FUNDRAISING WITH REACH

REACH

HEY THERE!

If you're reading this, it means you're considering fundraising for us here at The Reach Foundation. Thanks so much for thinking of us, we're chuffed – as are the young people you're backing.

We are biased, but we think our work is bloody important – and we're not the only ones. For 28 years Reach has benefitted from the ongoing, generous support of individuals, organisations and community groups just like you. Because reducing the development of mental ill health among our young people takes a whole community. And we are committed to doing just that.

Here at Reach we believe preventative mental health is the only long-term solution to the ongoing mental health crisis faced by young Australians. Fundraising support from our community helps us grow our programs, our impact, and reach more young people in the early stages of their development to set them up with the social and emotional skills to thrive.

Chances are you know a bit about our work, but if you don't, please read on.

If you already know Reach then give it another read...go, on it's good stuff.

Fergus Watts
CEO The Reach Foundation

ABOUT
US

REACH

REACH

Reach was founded by Jim Stynes and Paul Currie in 1994 with a simple aim – to inspire young people to believe in themselves and get the most out of life. After almost three decades of working with more than one million young Australians, that reason remains true to our core.

We exist to shape a generation of young people to unlock their power and shape their own lives, reducing the development of mental ill health among young Australians.

Through engaging and transformative youth-led workshops, we build social, emotional and resilience skills among young people so they can navigate life's challenges.

Our signature programs are designed and delivered by young facilitators, for young people. This peer-to-peer approach creates spaces that are relatable, interactive and engaging.

ABOUT YOU

You might be a school student, a corporate organisation, a community group, a small business owner, a member of a sporting club…people from all walks of life are part of the Reach community, we're a diverse bunch!

Whoever you are, we're thrilled to hear you're interested in contributing to our work as a third-party fundraiser and we would love to hear from you. Drop us an email at fundraising@reach.org.au, say g'day and tell us about your fundraising idea.

We'd love to help you bring your idea to life and in turn, raise vital funds for our work.

HOW YOUR FUNDRAISING HELPS

Since 1994 we have grown to become Australia's most influential youth organisation, connecting with many thousands of schools and diverse communities across the country. We've kicked lots of goals, but our work is far from done.

More than 50% of young people in Australia don't feel confident about their future. Four out of five young Australians have experienced mental health issues over the past two years[1] and seven out of ten high school students have reported high psychological distress.[2] Most alarmingly one in four young people reported suicidal thoughts.[3]

Australia is facing a youth mental health crisis. As a nation we urgently need to move the dial on this issue. We need capacity building earlier in life with social and emotional wellbeing at its core and we need to get these skills to as many young people as possible, arming them with the tools to navigate life's challenges and thrive.

Reach's programs are purpose-built to do just that. This vital work is needed now, more than ever.

The best way to reach young people is at school - but many schools don't have the funds or resources to engage important programs like Reach.

Your fundraising support will help us reach more young people by delivering our workshops to more schools in need:

- **$510** helps us have vital conversations with a whole class
  (up to 30 young people)

- **$1,700** helps us have vital conversations with a whole year level
  (100 young people)

- **$5,100** helps us have vital conversations with multiple year levels
  (300 young people)

- **$10,200** helps us have vital conversations with a whole school
  (600 young people)

1   https://www.smh.com.au/lifestyle/health-and-wellness/urgent-national-priority-pandemic-s-staggering-mental-toll-on-young-australians-20220318-p5a5v0.html

2   Lockdowns caused 'high psychological distress' in 70pc of high school students, study finds - ABC News

3   https://www.smh.com.au/lifestyle/health-and-wellness/urgent-national-priority-pandemic-s-staggering-mental-toll-on-young-australians-20220318-p5a5v0.html

THIRD-PARTY
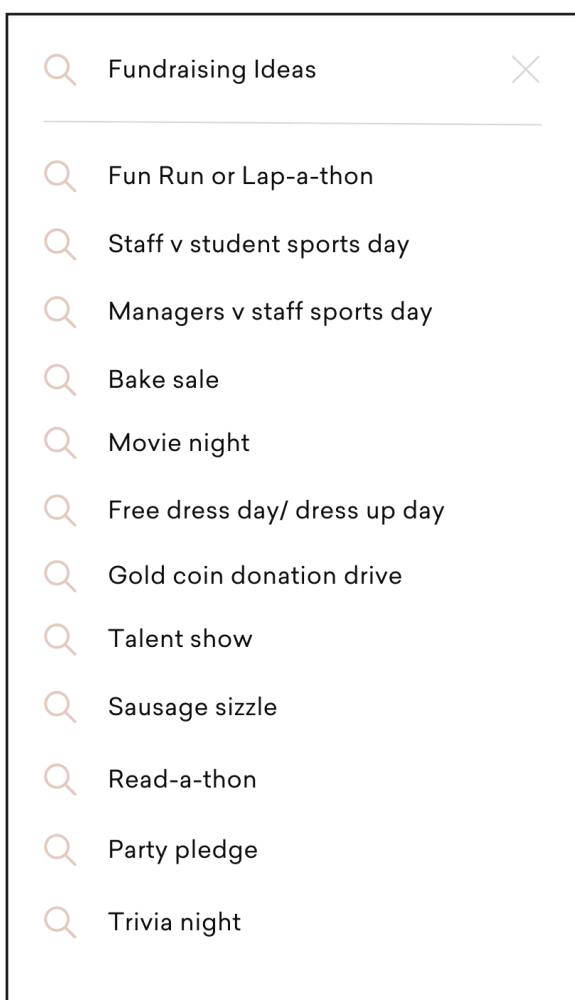# FUNDRAISING

for Reach

REACH

1. DEVELOP YOUR FUNDRAISING CONCEPT

So, you've decided you want to become a Reach champion and fundraise for us.

Already got your fundraising idea? That's great, we're pumped to hear it. (Fingers crossed it's dog yoga or a donut eating competition - we'll be there). Need some inspiration? We got you. Feel free to get creative and come up with something interesting!

There are tons of fun and engaging ways to fundraise for Reach, like...

🔍 Fundraising Ideas   ✕

🔍 Fun Run or Lap-a-thon

🔍 Staff v student sports day

🔍 Managers v staff sports day

🔍 Bake sale

🔍 Movie night

🔍 Free dress day/ dress up day

🔍 Gold coin donation drive

🔍 Talent show

🔍 Sausage sizzle

🔍 Read-a-thon

🔍 Party pledge

🔍 Trivia night

Tip: Would you want to support this fundraiser? Make sure your idea is an activity your supporters will enjoy and genuinely want to be involved in!

2. SET YOUR FUNDRAISING GOAL

$5000, $50,000, $500,000?

The best fundraisers are those with a clear target so you have a goal to work towards. Sharing this goal with your supporters is a great way to bring them along on the journey, so they can see they're contributing to something bigger.
Make sure your target is achievable but optimistic. We can help you set an appropriate goal based on your fundraising idea – just drop us an email and we'll give you a hand.

Every bit counts, all fundraisers - big and small - are welcome here at Reach!

3. SET A TIME AND A DATE

When setting the time, date and duration of your fundraising activity, be sure to consider what is going to be easiest for your supporters to get involved.

*   Ensure your date gives staff, friends, community members, students and/or parents ample notice of your fundraising plans

*   Make sure it's on a date and time that works well for your supporters

    i.e For school fundraisers, check against school holidays and pupil free days

    i.e for workplace fundraisers, avoid clashes with important meeting days, or consider tying your fundraiser in with a significant day of celebration (ie Wear It Purple Day)

*   Choose a location that is convenient for your supporters

    If you're fundraising at work, you could do it in the staff lunchroom or in an all-staff Zoom meeting

    If you're a school fundraiser, on the oval or in the gym might be a good option, just before or after school

4. PREPARE TO COLLECT FUNDS

There are multiple different ways you can collect funds for The Reach Foundation through your fundraiser. While cash fundraisers are an option, many workplaces and schools now operate in a cash-free environment. As such, we recommend using an online donation platform to collect funds. The easiest way to collect funds is to direct your supporters to our online donor portal, which can be found here.

We can supply you with a QR code to link through to this page.

Alternative fund collection options are further outlined on page 14.

Now you've got your fundraising idea, target and date lined up, it's time to get down to the nitty gritty.
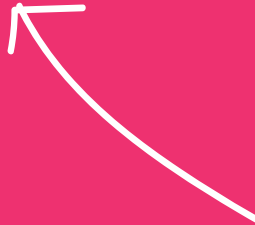
THE BORING BITS

REACH

THE FUNDRAISING APPLICATION FORM

Please submit a Fundraising Application Form to The Reach Foundation so we are across and can help support your fundraising activity. This information helps us ensure your fundraising plans aligns with our values, as well as sharing your details so we can contact you and help wherever possible.

We will respond to this application within 5 business days, then you are ready to begin spreading the word!

FUNDRAISING T&Cs

Also included in this application form are our Fundraising Terms and Conditions – please ensure you take a look over these before submitting your application form.

BRAND GUIDELINES

You are welcome to use the Reach brand logo and supplied imagery to help promote your fundraiser! However, there are some guidelines that need to be followed when using these, which can be found on pages 21 - 29.

Note: Any design work using the Reach logo/ assets must be sent to fundraising@reach.org.au for approval prior to distribution.

TIME TO PROMOTE YOUR FUNDRAISER

The further you spread the word about your fundraiser, the more likely it is to be a success!

By sure to notify your staff, clients, friends, students, community members and/or parents of your fundraising event and how they can support.

How you can spread the word;
- Write about it in the school/ workplace/community newsletter
- Send a company-wide email (corporates)
- Involve students or colleagues in the process of the fundraiser - ask them for fundraising activity ideas, get them to design their own posters
- Send a note home to parents (schools/ sporting clubs)
- Announce it at a staff meeting or school assembly
- Put posters around office/ community club/ school
- Promote it on social media
- Offer different volunteering options for others to get involved in the event

Tip: If you're a corporate fundraiser, why not ask your company to match the funds you raise in your activity? It's a great way to get your organisation involved, compel other staff to donate, while also doubling your fundraising total!

It is also a good idea to provide your supporters with information about The Reach Foundation and the work we do, so they understand this is a cause worth getting behind! We will supply information you can pass on to your supporters about Reach and our vital programs.

COLLECTING FUNDS AND ISSUING RECEIPTS

1. Using the reach donation platform

The easiest way to collect funds is to direct your supporters through to our online donor portal on our main website. It's already set up and ready to go here.

We can supply you with a QR code to link through to this donation platform, and we can track the donations on our end.

2. Using a third party platform

If you would prefer to track your fundraising more closely yourself, you are welcome to set up your own fundraising page using a third-party provider such as GoFundraise and invite your supporters to donate there.

Let us know if you need a hand getting set up!

3. Cash fundraising

If your fundraiser is likely to bring in cash donations (such as a bake sale), please record donations appropriately.

Please collect the cash at completion and take it to either your finance team or a bank to reconcile. Total funds raised can then be electronically transferred to The Reach Foundation directly. We will provide you with The Reach Foundation's bank account details on request once your event has been formally registerd using the online registration form that can be found on page 20.

4. Receipts

All donations over $2 to The Reach Foundation are tax deductible. If any of your donors request a receipt, you can provide one yourself by acquiring a template from us, alternatively we can generate and supply receipt for individual donors if you provide us with their information. Please note things such as raffle tickets, payment for entry into events, auctions and the purchase of goods are not tax deductible.

PLANNING CHECKLIST

A handy fundraiser checklist can be found on page 16 to help with your planning. If you're ticking everything off, you're in great shape to run a successful fundraiser supporting Reach!

WE'RE HERE TO HELP

The Reach Foundation is here to support you throughout the process – you are fundraising for us, after all! We're here to help you with developing your fundraising concept, planning, promotion and funds collection – with helpful tips along the way.

We're in this together!

CONTACT INFORMATION

Your main port of call for any fundraising related queries will be our dedicated Community Fundraising Coordinator, Kira-Lee Gmeiner. Kira-Lee is available and happy to assist and can be contacted via kgmeiner@reach.org.au or 0424 163 117.

Thank you so much for considering The Reach Foundation for your next fundraising activity.

Your incredible support helps us continue our vital work in helping young Australians believe in themselves and get the most out of life.

PLANNING CHECKLIST

Before your event

- [ ] Brainstorm Fundraising Ideas
- [ ] Select Fundraising Idea
- [ ] Confirm idea is viable (think safety or legal issues)
- [ ] Notify The Reach Foundation of your plan via the Community Fundraising Registration Form
- [ ] Plan your event and budget
- [ ] Determine number of volunteers needed
- [ ] Enlist volunteers & allocate tasks to each
- [ ] Set up required fundraising method with Reach
- [ ] Promote your event, ensuring all promotional materials used are approved by The Reach Foundation
- [ ] Spread information about The Reach Foundation

During your event

- [ ] If needed ensure you have people assigned to handle the donations
- [ ] Have information about Reach available
- [ ] Ensure your donation collection method is established and operating

After your event

- [ ] If applicable, pool and count the funds raised
- [ ] Thank volunteers and donors
- [ ] Complete all donation forms
- [ ] Supply receipts or pass information on to Reach to supply receipts as requested
- [ ] Send completed forms and funds to The Reach Foundation where applicable
- [ ] Send out a thank you and update to donors and volunteers
- [ ] Keep in touch with The Reach Foundation
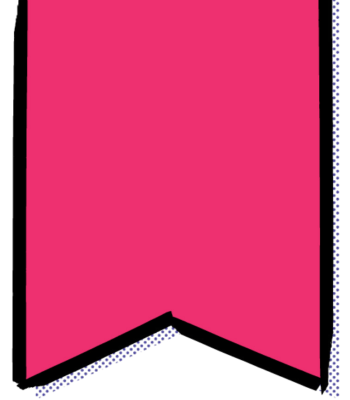
TERMS AND CONDITIONS

Your Fundraising Event/Activity

- All events must be registered via the form attached and approved by The Reach Foundation prior to the event or activity being held.

- The Reach Foundation has the right to decline or withdraw approval of any fundraiser at any time if it appears that the fundraiser is failing to adhere to any of the terms and conditions or guidelines mentioned in this document, or for any other reason deemed necessary by The Reach Foundation.

- Please notify The Reach Foundation at least 7 days before the event commencement date if there are any changes to the event details provided in your event registration form.

- By creating a fundraising event or page connected with a physical or fitness event or activity you agree that:

  1. You represent, and warrant that you have received consent from your physician to participate in health and fitness programs and declare that you are physically fit to do so.

  2. You waive, release and discharge The Reach Foundation from all claims or causes of action you may have arising from injury, loss or damage of any kind and/or loss or damage of property.

- You must understand the fundraising laws in your State or Territory, and ensure they are being met. It is also vital for you to ensure adequate public liability insurance cover is held in relation to your event.

- While The Reach Foundation will provide guidance and assistance, you have full responsibility for all organizational aspects of the fundraising event or activity and ensuring that it complies with the relevant legislation.

Promoting Your Fudraiser

- You must ensure that any promotional or fundraising related content uploaded is not obscene, offensive, defamatory or racist and does not breach any law or regulation. Content must also not violate intellectual property rights.

- The Reach Foundation's fundraising site must not be used misrepresent your identity or affiliation with any person or organisation.

- You must not use Reach branding or affiliation in any junk or spam emails.

- Reach branding must not be used to obtain, display or forward any survey contests, pyramid scheme or chain letter.

- The Reach Foundation retains the right to remove any content from any affiliated material without notice and in its sole discretion.

- You consent to the free use of your name and pictures of you in any advertising and social media by The Reach Foundation in relation to the event. Of which, you understand that you are able to withdraw at any time and Reach shall oblige to a reasonable extent within its powers.

- The Reach Foundation reserves the right to suspend a fundraising page and event, in its sole discretion, if the fundraising activity is deemed unsuitable or inappropriate.

- You must describe your fundraiser as "benefiting The Reach Foundation", not as sponsored by or on behalf of, or anything similar.
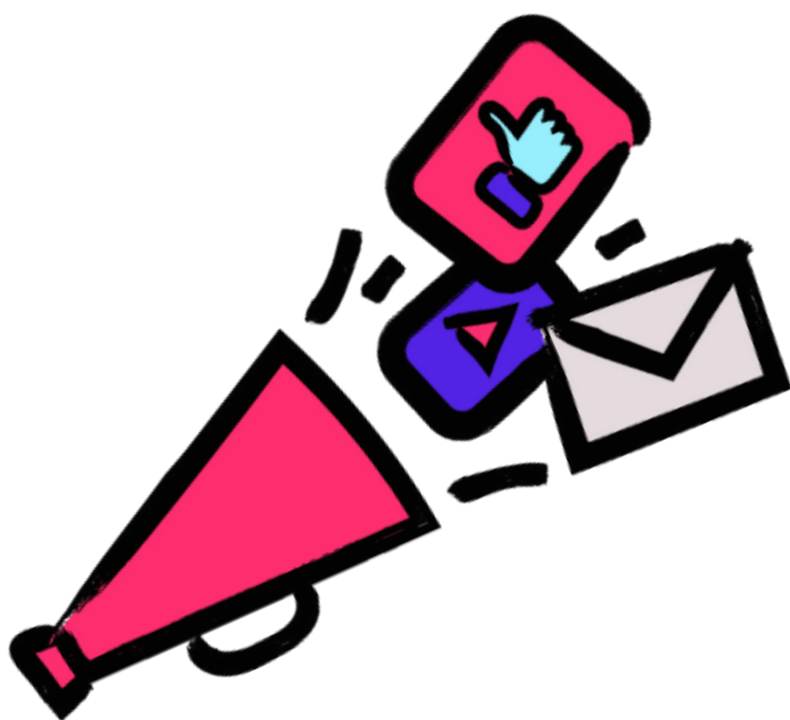
Finances and Donations

- You are responsible for all financial aspects of your activity or event, including record keeping, management of funds and for depositing funds into the nominated Reach Foundation bank account within 14 days of the fundraising event.

- The Reach Foundation is not responsible for any expenses or losses that may occur from an event

- All funds raised by this fundraising event or activity must go to The Reach Foundation directly

- Fundraisers raising funds under The Reach Foundation name are not permitted to raise funds for personal financial gain. All funds must be donated to The Reach Foundation at completion of the activity/event, unless there has been an agreed upon percentage of funds to be shared with multiple charitable organisations.

- If donors request receipts, it is your responsibility to ensure all the adequate information is gathered correctly to supply this receipt

FUNDRAISING
REGISTRATION

Online form

Please complete the online form to register your fundrasing event. You can find the online form here.

BRAND
GUIDELINES

COLOUR

Intrigue

Intrigue

HEX #5323e5
R83 G35 B229
C84 M74 Y0 K0
PANTONE 2368 U/C

*When 'Intrigue' is used as type over 'Hype', this darker variation must be used for legibility.

HEX #3f17e5
R63 G23 B229
C88 M84 Y0 K0

Hype

Hype

HEX #ff2e6f
R255 G46 B111
C0 M92 Y33 K0
PANTONE 205 U/C

*When 'Hype' is used as type over 'Intrigue', this lighter variation must be used for legibility.

HEX #ff3e84
R255 G62 B132
C0 M88 Y18 K0

Uplift

Uplift

HEX #99f1ff
R153 G241 B255
C32 M0 Y4 K0
PANTONE 2975 U/C

*Must never be used as type over 'Comic'.

Sirius Black

Sirius Black

HEX # 3d3d3d
R61 G61 B61
C68 M61 Y61 K49

*Only to be used as text.

Comic

Comic

HEX #e6dce0
R230 G220 B224
C14 M17 Y11 K0
PANTONE 7632 U/C

*Must never be used as type over 'Uplift'.

TYPE

DRUK CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%$#@&()?!+-/

Large Titles & Headings

Min. size 50pt
90% vertical height
80% Leading
20 Tracking

*Only used capitalised

DRUK BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%$#@&()?!+-/

Headings at smaller size

Min. size 14pt
95% Leading
15 Tracking

*Only used capitalised

Sailec Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%$#@&()?!+-/

Statements, sub-titles and Captions

Min. size 9pt
125% Leading
15 Tracking

Sailec Regular
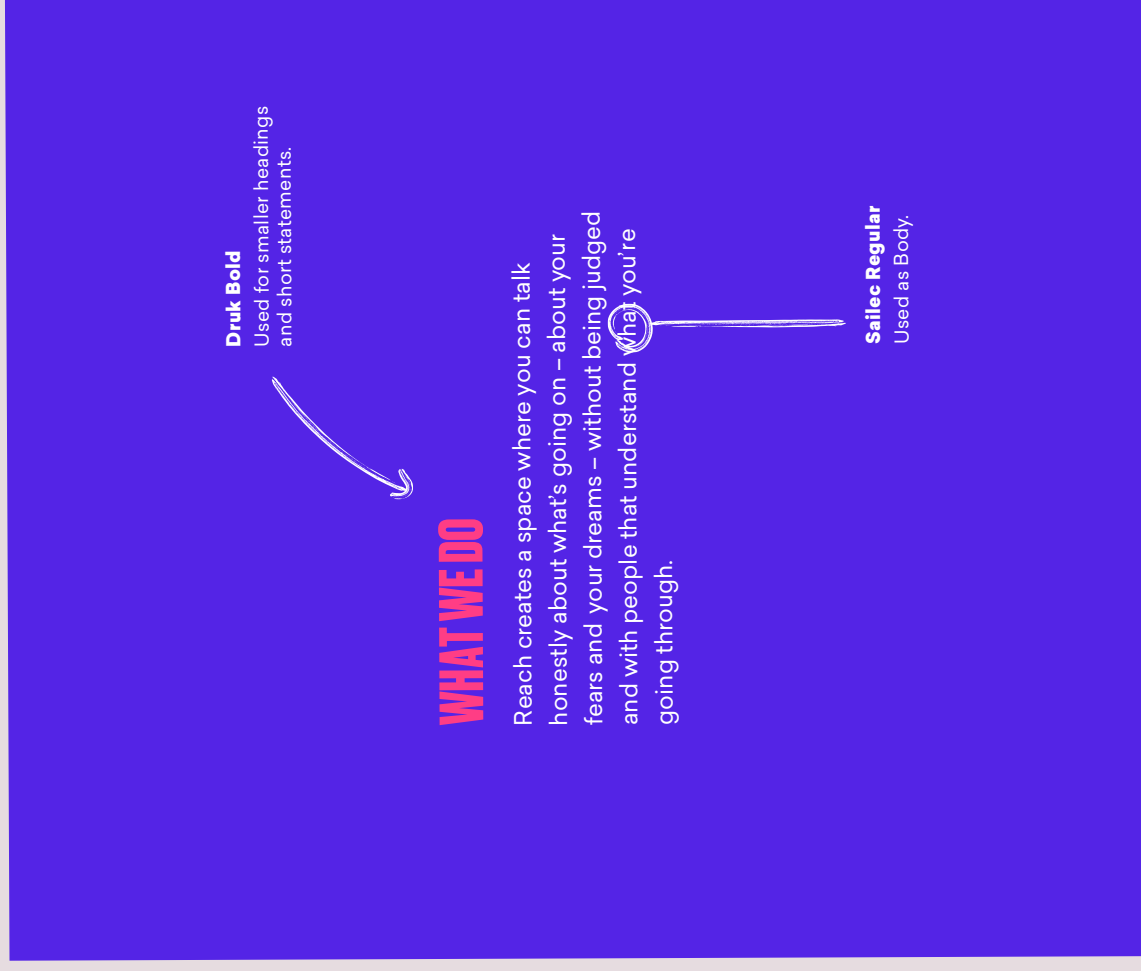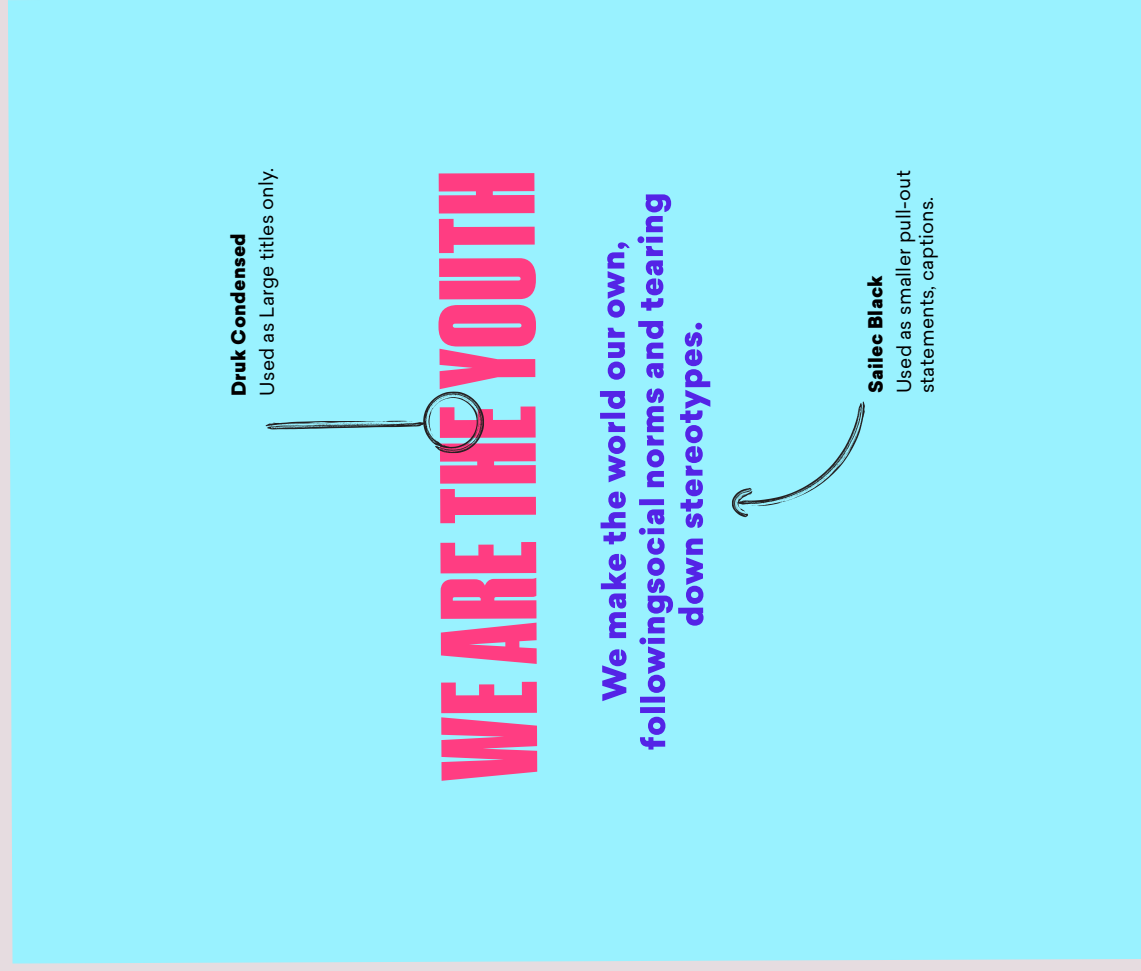
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%$#@&()?!+-/

Body

Min. size 7pt
135% Leading
15 Tracking

Druk Bold
Used for smaller headings and short statements.

WHAT WE DO

Reach creates a space where you can talk honestly about what's going on – about your fears and your dreams – without being judged and with people that understand what you're going through.

Sailec Regular
Used as Body.

Druk Condensed
Used as Large titles only.

WE ARE THE YOUTH

We make the world our own, followingsocial norms and tearing down stereotypes.

Sailec Black
Used as smaller pull-out statements, captions.

TYPE

DRUK CONDENSED

Druk Condensed

Can be used with all colour combinations, expect for 'Sirius Black'.

* Note that 'Comic' and 'Uplift' must never be used together.

TYPE TYPE TYPE
TYPE TYPE TYPE
TYPE TYPE TYPE
TYPE TYPE TYPE

Sailec Black

Sailec Black

Can be used with all colour combinations.

Type Type Type
Type Type Type
Type Type Type
Type Type Type

DRUK BOLD

Druk Bold

Only these colour combinations can be used with this typeface.

TYPE TYPE
TYPE TYPE
TYPE TYPE

Sailec Regular

Sailec Regular

Must only be used with 'Sirius Black' or white.

Type
Type
Type
Type

LOGO

Clean Logotype
Used when its not the hero/
focus of the page.

Dynamic Logotype
Used when it is the only/main
branded content on a page.

REACH

REACH

LOGO

MINIMUM SIZE AND SPACING

The logotype should never be used smaller than the minimum size indicated.

Minimum spacing is only required with other objects and not with the actual boundaries.

The example here shows the logotype used right to the envelopes edge.

Clearspace around the logotype should be a least 10%.

REACH

10%	12mm	10%
	REACH 8mm	
10%		10%

REACH
REACH

LOGO

HALFTONE PATTERN

Dynamic Logotype

A halftone pattern drop shadow is used for a more dynamic feel.

The brand should be imperfect, so the placement of the halftone pattern should vary with every execution.

REACH REACH

REACH REACH

REACH REACH

Use notes

The pattern should always be placed below the logotype to suggest an upward movement.

Never place the halftone over the logotype.

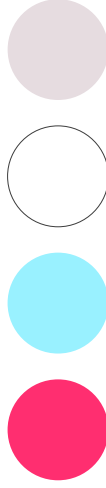# LOGO

COLOUR

Clean Logotype
The logotype comes in the following three colour variations.

Dynamic Logotype
Combining any coloured logotype with the following halftone colours is accepted, as long as its not the same colour.

Accepted Background colours

REACH REACH REACH

REACH

eg.

THANKS.

We really mean it - your support is so greatly appreciated and we are super excited to bring your fundraising idea to life!

REACH