



OrangeSky  
— Australia —

# FUNDRAISING TOOLKIT



# Table of Contents

About Orange Sky	5
Where it started	7
Your Impact	9
Fundraising Ideas	11
Are you up for the Sudsy Challenge?	13
The Nitty Gritty (Fundraising Details)	15
Get in touch	21

# About Orange Sky

Orange Sky is a not-for-profit organisation providing free mobile laundry and shower services for people experiencing homelessness. We need your help to ensure our vans are running, the washing machines, the dryers and the showers are working, so volunteers can show up every day for the growing number of people going through tough times.

We rely on support from our community to keep the wheels turning on our services all across the country - which is why we're THRILLED that you're keen to support Orange Sky through fundraising.

This pack provides everything you need to hold your very own fundraiser to support the work of Orange Sky.



# 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 built the first laundry van, Sudsy, installing a couple of washing machines and dryers in the back of their old van.

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.



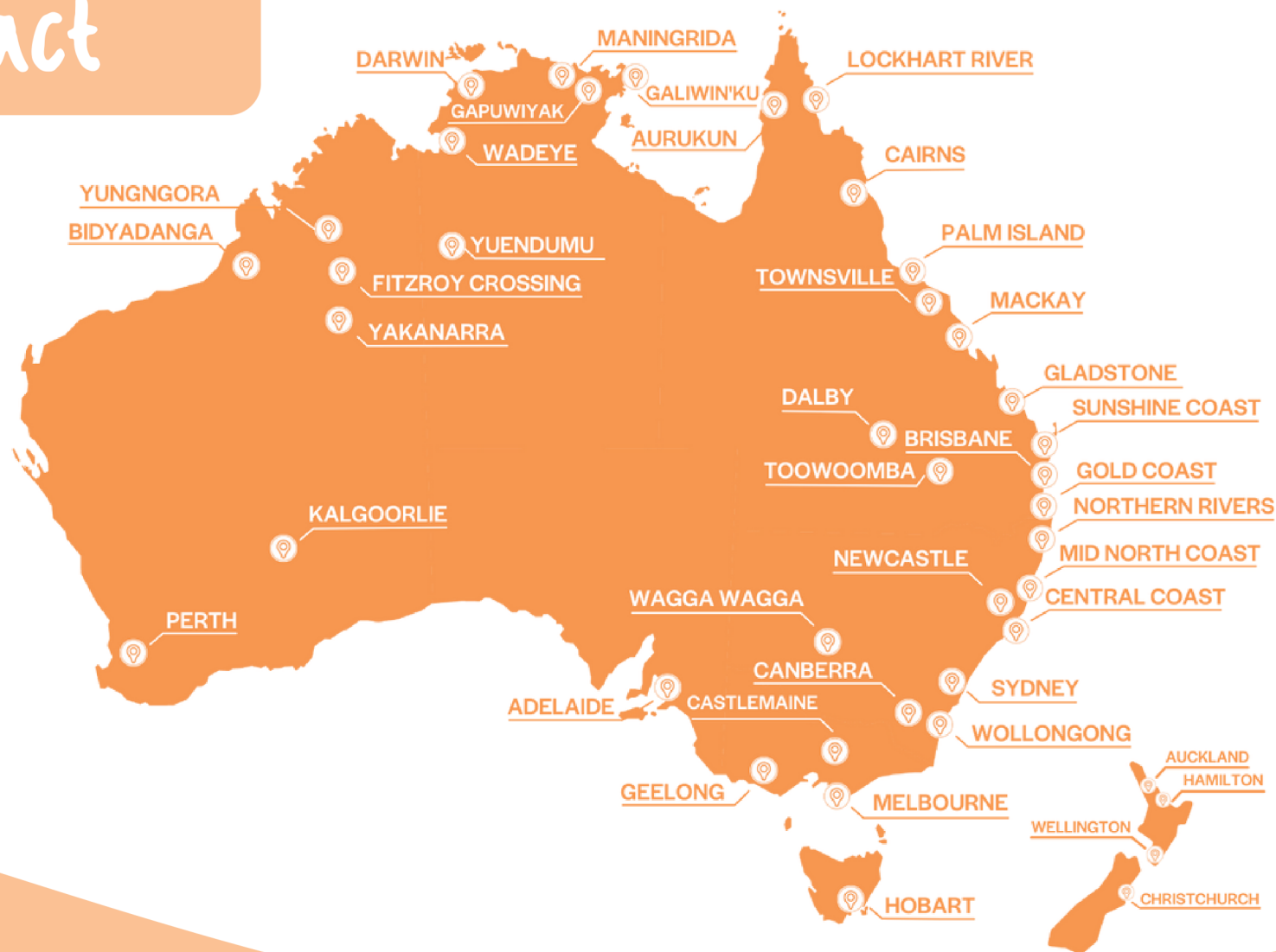
This is Nic and Lucas now!



# 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.



*"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

# 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

## Extra Rinse

'Go the extra mile' ideas



Golf or sports day



Quiz or trivia



Auction



Sell a product

## Flying Solo?

No worries!



Do something active



Host an event



Bake sale



Live stream

## Get Online

### Create a fundraising page

Create a free fundraising page on our platform, or choose to support Orange Sky on Grassrootz or Twitch

### Social Sharing

Once you're online, share with your networks via social media, a quick 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. You can register as an individual or make a team with friends, your workplace, or school!



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](mailto:hello@thesudsychallenge.com)



## Keep Your Kit On

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



## Start Conversations

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



## Get Fundraising

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)

# 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. We use the word 'friend' for people who use Orange Sky's services because each interaction is based on connection and trust, much like friendship.

### Not everyone is 'sleeping rough'

Not all people experiencing homelessness are on the street - in fact, it's about six percent. Most friends we help are living in shelters, boarding houses, temporary accommodation or overcrowded homes.

### Focus on the positives

We don't pretend to have all the answers. We know that clean clothes and a shower won't end homelessness, but it's a start towards helping a person get back on their feet. We focus on how we're helping friends feel positively connected through genuine 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.

## Using Our Supporter Logo

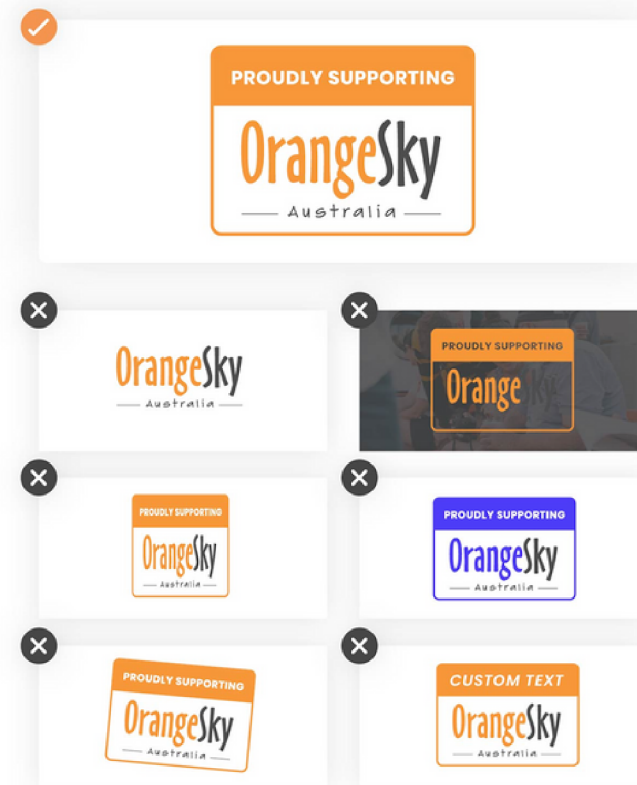
### Do:

- 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

## 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!

### 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 page over). We can also help you create an online fundraising page specifically for your event, just ask us.

### 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 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.

# 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 from the public 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, provided they are properly documented. As a guide we suggest the total expenses should not exceed 30 percent 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. purchasing raffle tickets or auction items). As the fundraiser, you cannot claim a personal tax deduction for money you've raised.

# The Nitty Gritty

## Donating your Funds

If you collect cash donations through your event or activity, the funds can be donated to Orange Sky in the following ways:

### Direct Deposit

Account Name: Orange Sky Laundry

BSB: 064-155

Account: 1037 1375

IMPORTANT: Please use your name or group name as reference

### Invoice

Send us the amount and we can create an invoice for you

### Cheques

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

Orange Sky Australia

P.O. Box 274

Hamilton Central QLD 4007



# Orangesky


— Australia —

Thanks for helping keep our vans on the road, washing machines turning and showers flowing for people in need.

**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](mailto:hello@orangesky.org)

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