



*Business  
Chicks*

THE  
HUNGER  
PROJECT  
AUSTRALIA

**BUSINESS  
CHICKS  
FUNDRAISING  
BOOKLET  
2019**

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## LET'S GET SOCIAL!

Follow us on social media for all of the latest news on the Business Chicks Immersion program.



The Hunger Project Australia



@thehungerprojectau



@thpaustralia



frieda.munz@thp.org

**Thank you for being part of this global movement to end hunger!**

“THERE IS NO TOOL FOR DEVELOPMENT MORE EFFECTIVE THAN THE EMPOWERMENT OF WOMEN”

– KOFI ANNAN

#businesschicksxthp  
#businesschicks  
#thehungerproject



# YOUR IMPACT

As a Business Chicks India 2019 participant, you are a part of a powerful collective of global citizens, playing a bigger game to make a difference in the world. Funds raised will go towards The Hunger Project's global programs in education, health, food security and female empowerment.



Every investment that supports the work of The Hunger Project through fundraising counts. Here's what your money could do in our Program Countries.



Could provide anti-malarial bed nets to five families. This alone reduces the risk particularly for children under the age of 5 of severe illness, disease and death.



Is the size of the first micro-finance loan for a budding female entrepreneur. This is enough to purchase a pig to farm or purchase equipment to start small businesses in sewing or hairdressing.



The cost of training one Elected Women's Representative for a year to strengthen leadership capabilities and engagement with political processes to demand accountability and good governance



Could allow a community to purchase food-processing equipment reducing the amount of time it takes to prepare dietary staples such as maize flour. This allows more time for women to spend earning income and educating their children.



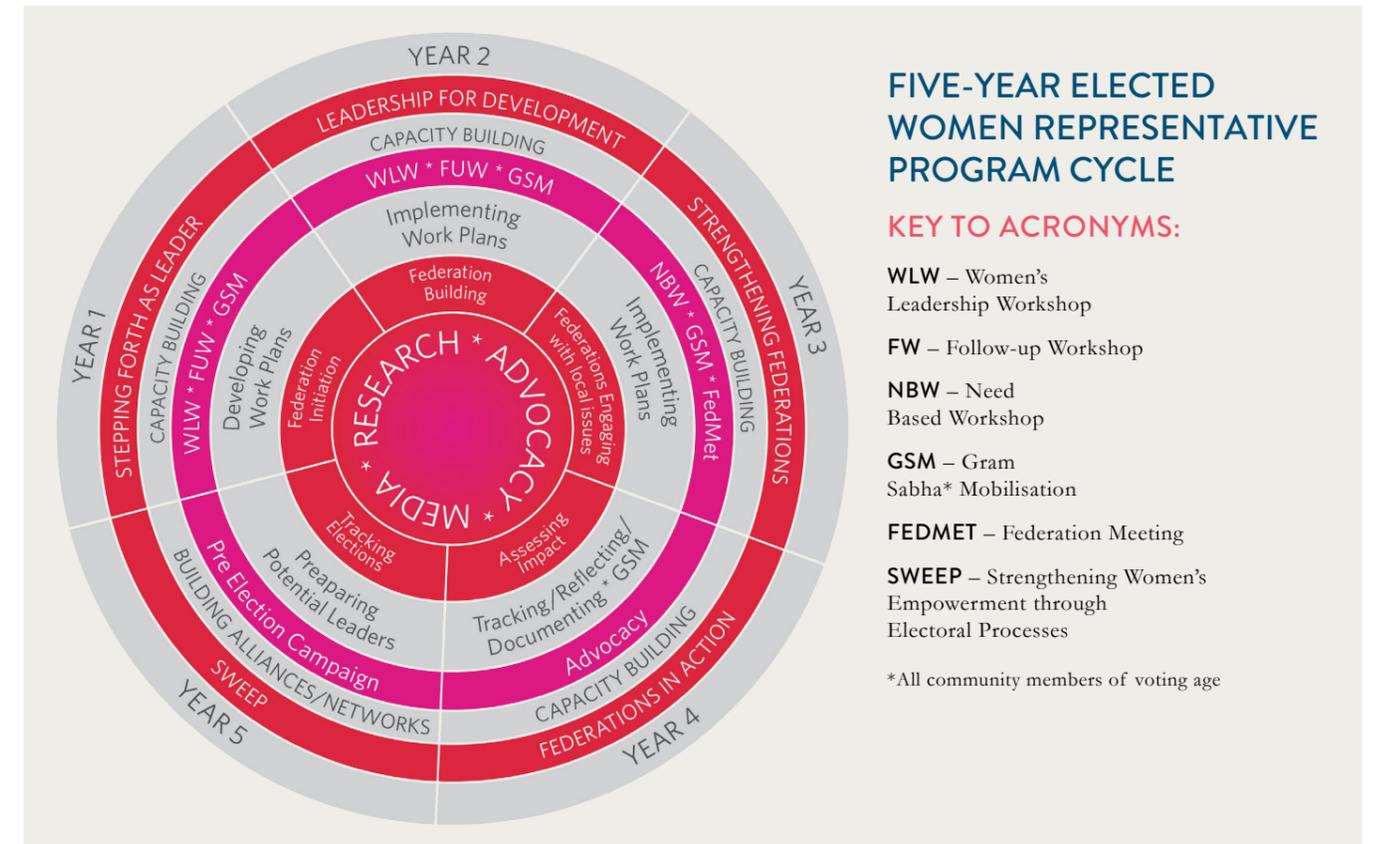
The cost of training 1 Elected Women's Representative for 5 years across her tenure in government.



Could train 25 HIV Animators in Africa. AIDS is 100 percent preventable. If empowered with accurate information, and freed from social taboos, attitudes and behaviors that fuel the epidemic, the people of Africa have proven that they can protect themselves and their families.



# ELECTED WOMEN'S REPRESENTATIVE STRATEGY



## HOW DOES OUR EWR PROGRAM WORK?

Across the five-year program cycle women are empowered with the skills and knowledge required to lead a political agenda, advocate for change and successfully connect their local village council area to government programs that improve health, education, housing and welfare of their community members.

## OUR WORK WITH ELECTED WOMEN REPRESENTATIVES IN INDIA

The Hunger Project's flagship program in India is working with the Elected Women Representatives (EWRs) who, in line with government legislation, occupy between 30-50% of Panchayat (local council) seats. Since the inception of the program in 2001, The Hunger Project India has trained 175,000 EWRs across 7 states.

## THE IMPACT ONE TRAINED WOMAN HAS IN 5 YEARS...

- 2 Baby clinics for 60 children.
- 25 Toilets for 100 people.
- 3 Child marriages stopped.
- 40 Actions to stop violence against women.
- 3 Hand-pumps.
- 180 Job creation projects.
- 7 Community buildings.
- 340 Pensions.
- 17 Dropouts back to school.
- 438 People receive Fair Food Aid.
- 18 Houses with electricity.
- 600 Meters of new road.

# SUNITA'S STORY



## SUNITA MEENA IS THE SARPANCH (PRESIDENT) OF AAKODIYA BLOCK CHAKSU DISTRICT: JAIPUR

We met Sunita with her ward members in the village meeting hall. Next door was a creche-set up for around 10-15 children from the village. When we asked her what made her happy, she spoke about the previous week where she'd successfully re-enrolled 8 girls, aged 8-12, in the local school. They had been taken out of school by their parents, who saw value in having the girls help with farm labour and cattle herding, rather than sending them to school. Sunita and her ward members negotiated with the families, impressing upon them the benefits of the girls receiving an education, while working out how the manual labour could be covered by those in the community.

One of the things Sunita is most proud of is that she had a water tank constructed to provide clean water to 4 villages. The tank now benefits around 5,000 people. Before it was installed, the villagers were reliant on a hand pump that was not only difficult to access, but also had water contaminated with fluoride (stunting the children's growth). It took her two years of negotiations with the local government, but she never lost sight of her vision to provide her community with clean water. She travelled to the office personally on 15 occasions (a 20km round trip) and made numerous phone calls to ensure that the needs of her community weren't getting lost in the bureaucracy.

Story by Kate Stone,  
The Hunger Project Australia, Head of Programs,  
CBA immersion and leadership program 2017

## THE SECRET 7

### SET A TARGET AND AIM HIGH!

Having an audacious goal is a great way to get motivated. \$10,000 is the minimum target for Business Chicks India. What will your stretch be? Personal growth begins at the end of your comfort zone.

# 1

### PLAN!

Create a fundraising plan with clear goals, actions and timeline. Share with your close network to hold you accountable.

# 2

### SHARE YOUR ONLINE FUNDRAISING PAGE

Share your link with friends and family. All donations over \$2 are tax-deductible.

# 3

### MAKE A PERSONAL DONATION

This is a great way to kickstart your fundraising and will encourage others to do the same.

# 4

### ASK!

The best way to get donations is to ask! Let friends and family know why this cause is important to you and what impact their donation will have.

# 5

### CHANGE

Look outside your usual networks, speak to everybody you meet as you never know who you will connect with.

# 6

### CONNECT

Connect with other Business Chicks India participants, support each other on your fundraising journey. Living in the same city? Connect face-to-face or hold a joint fundraising event.

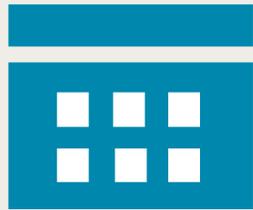
# 7

# HOW TO HOST A GREAT EVENT

Hosting large events can raise a lot of money in a single day and can be extremely successful for sharing information about your THP journey and generating enthusiasm about your trip. Rather than going out for an expensive dinner or to a concert, invite your friends and family to your event. Proceeds from the ticket sales can then be donated. Silent actions or raffles on the night are a great way to increase of fundraising.

## STEP 1

### SELECT A DATE



## STEP 2

### SELECT A LOCATION



## STEP 4

### SEND A REMINDER!

Don't forget to follow up with anyone who hasn't RSVPed.



## STEP 5

### PLAN YOUR NIGHT

Your menu can be as simple or as fancy as you like! Enlist the help of friends and family who are savvy in the kitchen.



## STEP 6

### PREPARATION!

Write a list of everything you will need so you don't forget anything. Eg. Food, drinks, napkins, candles...



## STEP 3

### INVITE YOUR FRIENDS AND FAMILY!

You can download Business Chicks invitations from the website. Include a suggested donation amount on the invite (eg the cost of a restaurant meal) and the link to your fundraising page.

MAKE SURE TO LET YOUR FRIENDS AND FAMILY KNOW THAT THEY CAN STILL MAKE A TAX-DEDUCTIBLE DONATION EVEN IF THEY CAN'T ATTEND YOUR EVENT.

CHECK OUT THE BUSINESS CHICKS INDIA 2019 PLAYLIST ON SPOTIFY TO GET THE PARTY STARTED!



DON'T FORGET TO TELL YOUR GUESTS WHY YOU ARE TAKING PART IN THE BUSINESS CHICKS PROGRAM AND THE AMAZING IMPACT THEIR DONATIONS WILL MAKE.

## STEP 7

### ENJOY YOUR EVENT!

Make sure you have fun – you have worked hard! Take lots of photos and upload them to social media with [#Businesschicksxthp](#) [#Businesschicks](#) [#TheHungerProject](#).

# HAVE FUN!



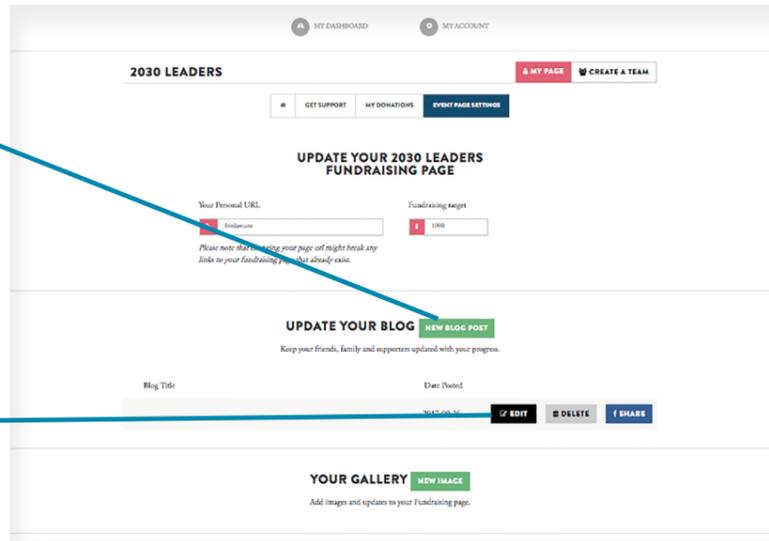
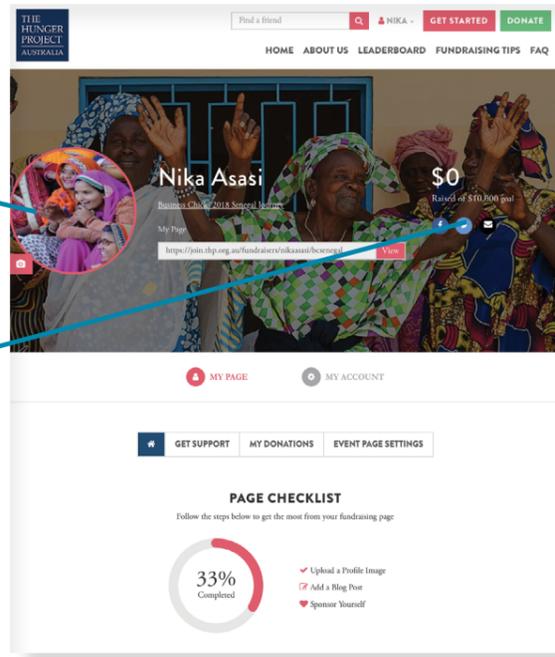
# YOUR FUNDRAISING PAGE

DON'T FORGET TO UPLOAD A PROFILE PICTURE

BE SURE TO SHARE WHY YOU GOT INVOLVED

PROMOTE YOUR JOURNEY AND FUNDRAISING EVENTS THROUGH BLOGS

YOU CAN EDIT YOUR FUNDRAISING PAGE AT ANY TIME



## LETTER HEAD



## FACEBOOK FRAME



## EMAIL SIGNATURE



### DOWNLOAD RESOURCES

Go to Business Chicks to download all of our Business Chicks resources.  
<https://join.thp.org.au/event/bcindia/resources>

# ADVICE FROM PAST PARTICIPANTS



### KATE STONE- BUSINESS CHICKS, MALAWI, 2016 -

At the time of signing up to the program I had been a stay at home mum for 3 years after working in London for 11 years. I had no corporate network and a huge fear that I didn't know enough people to possibly raise \$10,000! That fear was probably one of my biggest assets. It made me start early and plan hard. The first step was simply to send out an email and create a social media post to absolutely everyone I had contact details for. Whilst not everyone donated, the early donations gave me the confidence to keep going and hit my target.



### JACKIE HOWARD- BUSINESS CHICKS, SENEGAL, 2018

It's not as hard as you imagine, my advice is just start and have fun! I asked everyone I knew, you will be surprised at the support and interest; don't take it personally when someone says "no", just be gracious and say "thank you". I had an African themed dinner for 100 people with raffles, silent auction and lots of dancing. It took a bit of organising but it was spectacular, we had great fun and raised over \$6000! What was amazing and unexpected was the beautiful people I connected with during my fundraising and how that helped me to frame my journey to Senegal.



### HEIDI WILLIAMS- 2030 LEADERS, UGANDA, 2017

My approach to fundraising was 'something for everyone'. I wanted people to be able to contribute in whatever way was possible for them. So I sent a simple email with the link to my fundraising page and info on my fundraising activities – this was shared, and grew the results. Held a community garage sale – asked people to consider donating to my garage sale instead of taking items to the op shop. Put on a cocktail evening—a chance to get dressed up and have fun. Got the kids involved – my son organised a free dress day at school to raise money. It was an incredibly uplifting experience, witnessing how generous people are, when given the opportunity.



### YARIANNI BUSTAMANTE- BUSINESS CHICKS, 2012 & 2018

There are four key things I've learned through my fundraising journey,

- 1) Make requests of everyone, if you apply filters to certain people you might miss out on their generosity and willingness to make a difference.
- 2) Social media (Facebook and Instagram) and emails have proven to be powerful and effective channels for fundraising, share frequent updates and remember to individually thank each of your supporters regardless of the amount donated.
- 3) fundraising in partnership with another tripper/person could be more fun, less challenging, allows for more creativity and helps with holding you to account.
- 4) Believe in yourself!



## FUNDRAISING IDEAS

There really is no one-size-fits-all fundraising. It will take you bringing all your unique skills, passion and network of capable people together that will have you succeed to reach your commitment to raise \$10,000.

## GETTING PERSONAL WHEN ASKING FOR MONEY

**Face-to-face:** Having a face-to-face conversation with family / friends / colleagues is an obvious and natural way of sharing the work of The Hunger Project and your journey in this program. Through direct conversation **you can share your heart, your journey and your why.** Invite them to become partners with you by investing through giving their own money. This is a chance to have a ‘real’ conversation with your friends about supporting you and be bold and ask them to give to you.

Make sure they ‘buy in’ before asking for them to give money. Sometimes it is best to **organise a casual catch-up with friends.** Tell them about the journey you are about to embark on and the fundraising project when it gets to your turn to tell them what’s new with you. Some will donate as soon as they are engaged. For those who don’t, follow up with a personal email a week later asking for a donation as part of a small group and wait for the funds to pour in.

**Adding the personal touch is key:** People respond when they feel like you are connecting with them directly, as opposed to a mass email blast. Also try emailing some people in groups

of no more than 5. This creates a sense of community and personal connection.

## EXTEND BEYOND YOUR OWN NETWORKS

Think outside the box to tell THP’s story to those you don’t know personally. **Community media love these pieces.** Write your story and get it published in the **local paper.** Try utilising **community radio** by asking them to interview you or run a free ad every morning in the lead up to your event.



## SEEK CORPORATE SPONSORSHIP

Talk to your company’s Marketing Manager, your social club committee, a business partner or contact that you work with to find out if they have sponsorship available. You might be surprised to find out that you can simply apply for sponsorship or get a portion of proceeds donated to you. If your company is not forthcoming with sponsorship initially, don’t give up!! Give it a bit of time and **show them what you’ve achieved** through local media coverage or your rising donations via social media posts.

## MATCHED GIVING

Many companies have implemented “Matched Giving” programs. If you, your friends or family work for big companies such as BHP, BP, Rio Tinto or Macquarie Bank, ask them to Match funds raised.



## HOSTING AN EVENT – DINNER, TRIVIA, QUIZ OR COMEDY NIGHT

Events are a great way to reach your fundraising goals whilst having fun! Dinners, Trivia or Quiz nights or even comedy nights will help you reach your target. Some events have brought in over \$18,000! Do you have contacts that people would love to hear a Key Note Address from? Will they donate their time? Is your sister a secret catering whizz that would love to put on a Bollywood night? Have any friends who are musicians that would play as entertainment? **There are millions of event ideas out there.**

Just remember large fundraising events take a considerable amount of time and effort to plan. They can be very stressful. Please keep this in mind if you choose to host a big event, and consider your current life, work and family commitments. Look for opportunities to support each other in creating an event. Perhaps another participant also shares a passion to host an event and you can create a bigger event to combine your networks!

## AMPLIFY YOUR EVENTS AND FUNDRAISING ACTIVITIES!

Use all avenues available to promote your event – contact the local paper or radio, hijack the company staff email group, use social media as much as possible, write blogs and get talking!

## DON’T FORGET TO THANK YOUR SUPPORTERS

**Show your gratitude** to all of those people who made it possible. There are many ways to thank your supporters. From your personalized fundraising platform you can send emails to everyone who donates. It’s easy and efficient. When you get home from your amazing journey, remember to thank everyone who supported your fundraising by talking to them about your experience. You could write an account of your trip with photos, give a presentation at work, create a thank you card or invite your supporters over for dinner or drinks and share your stories.

## THE HUNGER PROJECT AUSTRALIA FUNDRAISING TERMS AND CONDITIONS

The following guidelines and conditions (the “Conditions”) must be adhered to by all relevant parties in order to conduct fundraising activities on behalf of The Hunger Project Australia (THPA). If you have any questions, please contact The Hunger Project Australia.

### 1. General Conditions (Your Responsibilities):

The individual (the “Fundraiser”) responsible for running any fundraising event/activity must ensure the fundraising event/activity is planned meets the guides of The Hunger Project Australia (“THPA”).

**1.1.** Upon request THPA will send the Fundraiser an Authorisation to Fundraise letter acknowledging THPA as its beneficiary charity.

**1.2.** The fundraising event/activity shall be conducted in the Fundraiser's name, who shall be solely responsible for managing the event/activity in an appropriate and responsible way. THPA will not assist in coordination, soliciting prizes, marketing, and/or promotion, organising publicity or providing goods or services to the Fundraiser in the running of the fundraising event/activity. THPA cannot provide volunteers to assist at the event/activity.

**1.3.** The Fundraiser must abide by all applicable legislation and regulations. Any necessary permits, authorisations to fundraise, insurance or licenses must be secured by the Fundraiser. Different states have their own legislation, which should be examined carefully by the Fundraiser.

**1.4.** The Fundraiser is responsible for ensuring the safety of the event/activity, including organising appropriate public liability insurance and providing first aid services if required.

**1.5.** Children under the age of 16 years of age must be accompanied by an adult when collecting donations or money.

**1.6.** The Fundraiser agrees to release THPA to the fullest extent permissible under law for all claims and demands of any kind associated with the event/activity, and indemnify THPA for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event/activity caused by the Fundraiser's breach of these responsibilities or the Fundraiser's negligence.

**1.7.** The Fundraiser must ensure that s/he and his/her partners, sponsors, associates and volunteers do not claim to represent The Hunger Project Australia nor claim to have any authority to act on behalf of THPA. At no time will any person affiliated with the Fundraiser

misleadingly present themselves as a staff member or volunteer of THPA. An event or activity organised by the Fundraiser is not an official THPA event and must not be promoted as such.

**2. Raffles:** If the Fundraiser intends to conduct a raffle, the Fundraiser will need to determine whether a permit or license is required. Please note that each state has its own separate requirements and laws. THPA can only provide general information about raffles for each state. Please refer to the Special Conditions for Raffles with in this document for where to find information for your state.

**3. Seeking Corporate and Government Sponsorship:** Before approaching the national or state office of any company for sponsorship, please contact THPA first to discuss. This includes businesses with multiple locations outside of your local area, franchises and/or international companies. Consulting THPA beforehand is necessary because there may be a conflict of interest with our current sponsorship arrangements.

### 4. Financial Aspects of Your Event:

**4.1.** It is a requirement of the Charitable Fundraising Act that the Fundraiser maintains accurate records of income and expenditure, and that monies received in the course of a fundraising appeal be immediately paid into a separate bank account.

**4.2.** The financial aspects, fundraising, raffles, record keeping and management of the fundraising event/activity are entirely the responsibility of the Fundraiser. The Fundraiser must comply with any obligations imposed by the Charitable Fundraising Act and/or regulations in the relevant state or territory.

**4.3.** The Fundraiser is responsible for depositing funds into the nominated THPA bank account within 14 days of the fundraising event.

**4.4.** THPA cannot pay expenses incurred by the Fundraiser. The Fundraiser may deduct the expenses from the proceeds of the fundraising event/activity, provided the expenses are properly documented. Total expenses of the fundraising event/activity must be less than 40% of total proceeds.

## THE HUNGER PROJECT AUSTRALIA FUNDRAISING TERMS AND CONDITIONS

**4.5.** Please note that THPA is not responsible for any expenses that the Fundraiser may incur or any losses that may occur from an event.

**4.6.** THPA must comply with the obligations and regulations imposed on it by the Charitable Collections Act 1946. Therefore, all money collected must be accurately recorded by the Fundraiser on a Fundraising Completion Form, as attached.

### 5. Tax Deductible Receipts:

**5.1.** THPA is registered under the Charitable Fundraising Act. Individual receipts for tax deductions for attendees/supporters of the fundraising event/activity will only be issued by THPA if a donation of \$2.00 or more is made to THPA by that attendee/supporter.

**5.2.** The Fundraiser must keep a register of all attendees/supporters eligible for a tax-deductible receipt. THPA shall provide to the Fundraiser a sample register indicating the necessary information to be recorded. THPA will issue individual receipts directly.

**5.3.** When an attendee/supporter has given money in return for goods or services (e.g. an event), a tax-deductible receipt cannot be issued. The following items have tax deductible restrictions: raffle ticket purchases, entry to a fundraising activity, donations of goods or services, and auction purchases.

### 6. The Hunger Project Australia Bank Deposit Details:

Commonwealth Bank, Account name: The Hunger Project Relief Fund BSB 062000 ACC 14615336

**6.1.** Please ensure you email [thpa@thp.org](mailto:thpa@thp.org) once you have completed a bank transfer with the amount deposited and tax receipt details.

**7. Insurance:** As a third party fundraising group or individual, the Fundraiser is not covered under any of The Hunger Project Australia's insurance policies, including travel, public liability or group personal accident. The Hunger Project Australia suggests that the Fundraiser obtain its own insurance for any fundraising activities undertaken.

**8. Permits/Permissions:** If the Fundraiser is conducting activities in a public place, the Fundraiser must obtain permission from the property owner or council.

**9. Using The Hunger Project Australia Name and Logo:** If the Fundraiser wishes to refer to or promote The Hunger Project Australia, the organisation must be referred to as "The Hunger Project Australia".

**9.1.** THPA's name and logo are protected and can only be used by permission from THPA.

**9.2.** A “Proudly supporting The Hunger Project Australia” logo may be used only after authorisation to fundraise has been granted by THPA. No other logo may be used. THPA will provide an electronic file with the logo that is acceptable for use by the Fundraiser only for the purposes of the fundraising event/activity. No changes to the logo, other than size, may be made to the logo provided.

**9.3.** THPA's name cannot be used as part of the event's name as this would indicate incorrectly that the event is an official THPA event. Instead the Fundraiser may say that funds raised are to be donated to THPA.

**9.4.** Acceptable wording to promote the event/activity include the following:

**9.4.1.** “proudly supporting The Hunger Project Australia”

**9.4.2.** “net proceeds donated to The Hunger Project Australia”

**9.4.3.** “This is a volunteer run event raising money for The Hunger Project Australia.

### 10. Special Conditions for Raffles & Auctions:

A raffle is a lottery held for the purpose of raising funds for a non-profit organisation. Each state has separate requirements for raffles undertaken as fundraising activities. Below are general guidelines for each state. Please be sure to contact the appropriate state office for more specific information.

**11. Australian Capital Territory:** With limited exceptions, a permit is required to conduct a raffle. Please contact the ACT Gambling and Racing Commission for more information and to apply for a permit ([www.gamblingandracing.act.gov.au](http://www.gamblingandracing.act.gov.au)).

**12. New South Wales:** For raffles where the prize money does not exceed \$25,000, a permit is not required. However, a minimum of 40% of the gross proceeds must go to the not-for-profit organisation, as well as other requirements must be met. Please contact the New South Wales Office of Liquor, Gaming & Racing for more information ([www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)).

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**#businesschicks #thehungerproject**