



Fundraising Toolkit



OrangeSky
— Australia —

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!



Your 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 at more than 350 shifts.

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 free laundry, warm showers, and genuine conversation.



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"I like that you can come here, get your washing done, have a little bit of a chat and talk to your neighbours. This has been a benefit to a lot of people including myself."

Dawn, Sydney



Where it started...

Orange Sky Australia is the world's first free mobile laundry service for people experiencing homelessness, and was an idea founded by two 20-year-old Brisbane mates, Nic Marchesi and Lucas Patchett. In late 2014, the boys installed a couple of washing machines and dryers in the back of their old van, and named it Sudsy!

Nic, Lucas, and Sudsy visited parks around Brisbane to wash and dry clothes for free and met a man named Jordan. Jordan was the first person to use Orange Sky's service. Once Jordan's first load of washing was on, not knowing what to do next, Nic and Lucas started chatting with Jordan while they waited.

Since then, Orange Sky has helped people like Jordan all over Australia by washing and drying their clothes, but more importantly having genuine and non-judgmental conversations.



This is Nic
& Lucas 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!



Once you're online, share with your networks via social media, text message or email.



Are you up for The Sudsy Challenge?

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 Some Funds

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



Find out more at
www.thesudsychallenge.com.au

WALK **THE** WALK

**Walk 122km in March for the 122,000
Australians experiencing homelessness.**

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

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

Go the distance and Walk The Walk through the month of March 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
www.walkthewalk.org.au

Using our Supporter Logo

Do

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

Do Not:

- 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](#)



The Nitty Gritty

How We Talk

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.

The Nitty Gritty

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 an 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.

The Nitty Gritty

FAQs

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.

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 we're not able to assist in coordinating your event.

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 directly bank transfer 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 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



hello@orangesky.org



www.orangesky.org.au

