

Ideas = income!

Ever wondered how some community groups or not-for-profits pay for clubhouse renovations or buy new equipment? Chances are they have a committee which is made of up Mums and Dads, similar to the group you belong to, where many of the members turned a great idea into action.

If one of these ideas, does (or has the potential to) generate an income, then this is known as fundraising, and the reward for this effort can really boost your group's bank account. Let's face it, the clubs or groups we belong to should be able to meet utility costs (e.g. electricity, water etc.) Many groups who wish to do periodic maintenance such as apply a new coat of paint or remodel an outdated clubhouse kitchen or bathroom can often feel helpless unless they have a supply of available funds...

Aside from the appeal of the income which may be generated from holding a fundraising event, there are three big advantages:

1. The 'how and where' to spend the profits (once all the expenses have been met) can often happen much sooner than if you were relying on a funding application to be written, assessed and approved.
2. Delivering a successful fundraiser can provide a club/committee with some additional funds. Having these funds on hand means the club is more likely to meet unforeseen expenses, and that's very reassuring for all members!
3. By using the skills and abilities of your members you are building capacity within your club. Building capacity helps clubs/committees stay resilient.

Fund raising can be a genuine source of income for eligible groups, though it differs to obtaining money via a grant application. Click on the following link to learn more about grants and external funding providers. <http://www.tr.qld.gov.au/community-business/grants-funding/application-guidelines>

Some of the many fundraising ideas you might like to explore are:

Sausage sizzle—notice how one of the major hardware chains has a BBQ right near its front door every weekend?

Community auction—get goods donated and hold an auction

Exhibitions—display your club or group's art, crafts and interests and charge an admission fee

Trivia night—a great social gathering. Why not seek items to be raffled on the night?

Keep in mind that the end goal for any proposed fundraising event is to clear an amount above your expenses. i.e. you're left with a profit once you've paid the butcher for the snags, and the baker for the bread rolls... You could even ask if they would like to donate the items? Here are some tips to help you prepare!

1. Have a plan - Fundraising can be time consuming and may involve the outlay of money before your event even takes place.
2. Identify your purpose —Are you hoping to raise money, or is it also about gaining publicity? i.e. reaching out to a new network.
3. Prepare a budget – This should include a list of all foreseeable expenses which will be required to hold your event.
4. Support – All committees need help and participation to make their fundraiser happen. Share the load to ensure it's not one or two people doing everything.
5. Target audience – Will your event appeal to everyone, or a specific group e.g. business people, parents, young professionals? Set-up – Do those involved with helping at the event know what to do on the day? Where do they meet? What is the dress code? If food is served, do you have

gloves/utensils? What about a cash float – have you got coins and notes? (training in food preparation/hygiene/food safety requirements???)

6. Publicity – People won't come along if they don't know about your event! Get the word out there through social media, via your committee and don't forget about word of mouth.
7. Say thanks - Make sure you take the time to send thank you notes to everyone who is involved in your event, including contributors and volunteers. You may be calling on them at another time!

For further help on fundraising ideas, contact our Community Liaison Officers (CLOs) on 131 872.