



# Fundraising Guide



UNITED ENERGY  
**AROUND  
THE BAY**

# WELCOME TO #TEAMVARIETY

Welcome to #TeamVariety! Thank you for being part of something special. Every kilometre you ride helps Variety – the Children’s Charity support Victorian kids experiencing disadvantage to experience the joy, inclusion and freedom of owning their first bike.

You’re not just riding – you’re changing lives.

Across Australia, 1 in 6 live in poverty. Too many miss out on everyday opportunities. Your fundraising helps provide a world where every child can thrive, belong and reach their full potential, regardless of disability or circumstance.

This guide is here to help you maximise your fundraising efforts with step-by-step instructions, creative ideas, resources, and tips to help you reach (and exceed) your fundraising goal.

**LET’S GET STARTED!**

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# GETTING STARTED, A STEP-BY-STEP GUIDE

## STEP 1: REGISTER AND SET UP YOUR FUNDRAISING PAGE

Sign up online and create your personal or team fundraising page. Make it your own - add photos, share your story, and set your fundraising goal.

## STEP 2: SET YOUR GOAL

Whether it's \$250 or \$2,500, setting a target keeps you motivated. Your supporters will be more likely to donate when they see a goal to reach.

## STEP 3: SHARE YOUR STORY

Tell people why you're taking on Around The Bay. Personal stories are powerful - share why all kids having bikes matters to you.

## STEP 4: SPREAD THE WORD

The more people who know about your fundraising, the more support you'll get! Share your page on social media, email, and messaging apps.

## STEP 5: PLAN A FUNDRAISING ACTIVITY

Think about ways to boost your fundraising - host an event, challenge your friends, or involve your workplace. (See ideas next page!)

## STEP 6: TRACK YOUR PROGRESS *and* CELEBRATE MILESTONES

Use your fundraising page progress bar to see how close you are to your goal. Keep your supporters updated and thank them along the way!



*"I've always loved being active, but taking part in charity events means so much more than just hitting the running track. I'm taking part to make a difference for kids like Rita and Wilson, who are experiencing disadvantage and who's parents couldn't afford a bike.*

*When I signed up to fundraise for Variety – the Children's Charity, I had no idea how much support I'd receive. My friends, family, and even colleagues rallied behind me. I set an initial goal of \$500, but after sharing Rita and Wilson's story, donations keep coming in.*

*Knowing that my ride is helping kids with life changing equipment and programs makes every kilometre worth it."*


### MEL'S TIP FOR FUNDRAISING SUCCESS

***"Don't be afraid to ask! People love supporting a great cause, and when you share why it matters to you, they'll want to help."***



# HOW TO RAISE MORE

## **DO YOUR K'S FOR THE KIDS!**

 Fundraising should be fun, and there are plenty of ways to get creative while raising money for Variety - the Children's Charity!

Whether you prefer hosting events, leveraging social media, or setting personal challenges, every effort brings us closer to ensuring all kids can experience the joy of sport.



### **HOST AN EVENT**

Hosting a fundraising event is a great way to bring people together while supporting your cause. You could organise a community walk where participants donate to join, run a BBQ, trivia night, or bake sale. These events not only raise funds but also help spread awareness about the importance of inclusion in sport.



### **ENGAGE YOUR WORK**

Getting your workplace involved is another fantastic way to boost your fundraising. Ask your employer if they offer matched donations - many companies will double what their employees raise. You could also organise a casual dress day where colleagues make a small donation or set up a workplace challenge where teams compete to see who can raise the most.



### **GET SOCIAL**

Social media is a powerful tool to reach a wider audience. Share regular updates, post about your progress, and encourage friends and family to donate. Videos can be particularly engaging - consider pledging to do something fun, like wearing a costume on your run, if you hit your fundraising goal. You can also challenge friends to join in and create their own fundraising pages, multiplying the impact.



### **CHALLENGE YOURSELF**

Setting challenges and incentives for yourself can help keep motivation high. You might commit to running a certain distance for every donation received, offer small prizes for top supporters, or create a friendly competition among teammates to see who can raise the most. Every dollar raised brings us one step closer to providing life changing equipment and programs to kids in need.

# YOUR IMPACT

## MEET MORE OF THE KIDS YOUR INCREDIBLE FUNDRAISING EFFORTS SUPPORT!

Brothers Brodie and Kye have a very special bond - and a shared love of cycling!

Variety provided Kye with an adaptive bike which provides physical, emotional and mental health benefits to Brodie and allow his brother Kye and extended family to get active together!



*"With Brodie having a new Adaptive Bike, I get to see him be happy and do things I never thought he'd be able to do, like use his legs to ride a bike.*

*The bikes we've been given allow us to be active... we've never been able to get out and be active together. It's so fun to go for a bike ride with him, it gives us that normality and brotherhood. Now we're able to bike along the river... it just makes us so happy and to be able to see Brodie smile and enjoy life means a lot." Kye*



[CLICK TO WATCH](#)



# TOOLS AND RESOURCES TO HELP YOU SUCCEED

We want to make fundraising as easy and impactful as possible, which is why we've created a range of tools to help you reach your goal. Whether you're looking for email templates or social media graphics, we've got you covered. Below, you'll find ready-to-use social media copy and resources to help you spread the word and maximise your fundraising efforts. Use these messages as they are, or personalise them to make them your own!

## KICKSTART YOUR FUNDRAISING

### Option 1 – Personal Story

I'm riding for Variety because [personal reason]. A bike can give a child much more than a way to get around. It can help them ride to school, play with friends, stay active, build confidence and join in with family and community life.

### Option 2 – Goal-Driven

I've set a goal to raise \$[amount] before race day to help Variety give kids the freedom and independence they deserve. Join me!  
#RideforVariety Insert Fundraising Link

## MILESTONE CELEBRATION

Wow! I've just reached 50% of my fundraising goal! A huge thank you to everyone who has supported me so far.

Your generosity is helping kids in need receive a brand-new bike and all the joy that brings! Let's keep the momentum going - every km I ride is for the kids. 🙌

#TeamVariety  
Insert Fundraising Link

## TRAINING POST

Early mornings + sore legs = change for kids!  
Every km counts. Help me hit my goal 🏆

#RideForVariety  
Insert Fundraising Link

## PUSH BEFORE EVENT DAY

The countdown is on! My ride is almost here, and I'm so close to reaching my fundraising goal. Every dollar raised supports Variety Bikes for Kids. If you can, please donate and help me cross the finish line - for the kids!

#RideForVariety  
Insert Fundraising Link

## THANKING DONORS

A massive THANK YOU to everyone who has donated to my fundraiser! Your generosity is helping kids in need. Every donation truly makes a difference. If you haven't donated yet, there's still time to be part of something special! #RideForVariety

Insert Fundraising Link

- ✓ **ADD A PHOTO OF YOU TRAINING.**
- ✓ **POST UPDATES WEEKLY.**
- ✓ **THANK EVERY DONOR PERSONALLY.**

# TOOLS AND RESOURCES TO HELP YOU SUCCEED



[CLICK TO DOWNLOAD](#)

## ✓ PERSONALISED EMAIL TEMPLATES

Easily ask for support via email.

## ✓ SOCIAL MEDIA TOOLKIT

Downloadable images, pre-written posts, stats and impact stories.

## ✓ POSTERS AND FLYERS

Printable materials to help spread the word in your community, workplace, or gym.

## ✓ EMAIL SIGNATURE

Add a fundraising banner to your email signature to promote your fundraising in every email you send.

## GOT QUESTIONS?

Get in touch - we're here to help!

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Variety website  
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