket sales or sponsorship.

Encourage those who are unable to attend your event, to show their support of your initiative by making a tax deductible donation via your unique fundraising url. All monies collected in this way will count towards your fundraising total.

4. Set your date and book your venue, key entertainment and special guests

Be mindful of other events being held in your chosen area and ensure your event will not be disadvantaged by competing with similar or major events.

Once you have some possible dates in mind, liaise with your key entertainment, special guests, and catering suppliers to find a date that suits everyone.

Always check the terms and conditions of your venue hire to ensure your activities will not be in breach of their contract e.g. the use of naked flames and smoke machines is prohibited in some venues.

5. Use event planning apps and programs to leverage your success to new levels

There are many apps and programs available to assist you in planning a successful event. Timelines and budgeting tools will help you stay on track with your event planning.

6. Looking for an online platform?

Drought Angels are registered with a few online fundraising platforms. Contact us for more information.

7. Plan your marketing to suit your audience

Your target audience will determine the most effective marketing strategies to promote your event. Always look for ways to market that are free and accessible to your audience, but don't discount the effectiveness of a well spent advertising dollar.

8. Carry your Fundraising Authority with you at all times

Your Fundraising Authority issued by Drought Angels Ltd provides verification that your activities have been acknowledged and approved, having been assessed to ensure they are aligned with our key vision.

By undertaking a fundraising activity you are agreeing to the Fundraising Guidelines outlined in our online application process.

9. Ensure you have the relevant insurances and licences

As the fundraising host you are responsible for any insurances that may be required in the running of your chosen event.

If you are planning to host a licenced event it is your responsibility to ensure you have the relevant liquor licence and have notified the relevant authorities.

Each State has its own licencing classifications and your local council may also have further requirements. Please ensure you have checked with these authorities and sought all applicable licences.

10. Keep your key stakeholders involved and informed

It's important to keep your audience informed of your event planning to keep them engaged and build anticipation around your event. Also ensure your guest speakers, entertainers and caterers are kept informed of all key dates, venue restrictions etc. to allow them to plan ahead.

For larger events provide maps for stakeholders and attendees to ensure they have the relevant information regarding parking and location of key facilities during your event.

11. On the day

To boost your fundraising efforts, consider displaying a QR code link to your unique fundraising page to enable guests to make tax deductible donations from their mobile. Donors will be issued with a tax receipt and their donation will be registered against your fundraising efforts! Contact us at fundraising@droughtangels.org.au if you require assistance with generating your QR code.

12. We love attending your events!

Standing alongside you at your event is one of our greatest pleasures here at Drought Angels!

Whilst we would love to be there for all of your events, our core business must remain the provision of much needed assistance for our farming families. If you have requested a Drought Angels representative for your event, we will be in touch as soon as possible to confirm availability.

We consider each request individually and appreciate your understanding on occasions when attendance is not possible.



MARKETING MATTERS

Social Media - your most powerful tool

Drought Angels utilises Facebook, Instagram, and LinkedIn to engage, inform and raise awareness of the devastating hardships faced by our Australian primary producers and the hope, understanding and assistance we offer to farming families.

When promoting your fundraising activities on Facebook & Instagram, always remember to use #droughtangels and @droughtangels to allow our audience to find details of your event.

We recommend creating a Facebook Event for your fundraising activity, even if it's not a typical event. For example if you are conducting a raffle, a Facebook Event would enable you to outline details such as where tickets can be purchased and the date it will be drawn. You would also be able to upload images of the prizes on offer and even host a live video during your raffle draw.

When creating a Facebook Event, we ask that you send our Drought Angels Facebook Page a co-host request. This will ensure your event is included on our event calendar, making it visible to our 75,000+ followers.

Making sure your event is visible to our social media audience will assist in ensuring your fundraising activity is a success by providing an opportunity for awareness and engagement throughout many regions of Australia. By interacting with your event regularly you will build anticipation and provide followers with a sense of involvement in the lead up to and throughout your fundraising activities.

From the bottom of our hearts Thank You!



THE FINE PRINT

Your Fundraising Obligations

In addition to the Fundraising Guidelines you reviewed when processing your application to fundraise, we would like to share with you the following obligations under your fundraising authority as required by fundraising and charity legislation.

- You, as the Authorised Nominee, will be responsible for the management of the approved activities/event. No other person is authorised to do so without prior approval from Drought Angels.
- The fundraising activities/event must be conducted in accordance with any applicable laws. Please note laws differ from state to state. It is your responsibility to ensure the relevant laws for your event are upheld.
- You are only authorised to carry out the fundraising activity/event outlined in your authority. If you wish to make any adjustments to your approved fundraising activity/event you must obtain consent from Drought Angels prior to carrying out that adjustment.
- During the fundraising activity/event if someone questions your legitimacy, please show them your Fundraising Authority.
- You must maintain a record of all income received and expenses incurred in relation to the fundraising activity/event. A Fundraising Cashbook has been provided to assist with this requirement. Under no circumstances will Drought Angels reimburse you for expenses incurred.
- You are responsible for recording all tax deductible cash donations on the supplied Tax Deductible Donations Register. When a donor has requested a receipt, please complete all details on the register to enable our Accounts Staff to issue a receipt to the donor. If your fundraising activity is conducted over an extended period of more than two months, please deposit any cash donations monthly (or more regularly if you wish), completing a Tax Deductible Donations Register for each deposit, and forward to fundraising@droughtangels.org.au.
- All cash donations and funds raised in the conduct of your approved activities are to be deposited in separate transactions to the Drought Angels bank account. You do not have the authority to deposit funds to your bank account, the farmers bank accounts or deliver monies directly to the farmers or their families.
- The privacy of our Farmers is of paramount importance to us, as such, farmer visits are to be conducted by the Drought Angels team only.



USING OUR NAME AND LOGO

Applying our logo

Our Drought Angels logo is fun and approachable just like our staff and volunteers, with lots of love and laughter thrown in...

Our logo represents our brand and is legally trademarked to protect it from misuse. To ensure your use of the logo is aligned with our branding guidelines please ensure you adhere to the below:

You have been provided with our logo suite which offers our logos in PDF (CMYK for print) and PNG (RGB for online) formats. Please follow the below guidelines when choosing which logo to use for your advertising purposes:

Email Footers

The use of the Drought Angels logo in your email footer is permitted during the course of your fundraising activities provided it is strictly aligned with the opening and closing dates contained within your Fundraising Authority. The logo must also be accompanied by the words 'proudly supporting' (or similar).

Example below:

Your footer content/logo

Proudly supporting

DROUGHT ANGELS
DISASTER RELIEF FOR AUSSIE FARMERS

Flyers/Posters/Online etc.

To ensure consistency, the Drought Angels logo should be used with consideration and care on all print and online applications to promote your event.

A minimum clear space should be applied to the logo at all times. No text or obtrusive imagery should enter the clear space. This will ensure the logo retains its integrity and legibility. To find the minimum clear space follow the following formula:

Measure the height of the wings, this will give you the measurement for the 'x' height. Apply the 'x' height evenly to all sides of the logo.



The Drought Angels' logo suite contains different brand mark variations, all of which have their own purpose. It is essential to understand what version of the logo should be used where. Below you will find examples of the correct useage of our logo:



To maintain the integrity of our logo it is important our logo files are not altered in any way.

When applying over a background please use the correct logo for the right application. For example, use the full colour logo on sky blue or light backgrounds and the reverse logo on dark backgrounds.

(Note: Primary logo must be accompanied by a background of Sky Blue wherever possible)

Fuchsia
C20 M95 Y0 K0 R210 G0 B160
HEX# d200a0 Pantone 2395

Sky Blue
C25 M4 Y0 K0 R181 G222 B255
HEX# b5deff Pantone 2707

Navy Blue
C100 M90 Y0 K45 R0 G28 B100
HEX# 001c64 Pantone 280

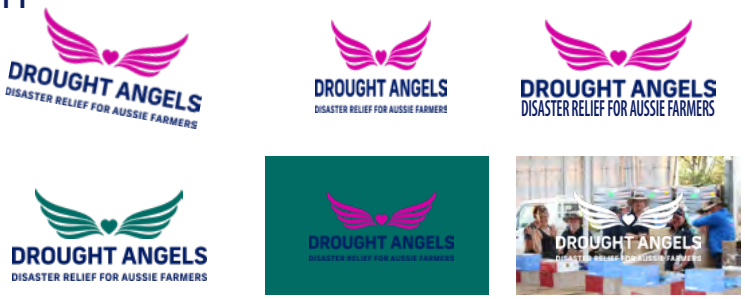
Examples of misuse of our logo include:

- Rotating the logo
- Stretching or distorting the logo
- The logo being altered, re-arranged or redrawn
- Reproducing the logo in different colours
- Using a background similar to the logo
- Using the logo on busy and or tonally similar images

Do



Don't



How to acknowledge Drought Angels in your fundraising flyers and other advertising media.

Names are important - like you, we go to great lengths to protect ours.

Our Drought Angels name must not form part of your event's name, as this could incorrectly lead the public to believe it is an official Drought Angels event. Please ensure your advertising materials include words such as **Proudly supporting Drought Angels** or **Proceeds from this event go to Drought Angels**.

To further reassure people the funds will be going to Drought Angels, be sure to clearly state the amount or % of funds that will be donated in all communications.

Approval to use our name and logo

All press releases, flyers, posters, social media posts, web pages etc where the Drought Angels name and/or logo is being used, must be pre-approved by Drought Angels prior to release.

Please forward them to fundraising@droughtangels.org.au

Branded Merchandise

Under no circumstances will we permit the sale, manufacture or licencing of any goods bearing the Drought Angels name or logo without express permission.

Application of our logo or name on balloons is strictly forbidden.

Media Releases

Please be advised you are not permitted to speak on behalf of Drought Angels. Should a media outlet contact you, please direct them to Drought Angels for comment.

Drought Angels Ltd
07 4662 7371
admin@droughtangels.org.au

DROUGHT ANGELS
DISASTER RELIEF FOR AUSSIE FARMERS



We
hope this
toolkit makes
your fundraising
event an easy process
so you can sit back
and have
fun!

AFTER YOUR EVENT

Finance and receipting

Hosts are responsible for the financial aspects of all fundraising activities and donated funds collected during their fundraising efforts.

We have provided a Fundraising Cashbook and Tax Deductible Donations Register to assist with this requirement. These completed forms must be returned and all funds are to be deposited into the Drought Angels bank account within 30 days of the closing date on your Fundraising Authority. Please consider the following fundraising financial obligations.

- If during your fundraising activities you have collected cash donations for Drought Angels, these must be recorded on the supplied Tax Deductible Donations Register. If the donor has requested a tax receipt, all details on the register must be completed to enable our Accounts Team to issue a receipt. Please note: receipts will be issued **after** the donated funds have been received into the Drought Angels bank account. **These funds must be deposited in a separate deposit to your fundraising total.**
- If during your approved fundraising period, multiple deposits of funds raised (and/or cash donations) are made to the Drought Angels bank account, a completed Fundraising Cashbook (and/or Tax Deductible Donations Regsiter) must be submitted each time deposits are made. Receipts will be issued accordingly.
- You are not authorised to deposit any funds raised into your bank account for your personal use. To comply with regulations regarding financial management of funds raised, we recommend you either:
  - Deposit all monies on a weekly/monthly basis or at the end of your fundraising period directly to Drought Angels via the methods below, or
  - Hand deliver all monies directly to Drought Angels Regional Office located in Chinchilla QLD.

Depositing Funds

Follow the below steps to deposit your fundraising totals and cash donations:

1. Complete a Fundraising Cashbook to calculate your fundraising total.
2. Navigate to your host web-page, via the link provided in your welcome email, to process the deposit for your fundraising total; here you will have the option of paying immediately by credit card *or* generating a deposit slip with a reference number to deposit via internet banking or bank deposit.
3. Complete a Tax Deductible Donations Register spreadsheet for any cash donations collected; ensure contact details have been entered for donors who requested a tax receipt.
4. Deposit the cash donations either via internet banking or bank deposit using the bank details provided on the Tax Deductible Donations Register and the reference number from your welcome email and Fundraising Authority.
   NOTE: Cash donations *MUST NOT* be deposited via a host web-page.
5. Email the completed Fundraising Cashbook and Tax Deductible Donations Register to fundraising@droughtangels.org.au*.

If paying via cheque please forward to Drought Angels Ltd PO Box 451 Chinchilla QLD 4413 together with your completed Fundraising Cashbook and Tax Deductible Deposits Register.

*Please note: It is an audit requirement for Drought Angels to recieve this information



EVENT ROUND-UP EXAMPLE

Scenario:

Jane Angel held a fundraising event at her local sporting club achieving a *fundraising total* of **$9,000**.

In addition she collected **$1,000** in *cash donations* to Drought Angels at the event;

- 9 x $100 donations where a tax receipt has been requested, plus
- $100 in small donations where no receipt was requested.

Jane's *fundraising totals* and *cash donations* must be deposited separately to ensure the funds are allocated correctly.

To finalise her fundraising efforts and deposit the total of **$10,000**, Jane will need to follow these steps:



1. Complete a Fundraising Cashbook to calculate her *fundraising* total (e.g. Ticket Sales $11,000 less expenses totalling $2,000 = **$9,000** raised funds).
2. Navigate to her host web-page, via the link provided in her welcome email, to process the deposit for her *fundraising* total of **$9,000**; here she will have the option of paying immediately by credit card *or* generating a deposit slip with a reference number allowing her to deposit via internet banking or bank deposit.
3. Complete a Tax Deductible Donations Register spreadsheet for the **$1,000** *cash donations* collected, ensuring contact details have been entered for each of the 9 donors who requested a tax receipt.
4. Deposit the **$1,000** either via internet banking or bank deposit using the bank details provided on the Tax Deductible Donations Register and the reference number from her welcome email and Fundraising Authority.
   NOTE: Cash donations *MUST NOT* be deposited via a host web-page.
5. Email the completed Fundraising Cashbook and Tax Deductible Donations Register to fundraising@droughtangels.org.au.

THANK YOU!



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