

# FUNDRAISING GUIDE



Proudly supporting  
**variety**  
the children's charity

**TAKING STRIDES FOR INCLUSION**



# WELCOME!

**Thank you for taking strides for inclusion and joining the Great Aussie Hike fundraising challenge! By taking part, you're ensuring that kids living with disability can access inclusive sports programs, providing them with the opportunity to participate, belong, and thrive.**

1 in 10 Australian school-age children live with disability, yet nearly 50% stop participating in sport by age 11 due to barriers like accessibility, cost, and a lack of inclusive opportunities.

**Together, we can change this.**

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!**

*Ella*

## CONTENTS

- WHY YOUR FUNDRAISING MATTERS
- GETTING STARTED: STEP-BY-STEP GUIDE
- MEL'S STORY: WALKING FOR INCLUSION
- HOW TO RAISE MORE: CREATIVE FUNDRAISING IDEAS
- FUNDRAISING IN TEAMS
- TOOLS & RESOURCES TO HELP YOU SUCCEED
- TRACKING YOUR PROGRESS & CELEBRATING SUCCESS
- HOW TO GET IN TOUCH



# WHY YOUR FUNDRAISING MATTERS

The funds you raise go directly to Variety - the Children's Charity, helping provide

## Adaptive Sports Equipment

Giving kids the tools they need to participate, like modified wheelchairs, prosthetics, and sensory-friendly gear.

## Inclusive Sports Programs

Creating opportunities for all kids to play, train, and compete regardless of ability.

## Specialist Support

Variety Heart Sports Scholarships awarded to kids in need with a special talent in the sport of their choice.

And more!

NEARLY 50% OF KIDS WITH  
DISABILITY STOP  
PARTICIPATING IN SPORT BY  
AGE 11 - TOGETHER WE CAN  
CHANGE THAT!

## EVERY DOLLAR MAKES A DIFFERENCE!

- **\$28** goes towards funding a sports scholarship for a child in need.
- **\$52** can fund coaching sessions tailored to kids with disability.
- **\$116** can provide a child with adaptive sports equipment.
- **\$330** can provide an inclusive sports day for a group of 10 kids living with disability.





A portrait of a woman with shoulder-length brown hair, smiling, wearing a white t-shirt. She is standing in front of a green leafy background. The name 'MEL' is written in large, bold, yellow letters in the top right corner of the image.

MEL

# GETTING STARTED, A STEP-BY-STEP GUIDE

## Step 1: Register & 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 the Great Aussie Hike. Personal stories are powerful - share why inclusion in sport 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 & 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 hiking, but taking part in the Great Aussie Hike means so much more than just hitting the trail. I'm walking to make a difference for kids like Jake, who lives with cerebral palsy. He loves sport, but finding inclusive programs that truly cater to his needs has been tough.

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 Jake's story, donations keep coming in.

Knowing that my steps are helping kids access the right equipment and support to play sports 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 - CREATIVE FUNDRAISING IDEAS

## Stride Past Your Goals

Fundraising should be fun, and there are plenty of ways to get creative while raising money for inclusive sports programs & equipment.

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 hike 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 hike, 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 hiking 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 making sport accessible to all kids, so have fun and get creative!



# FUNDRAISING IN TEAMS

Fundraising with a team makes it more fun, motivating, and impactful.

## Why Join a Team?

- Keep each other accountable and motivated.
- Raise more together - teams often collect higher donations than individuals.
- Friendly competition with leaderboards to track progress!

## Tips for Team Fundraising

- Pick a team name that stands out.
- Set a combined goal and make a plan to achieve it.
- Host team events - group challenges bring in more supporters!

# FUNDRAISING MILESTONES & REWARDS

Stay tuned to your inbox and socials for exciting prizes and rewards!

**See who's leading the charge! Check the Top Fundraisers & Teams on the Great Aussie Hike website to get inspired.**





# YOUR IMPACT

**Our inclusive sport programs include sports scholarships, all-ability sports days and training clinics, equipment and adaptive cycles.**

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 & 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

I'm taking on the Great Aussie Hike to help make sport accessible for ALL kids, no matter their ability. 1 in 10 school-age kids in Australia live with disability, and nearly 50% stop participating in sport by age 11. That's why I'm fundraising for Variety – the Children's Charity, supporting inclusive sport programs & equipment so kids can play, belong, and thrive. Join me in making a difference! Every donation counts. 💙 #GreatAussieHike

*Insert Fundraising Link*

## Milestone Celebration

Wow! I've just reached 50% of my fundraising goal for the Great Aussie Hike! A huge thank you to everyone who has supported me so far. Your generosity is helping kids with disability access inclusive sports programs & equipment through Variety – the Children's Charity. Let's keep the momentum going—every step I take is for inclusion! If you'd like to help, there's still time to donate. 🙌

#GreatAussieHike

*Insert Fundraising Link*

## Push Before Event Day

The countdown is on! The Great Aussie Hike is almost here, and I'm so close to reaching my fundraising goal. Every dollar raised supports kids with disability, ensuring they have the chance to play, participate, and feel included in sport. If you can, please donate and help me cross the finish line—for the kids! 🧡💙 #GreatAussieHike

*Insert Fundraising Link*

## Thanking Donors

A massive THANK YOU to everyone who has donated to my Great Aussie Hike fundraiser!

💙 Your generosity is helping to provide inclusive sports opportunities for kids with disability, ensuring that no child misses out. Every donation truly makes a difference. If you haven't donated yet, there's still time to be part of something special!

#GreatAussieHike

*Insert Fundraising Link*

## LOOKING FOR MORE?

We've got even more social media templates as well as email copy to ask for support in our [download kit!](#)



# TOOLS & RESOURCES TO HELP YOU SUCCEED



- ✓ **Personalised Email Templates** – Easily ask for support via email.
- ✓ **Social Media Toolkit** – Downloadable images, pre-written posts, stats and impact stories.
- ✓ **Posters & 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.

[CLICK TO DOWNLOAD](#)

## GOT QUESTIONS?

Get in touch - we're here to help!

Ella  
[events@varietyvic.org.au](mailto:events@varietyvic.org.au)  
(03) 8698 3900 (select option 5)

[variety.org.au/vic](http://variety.org.au/vic)  
[greataussiehike.com.au](http://greataussiehike.com.au)

