

Your support makes a difference

Fundraising Toolkit



Thank you for supporting White Ribbon Australia

Thank you for choosing to fundraise for White Ribbon Australia.

Every fundraiser helps support our work to prevent men's violence against women and children by challenging the attitudes, behaviours, and social conditions that contribute to gender inequality, disrespect and violence.

Whether you are organising an event, taking on a personal challenge or bringing your workplace, sporting club, school or community together, your support helps create opportunities for education, awareness and positive change.

This toolkit will help you plan, promote and run your fundraiser.



Our History

On December 6, 1989, a man armed with a rifle entered an engineering and science institute in Montréal and murdered 14 women while injuring many others.



In the wake of this tragedy, now known as the Montréal Massacre, a small group of men banded together to look for ways to oppose violence against women and gender inequality.

In 1991, the White Ribbon movement was born, inspiring men and boys to take responsibility in making violence against women a whole of community issue.

In 2007, White Ribbon Australia was established, and since then, we have been working tirelessly to stop all forms of men's violence against women and children through education, advocacy, and community-led programs.

Today, White Ribbon is the largest global social movement dedicated to ending men's violence against women and children.

The White Ribbon symbolises men giving up their arms, a commitment to never commit, excuse, or remain silent about violence against women. It stands for a vision of a violence-free world and reflects the dedication to making that vision a reality.

Today

White Ribbon Australia works to prevent men's violence against women by engaging men and boys, workplaces, schools, sporting organisations and communities in creating safer and more respectful cultures.

Our work focuses on primary prevention. This means addressing the underlying attitudes, behaviours and social conditions that allow gender inequality, disrespect and violence to occur.

White Ribbon Australia is part of the global White Ribbon movement and operates in Australia through Communicare.



Choose a fundraiser

Fundraising can be as simple or creative as you like. Start by choosing an activity that suits you, your organisation and your community.

You could:

- Host a morning tea, breakfast, lunch or BBQ
- Bring people together for a trivia night or community event
- Organise a bake sale or casual dress day
- Take on a team, workplace or fitness challenge
- Set yourself a walking, running or cycling goal
- Celebrate a birthday or personal milestone by fundraising
- Organise a dedicated sporting round or fundraising match
- Run a friendly fundraising competition
- Ask your workplace to match donations
- Hold an auction or raffle, where legally permitted
- Collect donations at an event or activity
- Create an online fundraising page and invite your network to support you
- Combine an awareness activity with fundraising
- Create your own idea that brings people together and starts positive conversations

Whatever you choose, the best fundraiser is one that feels achievable, suits your community and gives people a meaningful way to support White Ribbon Australia.



Register your fundraiser

Before promoting your activity as supporting White Ribbon Australia, please register your fundraiser with us.

Registration allows us to:

- Make sure your activity is appropriate
- Provide approved branding and resources
- Support you where possible
- Help protect the White Ribbon Australia name and reputation
- Ensure you have the right information before you begin

Once your fundraiser is approved, we will provide confirmation, an authority to fundraise letter and access to resources you may need.

Please remember that an approved community fundraiser is independently organised and is not an official White Ribbon Australia event unless confirmed by us.



Do it your way

PERSONAL INFORMATION

EVENT INFORMATION

OPTIONAL DONATION

Create Account

[Already have an Account](#)

Personal Details

First Name *

Last Name *

Alternate display name

Email Address *

Password*

User Type

☐ Would you like to receive updates and marketing from White Ribbon Australia?

Set a goal

A clear fundraising target gives people something to work towards and helps create momentum.

Think about:

- How much you would like to raise
- How many people may take part
- How donations will be collected
- Whether there will be any expenses
- Whether your workplace or organisation could match donations.

Keep your target realistic and share your progress along the way. Avoid making claims about what a particular donation amount will fund unless White Ribbon Australia has provided approved wording.

Plan your fundraiser

A little planning can make your fundraiser easier and more enjoyable.

Before you begin, consider:

- Your activity
- Promotion
- Date and location
- Donation collection
- Fundraising target
- How you will thank your supporters afterwards.
- Registration

A planning checklist is included in your Fundraising Resource Pack.



Fundraise with purpose

Your fundraiser can do more than raise money. It can also create an opportunity to start positive conversations about respect, gender equality and the role we can all play in preventing violence.

Depending on your activity, you might:

- Share information about White Ribbon Australia
- Display prevention resources
- Explain why you have chosen to fundraise
- Encourage people to learn more
- Start conversations about respect and healthy relationships
- Share White Ribbon Australia resources with your workplace, club or community.

You do not need to be an expert to contribute. Sometimes simply creating space for a conversation, sharing reliable information or encouraging someone to learn more can make a difference.

When promoting your fundraiser, make it clear that you are supporting White Ribbon Australia, rather than representing the organisation.

You can say:

- Proudly supporting White Ribbon Australia
- Raising funds for White Ribbon Australia
- Fundraising in support of White Ribbon Australia
- Funds raised will support White Ribbon Australia
- Join us as we raise funds for White Ribbon Australia



HFNC
LADIES
Day

DENIM & PEARLS

IN SUPPORT OF

 White Ribbon Australia

 DV SAFE PHONE

DATE
13TH JUNE

TIME
12-5PM

Music by
Taya Joy

Promoting your fundraiser



The more people who know about your fundraiser, the more opportunities you have to build support, grow participation and reach your fundraising goal.

Some simple ways to spread the word include:

- Emailing colleagues, friends and family
- Sharing your fundraiser on social media and tag White Ribbon Australia where appropriate
- Adding it to your workplace intranet
- Including it in newsletters or team updates
- Displaying posters around your workplace, school, club or community
- Asking supporters to share your fundraising page with their networks
- Connecting with local groups, clubs or community networks
- Sharing regular updates on your progress and fundraising total.

To help make promotion easier, White Ribbon Australia will provide you with a Fundraising Resource Pack. This may include approved logos, email copy, social media tiles, posters, email signatures and other promotional materials to help you share your fundraiser confidently and consistently.



Working with businesses and sponsors



Local businesses may be able to support your fundraiser through:

- Donations
- Prizes
- Venue support
- Catering
- Services
- Promotion
- Matched giving
- In-kind support.

We encourage you to seek local support where appropriate.

Using the White Ribbon Australia Brand

We want you to be proud to show your support. Approved fundraisers will receive access to White Ribbon Australia branding and promotional resources.

Please:

- Use only the approved logos and tag lines provided
- Keep logos in their original proportions
- Make it clear that your activity is supporting White Ribbon Australia.



Making your donation



Where possible, we encourage you to use White Ribbon Australia's fundraising platform to collect donations. If you have raised funds through other means, there are a few simple ways to send your fundraising proceeds to White Ribbon Australia once your activity is complete.

Cheque or money order

Please include details of your fundraiser or donation, along with the information required for us to issue a receipt.

Send to:

White Ribbon Australia
PO Box 730
Cannington WA 6987

Bank transfer

Account Name: Communicare Inc - White Ribbon
BSB: 036067
Account Number: 662425

Once your payment has been processed, please email donations@whiteribbon.org.au with your fundraiser details. This helps us identify your payment, record your contribution correctly and issue the appropriate receipt.

Tax receipts

Donations over \$2 are tax deductible, and a tax receipt will be issued once the donation has been received.



After your fundraiser

Once your fundraiser is complete, there are a few final things to do.

- Thank your supporters
- Share your final fundraising total
- Transfer any outstanding funds
- Thank volunteers, sponsors and businesses that supported you
- Share photos with White Ribbon Australia
- Tell us how your fundraiser went.

We love hearing about the people and communities supporting White Ribbon Australia, and your story may inspire others to get involved.

Thank you

Every fundraiser starts with someone choosing to take action.

By bringing people together, raising funds and creating conversations, you are helping support White Ribbon Australia's work with workplaces, schools, sporting organisations and communities across Australia.

Thank you for choosing to support White Ribbon Australia.

