



Helping more young males lead healthy and safe lives

TOP BLOKES FOUNDATION COMMUNITY FUNDRAISING KIT

YOU'RE AN ABSOLUTE LEGEND



THANK YOU for choosing to fundraise for Top Blokes Foundation. As a result of your fundraising efforts, you will be assisting hundreds of young men to lead healthier and safer lives by helping to fund their mentoring and social education programs. This Community Fundraising Kit has been designed to help and guide you through your fundraising activity. It contains everything you need to know:

- The impact your fundraising has
- Fundraising activity ideas
- Guidelines
- Supporting materials
- Your responsibilities as a fundraiser

And much more...

If at any time you have any additional questions, ideas or would like to chat with any of the team at Top Blokes, please contact our Community Fundraising Coordinator at 1300 450 850 or email info@topblokes.org.au

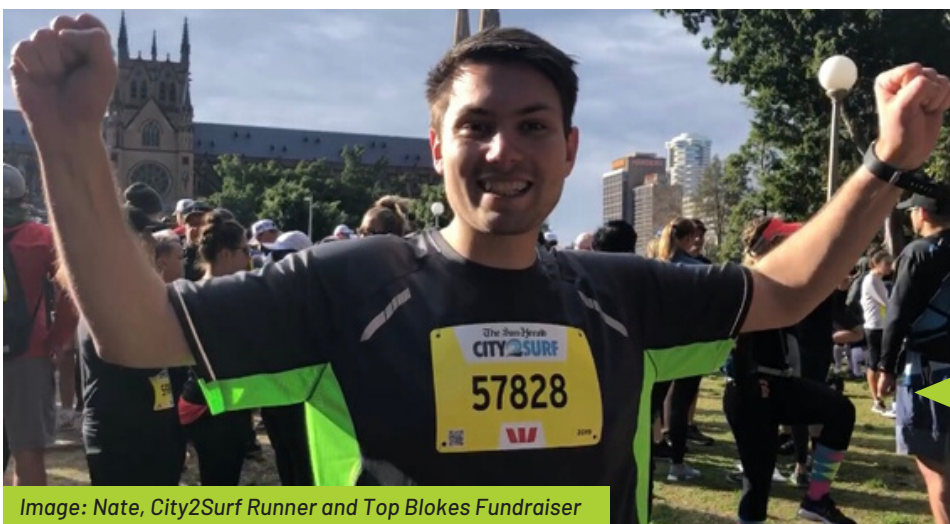


Image: Nate, City2Surf Runner and Top Blokes Fundraiser

TESTIMONIAL

My experience fundraising for Top Blokes has been fulfilling. It is great to see the young men develop in a positive way with opportunities that weren't presented to me as a kid and I am grateful I was provided with the opportunity to help. It's great to see young men being taught the messages that I basically had to relearn myself. We need to do what we can to help everybody. It really does start with us!

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"The impact that it pushed on my personality was one of the most positive experiences in my life which will help me grow as a person and improve my relationships and attitudes towards others."
- 'Top Blokes' Graduate

WHO ARE WE?

The Top Blokes Foundation is a social education organisation that improves the mental health, emotional resilience and community engagement of at-risk and disadvantaged boys and young men aged 10-24. Through our peer-led mentoring and community leadership programs, the boys develop positive decision-making skills, decreasing their risk-taking and anti-social behaviours while developing personal qualities of integrity and self-respect. Empowering young men to challenge and redefine their own thoughts and behaviours is the key to reducing many social issues including youth suicide, family violence, drugs and alcohol abuse and other anti-social and risk-taking behaviours. Our programs are evidence-based and reviewed continuously to incorporate latest research and best practice.

OUR VISION: TO SEE MORE YOUNG MALES LEAD HEALTHY AND SAFE LIVES

Our boys don't want to be violent or angry. They don't want poor mental health. They don't want to see their mates suicide. By equipping them with skills, knowledge and healthy techniques to take into their adulthood, we can help them put a stop to preventable deaths. We can empower them to take care of themselves and to positively impact those around them. We can help them change the culture around men's health for a healthier tomorrow.



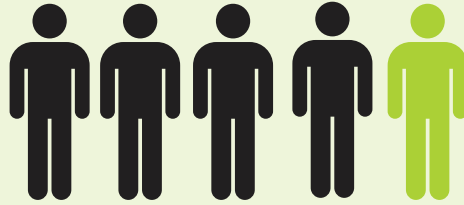
THE STATISTICS

The following statistics indicate the significant problem that boys and adolescent males are facing today:

Suicide accounts for
36.4%

of deaths in males in the 15-19 year age group.

(ABS, 2018)



On average, 90% of people in the juvenile justice system are male. The average annual cost to detain someone in NSW is > \$576,000.

(AIHW, 2019)



At least a **1/3** of students reported experiences of racial discrimination by their peers.

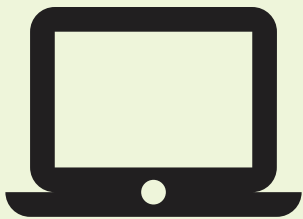
(Priest et al, 2019)



93%

Of the drink drivers/riders who were killed between 2013-2017 were male.

(Transport NSW, 2018)



13 is the median age a young male will first watch pornography.

(Lim et al, 2017)



75%

of mental health problems occur before the age of 24.

(Kessler et al, 2005)



In NSW, the rate of hospitalisations from injury due to alcohol related violence in 15-24 year old males, was around 4 times that of females in the same age group.



1 in 16 males have experienced physical and/or sexual violence by a cohabiting partner since age 15.

(AIHW, 2018)



Top 3 causes of death in males aged 15-24 are suicides, land transport accidents and accidental poisoning - These are all

preventable

(Australian Institute of Health and Welfare, 2019)

Despite this, very few evidence-based programs exist for young men which is why Top Blokes Foundation is charging ahead to change young men's health.

HOW YOU CAN HELP

\$30

can get a boy to open up with their peer support group.

\$50

can fund a life-changing conversation with a Top Blokes youth mentor.

\$75

can empower 1 boy to reduce the stigma and normalise mental health.

\$100

can support a boy in primary school to learn the skills to reduce bullying in his school.

\$200

can assist a teenage boy to complete a Top Blokes program and help regain control of his life

\$500

can fund a mentoring workshop for a group of young men, helping them improve their mental health

\$1000

can fund 2 workshops for a group of young boys to change their attitudes on masculinity, influencing them to positively contribute to their school, their broader community and to treat women respectfully.

\$2000

can give 3 boys access to a 16-week interactive school based mentoring program facilitated by qualified youth workers to address social issues such as alcohol, drugs, risk taking, anger management, mental health, bullying, racism and peer pressure.

\$4500

increase skills in mental well-being, reduce incidences of bullying and peer pressure and increase upstander behaviours.

"Top Blokes helps you see and understand more about problems in life and gives you motivation to help others, get your life together and ask for help."

- Top Blokes Graduate

HELP US HELP BOYS LIKE NICK & JARROD



When we met 15-year-old Nick, his dad had died three years earlier and he was angry. He was violent at school, getting into fights, throwing chairs, punching walls and getting suspended. The one person who could reach Nick was his grandfather—who he looked up to as his next father-like figure. However, last year, his grandfather was diagnosed with terminal cancer. His mum asked if the Top Blokes Foundation could help him. She worried that he wouldn't be able to deal with his grandfather's sad impending death.

We mentored and supported Nick through this devastating period and gave him tools to express his feelings in a way he could understand and showed he wasn't alone. Shortly after, Nick's grandfather died. Top Blokes continued to support Nick and his older brother and was able to get them to talk about their feelings rather than let the emotions burst out in an aggressive or violent way.

Nick doesn't get in trouble at school anymore and is now back on track. Unfortunately, there are so many stories like Nicks. Your fundraiser will help more boys like Nick live a healthy and safe life with a bright future.



Jarrold is an 11-year-old boy who has learning difficulties and wasn't engaging in class. In the school yard, he was quick to anger and had an incident where he punched another boy. He has been suspended two times from school for his aggression.

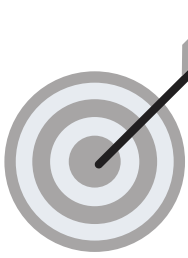
At home, his mum is a single mother, doing her best for her four kids. His father is no longer involved in the family, so Jarrold is confused, lost and doesn't have any male role modelling. Jarrold was placed in our Stepping Up Program to access positive male role modelling. Week by week he turned up and listened to his mentors and faced head-on the topics he had experience with like anger, mental health and bullying. His teachers were surprised to hear his mature answers. He really connected with his mentors and became a high contributor to the program.

At graduation, when asked what his program did for him, he replied to the whole group (and also in front of his teachers and parents) 'this program has taught me what it means to be a man'. Since the program, he is less disruptive and more engaged in class, has more confidence to ask for help from teachers and knows how to handle his personal anger and defuse his own potential outrage. Jarrold is a success story. And with your help we can create more success stories like this.



RUNNING YOUR FUNDRAISER

STEP 1: SET YOUR TARGET



Decide what type of fundraising activity you would like to organise and plan out what is required e.g. who should be involved, who will attend, how will you promote it and what are the costs. Important to remember to set yourself a target on how much you hope to raise. As a best practice you should try and keep your costs at or below 30% of the total amount raised. In other words for every \$1 spent you should raise \$3.

STEP 2: SHARE YOUR IDEA



Don't keep it to yourself! Tell us all about your fundraiser for Top Blokes Foundation- Complete the **Authority to Fundraise Form** at the back of this Kit and send it back to us. That way we can ensure we have all the information on-hand to approve it and support you.

If you are fundraising for us through our fundraising platforms Raisely or Everyday Hero then you can skip this step.

STEP 3: CONFIRM YOUR FUNDRAISER



Once assessed, we will be in touch with you to discuss your exciting fundraiser and will send you confirmation that we have approved your activity allowing you to fundraise for Top Blokes Foundation.

STEP 4: START FUNDRAISING!

Now you are ready to start fundraising! So make sure you tell all your family, friends, local community and work colleagues about your activity- and encourage them to get involved and donate. Promotion is the key to a successful fundraiser. Raising funds can be daunting, but you will be surprised how many people you know who will support you!



The easiest way to raise and collect funds is to set up an online fundraising page via one of these two options:

Raisely: <https://tbf-fundraise-for-us.raisely.com/>

Everyday Hero: <https://nfp.everydayhero.com/au/top-blokes-foundation>

These platforms are free for you to use and they make fundraising efforts easy. You can design your own page to support your event, set fundraising targets, share the link via social media and email and much more. These platforms even send tax deductible receipts directly to your donors so you don't have to. A big bonus is that funds are directed straight to Top Blokes Foundation to take the worry or effort out of depositing or carrying large sums of money.

RUNNING YOUR FUNDRAISER

STEP 5: POST FUNDRAISER

Congratulations for completing your fundraising activity. And thank you again!

To ensure we have all the final monies accounted for and to ensure they are going directly towards creating the next generation of Top Blokes, if you have cash donations please remember to deposit to Top Blokes Foundation within 28 days of completion using the following details.

Account name: Top Blokes Foundation
Account number: 1029 4762
BSB: 062-531
Institution: Commonwealth Bank

If donating via EFT then please email accounts@topblokes.org.au with the following details so a tax receipt can be issued:

- Date of donation
- Amount donated
- Contact details
- Authority to Fundraise ID reference number

Remember if you used the Raisely or Everyday Hero platform all the monies have already been received.



IMPORTANT FINANCIAL INFO...

Any costs you incur that are deducted from funds raised must be fair and reasonable and only include direct expenses eg. venue hire and catering. It's your responsibility as a fundraiser to ensure you are carrying out proper financial management and record keeping. There is a sample budget located at the back of this Kit to help you. Donations over \$2 are tax deductible.

Please note that tax-deductible receipts cannot be issued if a person receives goods or services in return for the money (e.g. they purchase a raffle ticket or merchandise item). If something is received in return for the money (i.e. a product/service or a "chance" to win) then it is not classified by the Australian Taxation Office as a tax-deductible donation. It's that simple!

All of your funds raised will contribute to our life changing mentoring programs for young men in order to assist with their mental health.

FUNDRAISING IDEAS

We have seen some pretty amazing fundraising activities in our time. They are tried and tested activities, but there are also the new and the whacky. Be creative and have fun! Here are some ideas that we have thought of to hopefully inspire you...



Fit and Fearless.

Run, walk, cycle, or challenge yourself. You don't need to be the fittest person on the block, but a little bit of determination and a desire to step out of your comfort zone and do something a little different will see you move mountains! You can join our Top Blokes team at one of the events we are already participating in (refer our website) or you can find your own



The Ultimate Sacrifice.

Coffee your buzz? Addicted to your mobile phone? Can't leave the convenience of your car at home? Love your steak and a beer to wash it down? Give up whatever is your favourite thing for a week, a month or even a year



Party Time.

The perfect excuse to get your friends and family together—why not host an event with all money going to a great cause? The possibilities are endless—host a backyard BBQ, a fun foodie dinner, a cake bake or a fancy brunch. Or why not go bigger and host a Movie Night or even a Gala Dinner.

You can sell tickets, ask for donations or even do a raffle to get the fundraising tally really going.



Sausage sizzle.

The humble sausage sizzle goes a long way in Australia! There really is nothing that Australians like more than to snag a snag and give money to young men's health. Host your own or put your name down at your local Bunnings—these are easy to run, fun and low cost.



Other ideas: Movie marathon, auction (either various items or prizes or your own services or items), donations in lieu of birthday or celebratory presents, garage sale, charity wrestling match, bubble soccer fundraiser, trivia night, bingo night, dress-up day at work.

If you are stuck or need further help in deciding what is the right activity for you then please contact us on 1300 450 850 and we would be more than happy to help.

THE RULES

AUTHORITY TO FUNDRAISE:

Before you start fundraising you may need to complete an Authority to Fundraise Form. It just gives Top Blokes Foundation all the info we need so that we can approve your fundraiser.

As an organisation passionate about helping our boys and young men become Top Blokes, there are some activities that we are unable to engage with. These include: excessive drinking or drug use, unhealthy or dangerous behaviours e.g. gambling or smoking, bullying behaviour, violence or discrimination, or any activity in any way detrimental to the mental health and wellbeing of yourself, young people or the community.

NATIONAL & STATE GUIDELINES AND LAWS:

It's important to be familiar with the rules surrounding the Charitable Fundraising Act and Regulations, including permits, licences and permissions, running raffles, receipts etc. Below is a reference guide for the national and state bodies.

Australia: Australian Tax Office.
Has state by state requirements for non-profit organisations and fundraising.
www.ato.gov.au

Australian Institute of Community Practice and Governance.
Has state by state help sheets. www.ourcommunity.com.au

NSW: NSW Office of Liquor, Gaming and Racing.
www.olgr.nsw.gov.au Ph: (02) 9995 0666

QLD: Department of Justice and Attorney General, Queensland.
www.fairtrading.qld.gov.au Ph: 13 13 04

VIC Consumer Affairs Victoria.
www.consumer.vic.gov.au Ph: 1300 558 181

WA: Department of Racing, Gaming and Liquor.
www.rgl.wa.gov.au Ph: (08) 9425 1888

SA: Consumer and Business Services (CBS).
www.cbs.sa.gov.au Ph: (08) 8204 8532

ACT: ACT Gambling and Racing Commission.
www.gamblingandracing.act.gov.au Ph: (02) 6207 0361T

ASLiquor and Gaming Branch.
www.treasury.tas.gov.au (03) 6233 2475

"Thanks for all the support, I don't get much and I usually think the world is against me, you helped me ... thanks heaps Top Blokes"
- Top Blokes Graduate

TIPS & TRICKS TO GET STARTED

We want your fundraising activities for Top Blokes to go off without a hitch! Here are a few tips and tricks to get you started which will further assist you in creating an enjoyable event or activity for everyone...



CONSIDER YOUR AUDIENCE

Consider your target audience before confirming your plans and run your ideas past potential supporters. People will be more willing to participate in your activity if it's an event they really are keen to participate in.



PLAN AHEAD

Plan ahead! Make sure you check the calendars and look at what other events are happening around your area before setting a date.



GET HELP

Get some help! For bigger activities and events, you want to be sure you have some help on hand so you're not tackling too many tasks on your own.



TELL PEOPLE

Don't forget to tell people why you're putting this activity on. Add this to your communications and let your family, friends and networks know why it matters to you. Start by emailing your closest contacts as they will most likely be the first to donate to your fundraiser. Then customise your email to reach other contacts. Don't use the same generic email, try to personalise it to the person or organisation you're trying to reach.



FOLLOW UP

Don't be afraid to send a few follow up emails. Change up the content of your follow up slightly to further encourage people to get on board. Update them on your progress so far (40% raised, 75% raised etc.) and ask them to help you hit the next milestone. Include pictures of yourself, people want to see who they are donating to.



DONATE FIRST, & INCREASE

Be the first to donate to your fundraiser! This shows your dedication and commitment to your fundraising and sets the benchmark for other donors. If you reach your target early, or are getting close to it, increase it! Consider using platforms like Everyday Hero or Raisley to advertise and monitor your fundraising efforts



SAY THANK YOU

Make sure to say THANK YOU! An email, small gift or social media recognition can go a longway!

USE OF MARKETING & MEDIA



LOGO USAGE & NAMING:

We want everyone to know what great work you are doing to help improve boy's mental health. Just ask us for a copy of our logo and we will email it to you. As a community fundraiser, we suggest that you use 'Proudly supporting Top Blokes Foundation' when promoting your event. It is important to be clear that the activity is not run directly by Top Blokes Foundation, but rather to raise funds to be donated to Top Blokes.


SOCIAL MEDIA:

Social media is one of the simplest and most effective ways to share and promote your fundraising activities. We encourage you to follow the Top Blokes Foundation social media channels and to tag us in your posts when referencing Top Blokes Foundation. This will increase the likelihood of us sharing your posts and promoting your activity, and keep us up to date on how your fundraising is going. As always, please remember to be courteous and mindful of others in your social media posts.

 facebook.com/topblokesfoundation

 twitter.com/top_blokes

 linkedin.com/topblokesfoundation

 @topblokesfoundation

MEDIA:

When or if you are generating publicity, Top Blokes Foundation reserves the right to approve any media releases, artwork, or description of Top Blokes Foundation services before publishing and distribution. We are also happy to help you prepare for any media interview with our key messages and some handy interview tips.

HOW WE CAN HELP



To ensure the maximum funds raised goes directly to our front-end services, Top Blokes Foundation has very limited marketing, fundraising and media resources and looks to our amazing fundraisers to take the lead on running their fundraising events.

WHAT WE CAN DO:

- Answer any queries you have regarding your event and offer advice, tips and encouragement.
- Provide an Authority to Fundraise Letter to authenticate your activity
- Provide Top Blokes Foundation Logo to be used in the production of promotional tools (which need to be approved before distribution)
- Provide limited merchandise (subject to availability)

WHAT WE CAN'T DO:

- Provide any personal data or email lists for the purpose of additional solicitation of funds from outside groups
- Secure monetary or in-kind sponsors or donors on your behalf
- Offer funding for an event or reimburse event organisers for expenses incurred to manage an event
- Guarantee promotion of your fundraiser in Top Blokes marketing channels
- Sell tickets to your event
- Guarantee Top Blokes staff, Board or Ambassador attendance at your event
- Guarantee merchandise
- Assist in the attainment of licencing, permits or permissions in relation to your event i.e. liquor, food preparation and lottery permits.

AUTHORITY TO FUNDRAISE

Personal Details

Contact Person: _____

Group/School/Organisation Name: _____

Address: _____

State: _____

Postcode: _____

Phone No: _____

Mobile: _____

Email: _____

Activity Details

Name of Proposed Activity: _____

Location: _____

Address of Venue: _____

Date of Activity: _____

Start Time: _____

Finish Time: _____

Brief description of fundraising activity and fundraising goal:

From time to time Top Blokes Foundation publishes some details about fundraising activities in our communications. Please tick the box below if you do NOT wish details of this event to be published. Do not publish

I, _____ fully understand and agree to comply with the terms of community fundraising as outlined in the Top Blokes Foundation Community Fundraising Kit. I agree to uphold the integrity and values of the organisation when conducting this fundraiser. I also accept my obligation to remit the funds raised to Top Blokes Foundation within 28 days of the activity concluding.

Full Name: _____

Signature: _____

Please scan/take a photo and return this form to: info@topblokes.org.au (addressing to Community Fundraising Team, Top Blokes Foundation). Thank you again for fundraising for Top Blokes Foundation!

FUNDRAISER BUDGET TEMPLATE

Full Name:

Budget for:

(Name of Event)

	Estimated	Actual	
Total Income:	\$ -	\$ -	
Total Expenses:	\$ -	\$ -	
TOTAL RAISED FOR TOP BLOKES FOUNDATION:	\$ -	\$ -	


Income	Estimated	Actual	Comments
EVENT PROCEEDS			
Entry fees			
Ticket Sales			
Other (please specify)			
TOTAL EVENT PROCEEDS	\$ -	\$ -	
SPONSORSHIP			
Major sponsors			
Minor sponsors			
Other (please specify)			
TOTAL SPONSORSHIP	\$ -	\$ -	
DONATIONS			
Donations			
Other (please specify)			
TOTAL DONATIONS	\$ -	\$ -	
ADDITIONAL INCOME			
Auction			
Raffle			
Sales from Merchandise			
Other (please specify)			
TOTAL ADDITIONAL INCOME	\$ -	\$ -	


Contact info@topblokes.org.au to get a copy of the Budgeting Template





OTHER WAYS TO GET INVOLVED

ONE OFF **MONTHLY**

 **\$30**
can help a boy to open up
with his peer support group

 **\$50**
can fund a life-changing



BECOME A PARTNER 

Seeking organisations keen to make an impact and support young male mental health and well-being!

Top Blokes Foundation has a reputation of working strongly with our partners to do as much as we can to meet mutual goals. We are keen and enthusiastic to partner with corporate organisations and can work within your existing sustainability plan or work with you to develop this. There are many mutually beneficial ways that your business can get involved with Top Blokes Foundation. Here's a sample of ideas:

Support a program or a project Cause-related marketing campaigns Staff fundraising Workplace giving/ payroll giving

- **MAKE A DONATION**
- **BECOME A CORPORATE SUPPORTER**
- **WORKPLACE GIVING**
- **LEAVE US A GIFT IN OUR WILL**
- **SIGN UP TO OUR NEWSLETTER**

THANK YOU FOR YOUR SUPPORT



Phone: 1300 450 850

Website: www.topblokes.org.au

Email: info@topblokes.org.au

Address: Level 11, 65 York Street Sydney NSW 2000

ABN: 37 905 538 438

FOLLOW US ON

 facebook.com/topblokesfoundation

 linkedin.com/topblokesfoundation

 twitter.com/top_blokes

 @topblokesfoundation