

IGNITING YOUR COMMUNITY

A guide to fundraising for Australia's youth-driven
movement against bullying, hate and prejudice

WHAT'S IN THIS GUIDE?

Fundraising can feel intimidating, but it doesn't have to be. This guide is here to make it as easy and rewarding as it can be. We'll walk you through the process, step-by-step, and ensure you have everything you need to smash your target, no matter how big or small.

What can you expect?

- **Shareable evidence and stats** that communicate the real and lasting impact your fundraising creates for young people.
- **Fundraising ideas, inspiration and challenges** that will kickstart your journey. Find one that works for you and give your community a reason to get behind you.
- **Simple, but powerful, tricks** of the fundraising trade that will make *all* the difference to exceeding your target.
- **A few quick guidelines** that make sure your fundraising activities align with the vision, purpose and values of The Project Rockit Foundation.

We also couldn't get started without saying a massive ***thank you*** for stepping up for **The Project Rockit Foundation**. Whatever your target, just know that you're about to support young people all over Australia build the skills and confidence to challenge bullying where they see it.



YOU'RE PART OF A MOVEMENT

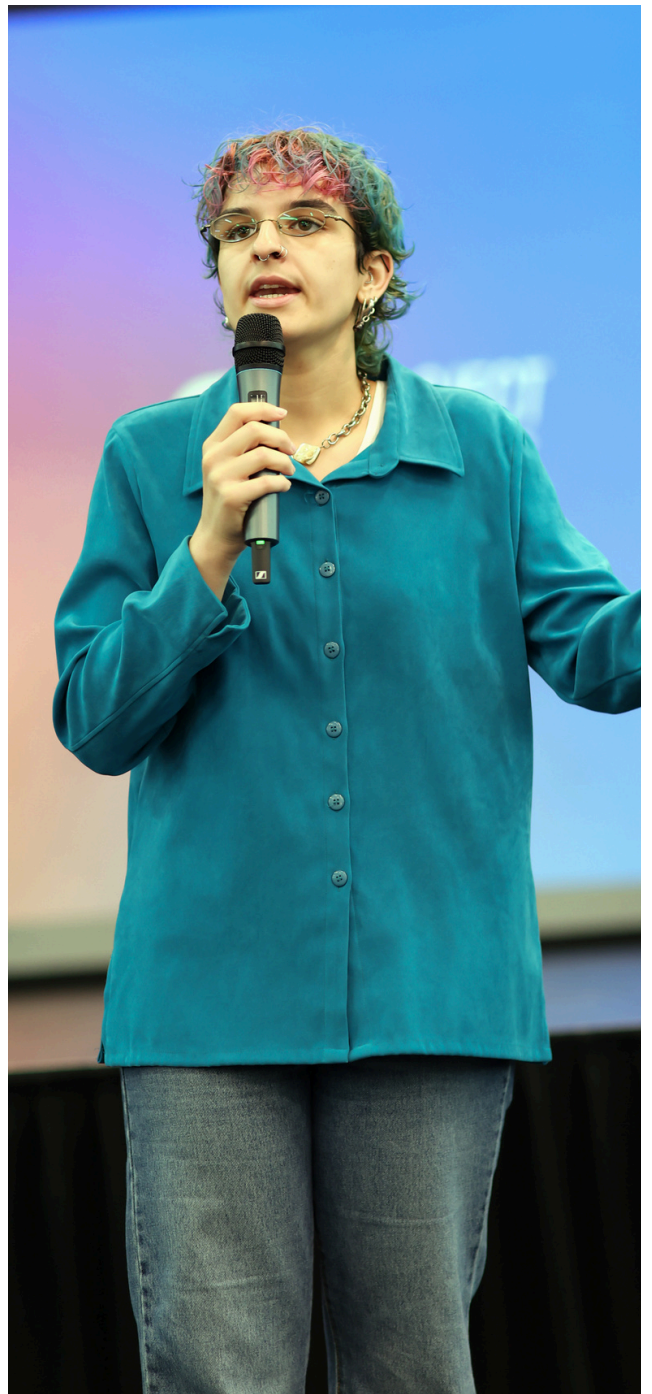
When you fundraise for The Project Rokit Foundation, you're doing more than raising money. You're joining a national movement that started 20 years ago and has since mobilised 1 million young people with the skills they need to feel included, safe and welcome at school.

Every dollar you raise helps us support another one of the 150+ schools on our waitlist, working directly with young people to turn bystanders into upstanders.

According to the Australia Institute of Health and Welfare, we know that **46% of young people who experience bullying-like behaviours go on to use those same behaviours against another young person.** We support schools in desperate need to help break that cycle.

In our workshops, we take a peer-to-peer approach to empathise with their challenges and build their confidence to call it out where they see it, back up their mates, and foster kinder, safer communities both on and offline.

When a young person learns to stand up for someone else, the impact goes beyond the schoolyard. A powerful ripple spreads into friendship groups, online chats and households. That's the kind of change your fundraising makes possible.



STATS YOU CAN SHARE

So you can demonstrate just how necessary our programs are, we've put together a list of shareable stats that you can post alongside your giving request to give it all the evidence and support it needs.

Stats that show the need for our programs

- 1 in 4 young people are being bullied every few weeks – that's the same stat as 20 years ago!
- 53% of young people have reported incidents of cyberbullying, and this is continuing to grow every year.

Stats that show the impact after our programs

- 89% are willing to help someone who is being treated unfairly or being bullied
- 89% have the skills to be safe online and create positive online interactions
- 82% feel they are resilient and can bounce back when things don't work out

Stats that show the urgency of alleviating our school waitlist

- 93% of waitlist schools report poor mental health in their students
- 90% of waitlist schools deal with interpersonal and/or cyberbullying
- 76% of waitlist schools respond to incidents of physical violence
- 49% of waitlist schools have cases of image-based abuse (e.g. sextortion and/or explicit content of minors)



INSPIRATION & IDEAS

Looking for ways to make your fundraising page go the extra mile? We've got you covered with a whole list of ideas to get people involved and help you reach your target.

We recommend picking one of these and trying to promote it for the whole month of October. It might even be something you do a few times!

- **Get sponsored for a fitness challenge.** It can be a step count, a run, a burpee challenge – whatever gets you moving!
- **An Upstander Challenge.** Nominate mates to donate, then pass it on.
- **Host a raffle.** Approach a local business for prizes or sponsorship.
- **Dinner party.** Cook up a storm, have a bunch of friends over and ask them to chip in \$30 as a donation.
- **Sausage sizzle.** Approach your local school, sports club or even Bunnings!
- **Mufti/free-dress day.** Do this in exchange for a gold coin donation.
- **Host a bake sale.** It could be at school, uni or work.
- **Matched giving.** Ask your employer or parent to match what you raise dollar-for-dollar.
- **Trivia or movie night.** Sell tickets to a fun night with your crew.
- **Skip the gifts.** Ask friends and family to donate for your birthday instead.
- **Share your "why".** Post some of our impact stats on socials and ask your followers to chip in.

Planning something bigger, like a public event or a business collection? Make sure to flick us an email and check out the guidelines at the end of this guide.



TIPS FOR YOUR PAGE

If this is your first time setting up a fundraising page, there's a few tips and tricks below that will make all the difference to how quickly you reach your target.

Of course, if you haven't already, you'll need to start by setting up your fundraising page [here](#). Once you've done that, come back here and check you've ticked the following off:



- **Personalise your page.** Add a photo and share why this cause matters to you.
- **Set a target.** It keeps you motivated and shows supporters what they're helping you reach.
- **Get the ball rolling.** Make the first donation yourself (no-one wants to be first to a party!)
- **Follow up.** A gentle nudge to family and friends works wonders.
- **Keep people updated.** Share photos and progress as you go.
- **Say thanks.** A shout-out to your supporters goes a long way.
- **Start early.** Don't leave your fundraising to the last minute.
- **Share it everywhere.** Email, Insta, group chats – don't be shy!

GUIDELINES

These guidelines are in addition to, and mostly complementary with, the terms you agree to when you set up your fundraising page on Funraisin.

When fundraising for **The Project Rokit Foundation**, we ask that you keep the following in mind:

- Your activity needs to fit our aims, values and ethical standards. Email us if you are unsure of anything.
- All money raised should be transacted through your official Funraisin page.
- You're responsible for running your activity, including any costs, permits or insurance it needs. We recommend you keep expenses to no more than 40% of what you raise.
- Tax-deductible receipts can only be issued for donations made to The Project Rokit Foundation. If your activity involves a raffle, sale of goods, or event ticket, that portion generally isn't tax-deductible.
- Any promotional materials need to be authorised by The Project Rokit Foundation before you print or share them.
- If you're under 18, and planning an activity beyond your own fundraising page (like a public collection or event), please involve a parent or guardian.
- You take responsibility for your activity and agree to cover The Project Rokit Foundation for any losses, damage or injury arising from it.





THANK YOU!

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