



# FUNDRAISING TOOLKIT

For all of your fundraising tips & tricks!



# About Orange Sky

Orange Sky is a not-for-profit organisation providing free laundry and shower services for people experiencing homelessness and hardship. Every day, our volunteers show up for the growing number of people going through tough times, providing a space for genuine connection through conversation.

We rely on support from our community to keep the wheels turning on our services all across the country - which is why we're so glad you're here!

Every dollar raised by people just like you ensure our vans and assets are out in the community, the washers and dryers are spinning and the showers are flowing!

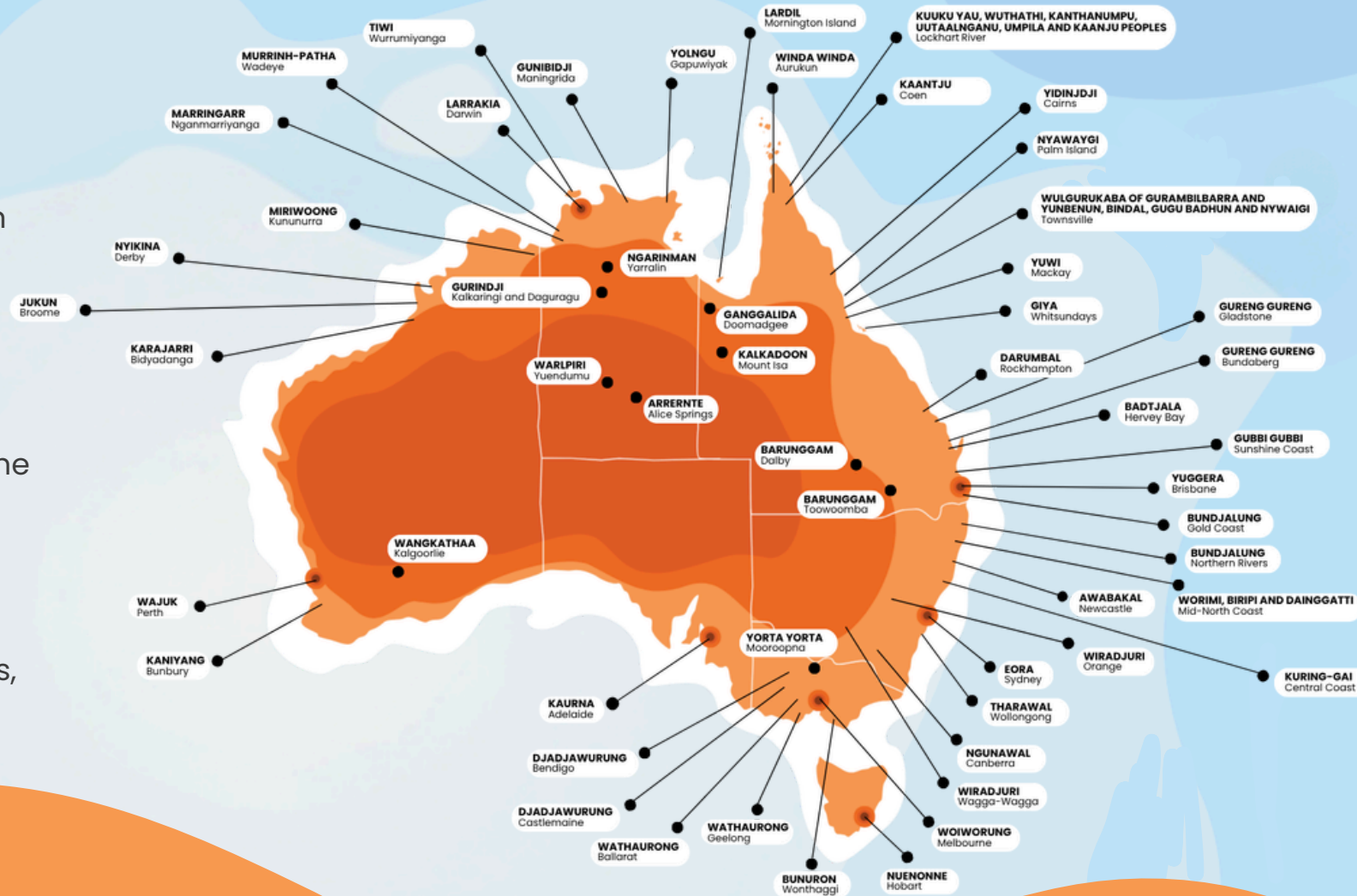
This pack provides everything you need to hold your very own fundraiser to support the work of Orange Sky, or join one of ours.



# Our Impact

Orange Sky has laundry and shower vans, laundry pods, thousands of volunteers, and hundreds of friends who rely on us to be at the same place at the same time every week in over 56 locations across Australia.

The money you raise ensures the washers and dryers are tumbling and our volunteers have everything they need to support friends doing it tough through laundry, warm showers, and genuine conversation.



*"These guys, your volunteers, they lead me into a good direction. That's what I like about them. I go up, and they feel like talking. Some other places, they have no time for you. Orange Sky - they're great."*

**Alan, Sydney**

# Our journey

In 2014, Nic and Lucas transformed an old van into a mobile laundry facility by installing a couple of washing machines and dryers, and a generator for power. What started as a simple concept of offering clean laundry has evolved into something much more powerful.

From the moment Nic and Lucas met the first friend of Orange Sky, Geordan, they were eager to make a difference. But once the washing cycle started, they weren't sure what to do next. Sitting down together, they struck up a conversation. This simple chat became the catalyst for the significant impact Orange Sky now has everyday in communities across Australia.

Orange Sky has grown across 56 communities (and growing!) in Australia to support people experiencing homelessness or hardship through access to free laundry and shower services, as well the opportunity for regular connection.

We provide a supportive, welcoming and inclusive space for anyone experiencing loneliness or disconnection from the community, with a focus on improving hygiene, health and quality of life.



Then...



Now...

# Fundraising Ideas

**The sky's the limit when it comes to fundraising, but here are some ideas to get you started!**



## Regular Wash

*Fool-proof, reliable ideas*

- Casual 'orange' day
- Sausage sizzle
- Raffle
- Morning tea



## Flying Solo?

*No worries!*

- Do something active
- Host an event
- Bake sale
- Live stream



## Extra Rinse

*'Go the extra mile' ideas*

- Golf or sports day
- Quiz or trivia
- Auction
- Sell a product



## Get Online

*Create a fundraising page!*

Create a page on our platform, or choose to support Orange Sky on Grassrootz or Twitch – it's free!



Find out more at  
<https://orangesky.org.au/fundraise/>



# WALK THE WALK

Right now, there are **122,000 Australians experiencing homelessness**. That is 1 in 210 people.

Throughout the month of March, we challenging you to walk 122km in support of the 122,000 Aussies doing it tough.

Go the distance and Walk The Walk to achieve your fitness goals and support people experiencing homelessness in our community.

Sign up, track your kilometres and raise funds! You can participate solo or even get a team together.



## Sign Up

Sign up and challenge yourself to walk 122km in March for the 122,000 Australians experiencing homelessness.



## Share your challenge

Share your challenge and raise funds to provide access to free laundry, warm showers, and genuine conversation.



## Walk The Walk

Walk 122km throughout March and track your kilometres to show your support for people doing it tough.

Find out more at

<https://www.walkthewalk.org.au/>





**The Sudsy Challenge is a three-day event held every year in September. Participants wear the same clothes for three days, start conversations around homelessness and raise funds to support people experiencing homelessness across Australia.**

**The Sudsy Challenge is one of the easiest ways to raise funds and awareness for Orange Sky. It makes an awesome activity for teams in workplaces, schools or community groups. You can register also register as an individual!**



### **September doesn't suit your school or workplace?**

No worries! Get in touch to chat about taking on the challenge when suits you.



**hello@thesudsychallenge.com**



### *Keep Your Kit On*

Sign up to take on the challenge of not changing your clothes for three days.



### *Start Conversations*

Talk with the people in your life about why you're doing The Sudsy Challenge.



### *Raise Funds*

Share with family and friends, and ask them to support your Sudsy Challenge.

Find out more at  
[www.thesudsychallenge.com.au](http://www.thesudsychallenge.com.au)



# Using our Supporter Logo

## Do:

- Use the supporter logo in its original and un-edited form

## Don't:

- Use any other Orange Sky logo unless approved by the fundraising team
- Remove the logo background
- Rotate, stretch or skew the logo
- Re-colour the logo
- Add custom text to the logo



[Download](#)

# How we talk

And we love a chat....



## Label Free

For most people, homelessness is a temporary experience and not a definitive label. We prefer to say 'people experiencing homelessness' or 'people doing it tough' instead of 'homeless people'.

## We don't like the 'C' word but we love the 'F' word

We steer clear of words like client, customer and consumer. and use the term 'friend' for people who use our service - which is based on connection and trust like a friendship.

## Not everyone is 'sleeping rough'

Homelessness is a complex issue that expands beyond people sleeping rough, which only accounts for about it's 6% of the homeless population. A lot of friends we help are living in shelters, boarding houses, temporary accommodation or overcrowded homes.

## Focus on the positives

It's easy to see 'doom and gloom' when it come to homelessness, but we like to focus on how we're helping friends feel positively connected through access to free laundry, warm showers and genuine, non-judgemental conversation.

## Orange Sky

Many of our supporters know us as Orange Sky Laundry, and rightfully so, as it used to be our name. Laundry is just a small part of what we do today, so we've dropped the 'laundry' and are now just Orange Sky, or Orange Sky Australia.



# Fundraising Guidelines

## General

Some fundraising activities don't align with Orange Sky's ethos. Orange Sky can't endorse or approve activities that:

- promote a high level of personal or public risk
- may be interpreted as rude, offensive or inappropriate
- involve fund collection through door knocking
- involve telemarketing or a similar nature to telemarketing.

## Financials

As a community fundraiser, you're responsible for all financial aspects of your activity, including recordkeeping, safekeeping and depositing funds to Orange Sky. Orange Sky cannot pay or reimburse expenses incurred as a result of your fundraising activity. You can deduct any reasonable expenses from the proceeds of your fundraising activity. As a guide we suggest total expenses should not exceed 30% of total funds raised.

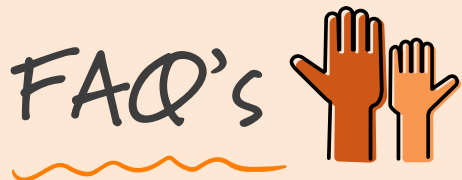
## Issuing Receipts

The easiest way for your supporters to receive receipts is to create a online fundraising page via our platform – just ask us how. Supporters will automatically receive receipts via email.

Alternatively, upon request, Orange Sky can provide donors with tax-deductible receipts for donations of \$2 or more, up to the total value of the amount donated. Please capture details of individual donors requiring a receipt with full name, email address and donation amount and send to us for receipts to be issued to the respective donors.

A tax-deductible receipt cannot be issued when a supporter receives goods or services in return for money given (e.g. raffle tickets or auction items). As the fundraiser, you cannot claim a personal tax deduction for total amount of money you raise.





### **Can you promote my event on your social media platforms?**

Our social media is used primarily to share the stories of friends and volunteers on shift, however, we'd still LOVE to see photos from your fundraiser, so be sure to tag us @orangeskyau on your own social posts, or email us!

### **What resources are available for fundraisers?**

We have a range of [resources](#) available such as posters, fundraising inspiration, logos and more – just ask us!

### **Can an Orange Sky representative attend my event to accept funds or a cheque?**

If you'd like to hand over a cheque once your event is completed, get in touch and a staff member or volunteer may be available to attend. Enquire on our [website](#).

### **Can Orange Sky help organise my event?**

We know that loads of work goes into organising an event and we're so grateful for people giving their time to raise funds for Orange Sky. We have a pretty small team, so while we're not able to assist in coordinating your event, we're always on the other end of the phone or an email for a chat about tips or tricks!

### **Can Orange Sky supply donation tins or collect money?**

Generally we're not able to accept or collect cash donations, but there are a few easy ways to get your fundraising money to us (see the next page). We can also help you create an online fundraising page specifically for your event, just ask us.

# Want more information or ready to bank your funds?



If you collect cash donations through your event or activity, you can bank transfer directly to us following your event.

To ensure we can track the donation you have made, we ask that you to send us an email with the details of your donation ahead of time. This way we can provide a personalised reference number and receipt accordingly.

Please send this information to [hello@orangesky.org.au](mailto:hello@orangesky.org.au) and our friendly team will assist!

## Direct Deposit

Deposit the money into our bank account - we can give you these details upon request.

## Cheques

Cheques should be made payable to Orange Sky Australia and posted to:

Orange Sky Australia  
Fundraising Team  
P.O. Box 274  
Hamilton Central QLD 4007



# Orangesky

— Australia —

Get in touch

## Didn't find what you were looking for?

Reach out to our fundraising team for support, ideas and to answer any questions!



[\(07\) 3067 5800](tel:(07)30675800)



[hello@orangesky.org.au](mailto:hello@orangesky.org.au)



[www.orangesky.org.au](http://www.orangesky.org.au)

