

FUNDRAISING HANDBOOK



NourishEd

ABOUT US

NourishEd Australia (Nourish: Food and Education Services Limited) is a local, grassroots charity that has recently been established to cater to some of our communities' deepest needs. We have the resources, skills and knowledge to provide essential support to our region's most vulnerable however, we need the financial support to make this service into reality. This is where you come in...

OUR MISSION

End starvation through rescuing food

Provide education, support and services to the homeless and vulnerable

To provide community and friendship that reintegrates vulnerable people back into society.

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 nourished.org.au

 NourishEd Australia

 @nourished_au



26/11/2024

WHY WE EXIST

NourishEd Australia is a passion project for our community. We aim to provide immediate and long-term support options to relieve the everyday pressures of our regions homeless, vulnerable, disadvantaged and at-risk populations. Our existence is made possible by the power of the people in our community and our shared vision of eradicating homelessness and starvation in our local communities. We intend on using the daily need of food and pantry items as a catalyst for our guests to access further support and to engage in their community.

We aim to be a hub of help in Lake Macquarie and serve as a 'one stop shop' to our guests by hosting services, resources and workshops in our space. Our floor and pantry teams will provide guests with empowerment, encouragement and connection that our guests can rely on when in difficult circumstances.



Our ultimate goal is to see no one left behind or without support, as too many in our community currently are.

At NourishEd Australia there are no pre-requisites to accessing support and anyone who needs help are welcome to join our community, while remaining as anonymous as they desire.

Lake Macquarie Stats



713

Estimated homeless people living in Lake Macquarie.



4.6%

Lake Macquarie's unemployment rate (4,662 people).



355

People living in impoverished dwellings in Lake Macquarie.



3,398

People in Lake Macquarie are on the Jobseeker Payment.



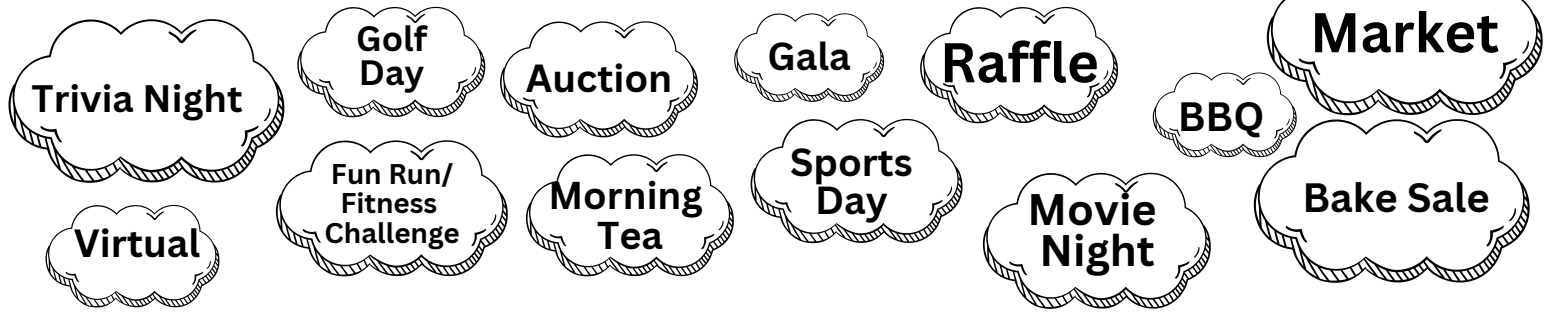
36.8%

Lake Macquarie residents are experiencing high rental stress.

Source: <https://www.abc.net.au/news/2023-08-14/food-inflation-are-food-prices-going-to-go-down/102669270>



GETTING YOU STARTED: FUNDRAISING BRAINSTORM



Rallying your community

Engaging and mobilising your community is the key to the success of your fundraiser. The best thing about targeting your community of staff/clients/customers/suppliers/partners/members is that you know them, and they know and trust you.

Share your story and passion. Share why you have chosen to support NourishEd Australia and explain why you are passionate about the cause.

Show the stats. There are a multitude of worsening statistics that show why NourishEd Australia's work is essential in our community. Use the statistics and stories found on our social media to demonstrate the need we have for services like NourishEd Australia locally.

Call out to your network. Reach out and involve your family, colleagues, peers and friends and include them in your fundraiser. Invite them to participate or share the fundraiser to their own individual networks to multiply the fundraisers exposure.

Provide regular updates. Tell your community when you've hit milestones and share important dates for the fundraiser. This may encourage more people to get involved!

Give thanks. Ensure that everyone who contributes is genuinely thanked whether it be publicly or privately or online or in person. Any donation big or small is incredibly appreciated and supports our guests in a huge way.

Can you multiply? Are you able to join forces with other local businesses to maximize impact? Explain the impact of a donation, sponsorship or partnership will have on the fundraiser and remind them of the benefits, PR and exposure supporting registered charities like us have. Remember anything over \$2 is tax-deductible!

Think outside the box. What haven't we thought of and what hasn't been done in the community before? The bigger the idea, the better!

Have fun and reap the benefits of your generosity. Make sure you are enjoying the fundraising process and use it as a chance to bring your own community closer. Potential clients/customers are more likely to choose a socially responsible business over a non-charitable business. Share your good work with the world!

WAYS YOUR BUSINESS CAN SUPPORT US

The intel is in, and it turns out potential and returning customers love to support a socially responsible business. Supporting NourishEd Australia is a mutually beneficial partnership and may just be the best marketing campaign your business has ever implemented. Here are some ways you can support us and our work with our community's homeless, vulnerable and at-risk populations.



01

SPONSORSHIP

Sponsoring our charities operations, a specific project of ours or one of our fundraisers or events is the greatest form of support a business could show us. We heavily rely on support from businesses meaning no amount is too small or too large.



02

REGULAR DONATIONS

By becoming a regular giver, you join a small group of generous donors whose weekly, fortnightly or monthly support bring us the financial stability to grow and add to our services and increase our impact on the lives of our guests.



03

FUNDRAISE FOR US

Whether they be trivia nights, live music, bake sales, markets, morning teas, dinners, sport days, BBQ's there really is no limit for what can be held as a fundraiser for NourishEd Australia.

WAYS YOUR BUSINESS CAN SUPPORT US



04

DONATE GOODS

NourishEd Australia distributes countless supplies daily and requires the regular donations of goods to ensure our pantry keeps running. We can only distribute what we have. Donating unsold stock is another fantastic form of support.



05

HOST A DONATION TERMINAL

We love the generosity behind the donation of loose change and spare dollars. We also love the generosity of local businesses who allow us to host a donation bucket or a tap terminal at their point of sale.



06

PROMOTE US

Awareness is key to not only gaining support but to reach individuals who may need our help. You could hang up one of our posters in your store, reshare our posts on your social media or run a promotional campaign with us. There are endless ways you can promote our work without costing you a cent.



START WITH COFFEE?

All good things start with a chat. We're here to listen to all your questions, comments, and ideas. Our aim is to collaborate with you in exploring how your business can best support our work and make a significant difference in our community.

How NourishEd Australia can support YOU

One of the first steps we can take is to brainstorm with you and your team to craft an incredible fundraiser plan. This collaborative effort will ensure that we consider all angles and create a strategy that resonates with your audience.

To maximize the reach of the fundraiser, we will promote it across our social media platforms, in our newsletter, and on our website. We will also provide volunteers to assist with the event, ensuring that everything runs smoothly on the day of the fundraiser. Their support will be crucial in managing various activities and keeping attendees engaged.

We can supply signage, flags, and promotional materials to enhance the event's visibility and create a vibrant atmosphere. We can also manage an online ticketing and fundraiser donation platform to streamline the process for participants. This will make it easy for supporters to contribute and attend the event without any hassle.

We are eager to explore how else we can help. If there are additional needs or ideas you have in mind, we are open to discussing ways to further support your fundraising efforts.

How we can show our appreciation

- Regular social media posts/stories
- Listed on our website under 'Our Sponsors'
- Speak at your events + provide testimonials
- Provide volunteering opportunities for your team
- Printed logo on our Sponsor Window at our shop
- This list is not exhaustive. If you have an idea, let us know!

NourishEd Australia strongly supports the creation of mutually beneficial partnerships. Working with us is not a one-way street and we want our partners to reap the benefits of their own generosity and kindness.

Remember: All donations made on behalf of you or your business are tax-deductible.



LET'S CHAT!

NourishEd Australia believes that **no gift is too small**. We believe that every cent is powerful and can contribute to our everyday and big picture goals. For example, \$3 is our rough estimate of what it costs for us to provide a meal for someone who has gone days without food.

We live in a world where it costs money to just exist, and unfortunately it also costs money to do good. Your contribution, no matter how small, stacks up with everyone else in our community who gives what they can. Together, it's people just like you who make all the difference to us and those that need our help.

YOUR support makes our operations possible. **YOUR generosity** will transform countless lives. We simply cannot thank you enough for even considering supporting NourishEd Australia. If you would like to work with us, please feel free to reach out at any time. Only together can we eliminate food insecurity and homelessness in our community.

This is an exciting opportunity not only for your business but for our region. Together we can reshape how practical help is distributed to our communities and help instill lasting change in the system and in the lives of our region's most vulnerable and at-risk.

If you would like to continue the conversation - please reach out to:

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