



Dolly's  
Dream



Community  
Fundraising Kit



# Our world turned upside down on January 3rd 2018

On January 3rd 2018, our youngest daughter took her life. It was the day we lost a vibrant gypsy soul to bullying. Dolly was 14 years old. As a child, Doll was a dreamer, a painter, a storyteller, a singer. She was our wild-haired, bright-eyed baby girl. She believed in being kind to all. She always saw the good and championed the underdog.

It was Tick who suggested we fulfil Dolly's own dream, one where the world is a better place. One where there is a little more kindness and a little more positivity. We had no idea what we were undertaking but Dolly's Dream became a reality and the aims were simple: to educate, to inspire and to just be there. Doll's story and our hopes for Dolly's Dream quickly became bigger than we ever imagined and so we chose to partner with the Alannah & Madeline Foundation to help us take Dolly's Dream to Australia.

**"Doll's story had only just begun. We are writing the next chapter and you can be a part of it."**



**Kate and Tick Everett**



# Who we are and our mission

Dolly's Dream acts as a voice for those who cannot speak for themselves and creates change by:

- raising awareness about the serious issue of bullying and its devastating effects
- providing assistance to and supporting those affected by bullying
- educating the community about bullying issues and advocating for bullying laws and regulations
- delivering information on ways to help prevent bullying and cyber bullying in communities
- working to change cultures and prevent bullying through a variety of educative approaches.

**Dolly Everett was the victim of bullying and ended her young life at just 14 years of age.**

**Dolly's Dream was established by her family and friends in her memory.**



# Your fundraising journey

## Choose your fundraiser

What are your passions or hobbies? Check out our A-Z fundraising ideas on the next page for some ideas that may tickle your fancy. Remember to keep it fun and the simplest ideas are often the best! Don't forget to plan what your fundraiser will look like, and what your fundraising goal will be. Don't be afraid to aim high, you'll be surprised at the amazing generosity you can receive from your family and friends who will want to support your cause.

## Register your fundraising activity

We can't wait to hear what you have planned!

Go to [fundraise.dollysdream.org.au](https://fundraise.dollysdream.org.au) to register your activity. Make sure you read our fundraising Terms and Conditions, Code of Conduct and Photo Consent Form that are part of the online application.

If you want to speak to someone about your fundraising activity or event, please call 1800 951 955, or email [community@dollysdream.org.au](mailto:community@dollysdream.org.au). Once we have received your registration, we will provide you with a letter of Authority to Fundraise.

## Letter of Authority to Fundraise

Congratulations – your fundraiser has been approved!

Now is the time to start putting all the wheels in motion and make sure your fundraiser meets its full potential. By having a letter of Authority to Fundraise, businesses and individuals will feel more secure in donating, knowing it is an officially approved fundraiser and that the funds will be safely donated.

## Be social

Promotion is key to a successful fundraiser. We will equip you with posters, impact sheets and our community fundraiser logo to use to encourage your networks to support you. By sharing updates on social media or via email (including a link to your fundraising page), it will encourage others to support you in the lead up to the event. Think about the networks you have (online and offline) and how you can share the opportunity to gain their support.

## The big day!

The time has finally come for your fundraiser to come to life!

Don't forget to thank those personally for their donations, especially via social media (this is a great way to encourage others to donate too). We would love to share your fundraiser with our community too, so make sure you recruit someone to take photos on the day!

## Banking

We're so excited to hear how you went!

Don't forget to make contact after the event by emailing us at [community@dollysdream.org.au](mailto:community@dollysdream.org.au) with any photos and donation receipt forms. Please remember that all funds must be banked within two weeks after your event has finished.

Bank: NAB | BSB: 083 004

Account name: Dolly's Dream

Account number: 98 827 4318

Reference code:  
Please email us to receive your individual code.





# A-Z fundraising ideas

**Be inspired by these fundraising ideas. The sky's the limit, so get creative!**

- A** Afternoon tea
- B** Bake off  
BBQ at a sports club, supermarket etc.  
Bike ride challenge
- C** Cake stall  
Camp draft  
Car wash  
Comedy night  
Concert
- D** Dinner party  
Dog wash  
Donation tin at register  
Donations in lieu of gifts
- E** Easter egg hunt
- F** Face painting  
Farm hand challenge  
Father's Day function  
Footy tipping competition  
Fun run event
- G** Gala ball  
Games night  
Garage sale  
Gift wrapping service  
Golf tournament
- H** Head shave  
High tea  
Horse riding competition
- I** Ice-cream stand
- J** Jumping castle
- K** Karaoke competition
- L** Ladies night out/in  
Lawn bowls day  
Live auction  
Luncheon
- M** Market stall  
Merchandise sales  
Morning tea  
Mother's Day function  
Movie night
- N** Nail/spa day
- O** Online fundraising page
- P** Picnic day
- Q** Quiz night
- R** Raffle
- S** Silent auction  
Sky dive challenge  
Sports day
- T** Teachers vs. student challenge  
Tip jar  
Trail ride
- U** Uniform free day  
Ute muster
- V** Valentine's Day fundraiser
- W** Walking dog service
- X** X-factor competition
- Y** Yoga-thon
- Z** Zero sugar month



# Fundraising tips and tricks

## Here are a few ways to help ensure your fundraising is easy and successful:

- Make sure your **online fundraising page** is up to date with a current photo, the story of why you are fundraising and any updates of your activity.  
  
Send your link to your family and friends and encourage them to donate online.
- Show you are serious by **making a donation** yourself to the page, and then encourage your friends, family and colleagues to do the same.
- All donations over \$2 are tax deductible. Tax time is a great reminder to your networks that you are fundraising for a great cause.
- Make sure your fundraising is well planned and give yourself plenty of time to **promote your activity** through channels that your supporters use most (eg. school newsletter, intranet, email, social media, local paper, local radio station, text).
- Never underestimate the power of a **"thank you"**! It's so important to show how grateful you are to your supporters for their donations, big or small. When you thank them on your social media, it will encourage others to donate also.
- Social media, emails and media are great ways to **share your story** and remind people why you are fundraising for Dolly's Dream. Remember to include the link to your fundraising page whenever you are sharing your story!
- Reduce costs for your activity. Consider using your letter of Authority to Fundraise to approach businesses and request a donation of rental costs or goods, services or vouchers that you can use to raise funds as prizes or raffle items.



# Social media tips

**Social media is a simple and effective way to get your fundraising efforts the visibility they deserve. Here are our top tips to optimise this platform:**

## Timing

Post after 5pm during the week, on Saturday mornings or on Saturday and Sunday evenings. Evidence tells us that these are the most popular times for people to be scrolling.

## Direct messaging

Don't be afraid to directly message people, especially those in your inner circle. You're likely to get much better results from a direct message than a general post.

## Mix up the content

Ensure your posts have a direct ask for support and show how their donation will make a difference in the lives of children affected by online bullying and bullying.

## Say thanks!

Very simple but so important! When people donate to your page, thank them – either by posting a status update and tagging them, or posting on their page. That way people feel happy that they've been acknowledged, and the post will remind others to donate.

## Don't forget the link!

Always include the direct link to your online fundraising page when referencing your campaign or event. But, there is such a thing as overdoing it! Depending on what stage you're at with your fundraising, don't over-post, or you might just have the opposite effect than intended. We wouldn't recommend posting any more than twice a week.

## After the event

Don't forget about capitalising on your post event momentum.

Make sure you provide your supporters with an update about how your activity went. Keep your fundraising page open for at least two weeks after your event and chase up those donations that were promised to you all those weeks ago.

## Keep in touch!

Let us know what you're up to! Make sure you tag Dolly's Dream on any activity using Facebook or Instagram.

## Tagging

Be sure to tag us in your events at:

📷 @dollysdreamaustralia

📘 @dollysdreamaustralia

## Hashtags

#DollysDream

#DollysDreamAustralia

#DollysDreamFundraiser

#DoltForDolly

#SpeakEvenIfYourVoiceShakes

#StopBullyingNow

*Please do NOT use:*

*#DollysDreamFoundation*





# The impact of your support

**With your support, we have been able to help individuals, families and communities across Australia.**

## **Educating**

Providing bullying and cyber bullying resources for parents via [parenthub.dollysdream.org.au](http://parenthub.dollysdream.org.au).

## **Reaching**

11 million+ Australians have heard Dolly's story.

## **Delivering**

Co-funding the NT and QLD Governments' introduction of eSmart Schools to reduce bullying.

## **Influencing**

Helping prevent lives being lost to bullying.

## **Inspiring**

400+ fundraising activities.

## **Honoring**

Kate and Tick Everett awarded 2019 Australia Day Local Hero Award.

## **Fundraising**

\$3 million+ generated in support.

## **Advocating**

Contributing to policy discussions with all governments.

## **Empowering**

Encouraging people to stand up to bullying, support those affected and to speak even if their voice shakes.

## **Presenting**

Delivering cyber safety workshops in rural and regional parts of Australia.





# Logo and brand rules

## Logo

Once your fundraising activity has been approved, you can request to use the Dolly's Dream Community Supporter logo by contacting [community@dollysdream.org.au](mailto:community@dollysdream.org.au).

- Always use the original, provided artwork and please do not modify it in any way.
- Use of the Dolly's Dream Community Supporter logo on any marketing or promotional material or products must be approved by Dolly's Dream.



## Brand

Please read through the following guidelines in preparation for your fundraising activity for Dolly's Dream.

### Name use

Please note that we are called Dolly's Dream. Please **do not** add the word foundation or charity when referring to Dolly's Dream.

In naming your event/activity, please **do not use** Dolly's Dream in the title, however, the fundraising event/activity may be promoted as 'proudly supporting Dolly's Dream' or similar approved wording.

Please identify Dolly's Dream as the beneficiary of your fundraising event/activity.

Please seek prior approval for any promotional materials (printed or electronic) or ads associated with the fundraising event/activity that use Dolly's Dream name or logo.

## Photos and image use

With regards to the use images of Dolly Everett:

- please only use images supplied by the Dolly's Dream fundraising team
- the image may not be manipulated in any way or have text placed over it
- the use of the 'Akubra' Dolly image is copyrighted and is not permitted.

## Social media

- Please **do not** call any social media for your fundraiser *Dolly's Dream* or *Do it for Dolly* or any variation on this.
- Please promote your fundraising event/activity as 'proudly supporting Dolly's Dream' or similar approved wording.
- Please tag Dolly's Dream [@dollysdreamaustralia](https://www.instagram.com/dollysdreamaustralia) and use the hashtags [#DollysDreamFundraiser](https://www.instagram.com/explore/tags/dollysdreamfundraiser) (and those on page 6) on all posts relating to the fundraising event.



# Terms and Conditions

**We know you're excited to start fundraising for us, but before you start planning it's important that you read through the guidelines below.**

## Authority to Fundraise

All community fundraisers must complete the online registration form at [fundraise.dollysdream.org.au](https://fundraise.dollysdream.org.au) to obtain letter of Authority to Fundraise.

Once your application has been approved, a letter of Authority to Fundraise will be issued by Dolly's Dream. This letter is required as proof of activity when applying for a licence or permit, seeking sponsorship from the community, or during fundraising.

You must immediately notify Dolly's Dream of any changes to the approved fundraising activity and seek re-approval.

Failure to comply with the Terms and Conditions may result in withdrawal of permission to fundraise on behalf of Dolly's Dream.

## Financial and legal

As a community fundraiser on behalf of Dolly's Dream, the fundraising activity is your financial responsibility. No expenses are to be incurred in the name of Dolly's Dream. It is the responsibility of all Dolly's Dream fundraisers to ensure that their fundraising event or activity meets all state and federal legislative requirements including obtaining the appropriate permits and/or licences.

Please refer to your local state or territory website for all fundraising legislation at [www.nfplaw.org.au/fundraising](http://www.nfplaw.org.au/fundraising) or <https://www.ato.gov.au/Non-profit/Gifts-and-fundraising/In-detail/Fundraising/State-territory-and-local-government-requirements/>.

Community fundraisers must provide a copy of all financial records relating to the activity to Dolly's Dream upon request. You must seek approval for all marketing collateral created to promote the approved fundraising activity.

## Conduct

In addition to abiding by all relevant state and federal legislation, all community fundraisers must agree to conduct themselves and the fundraising activity with decency, dignity, and honesty and not bring Dolly's Dream into disrepute.

In particular Dolly's Dream requires:

- responsible service of alcohol at events
- drug-free events
- no illegal activity
- no promotion of or undertaking any form of violence.

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# Terms and Conditions ctd

Dolly's Dream reserves the right to withdraw approval of a fundraising activity if it is found to have breached these requirements.

In relation to enquiries and/or complaints regarding the approved activity, you agree to:

- immediately inform Dolly's Dream
- work together to respond to the enquiry or complaint in a timely manner.

The Dolly's Dream Code of Conduct must also be read as part of the online registration process.

## Use of Dolly's Dream name and logo

Community fundraisers may only use the Dolly's Dream Community Supporter logo supplied by Dolly's Dream and only for the specific use stipulated in your fundraising registration.

In addition, logo use is subject to the following conditions:

- all marketing collateral must be approved by Dolly's Dream
- authorisation is restricted to the period specified in your letter of Authority to Fundraise
- logo use must be in accordance with the style guide provided by Dolly's Dream.

## Promotional materials

Promotional materials supplied by Dolly's Dream may only be used for the approved fundraising activity.

## Media and promotion

All media and public relations plans using the Dolly's Dream brand must be approved by Dolly's Dream. All media releases must also be submitted for approval by Dolly's Dream before release, print or publication.

A minimum of five working days are required for all sign off processes.

## Age of fundraisers

Dolly's Dream requires written consent from a parent or guardian for all fundraisers under the age of 18 years.

## Insurance

Community fundraising activities are not covered by Dolly's Dream insurance, including public indemnity, workers' compensation for workers, nor personal accident insurance for volunteers and third party property insurance.

As a community fundraiser, it is your responsibility to organise your own insurance cover. Dolly's Dream will not be held responsible for any damages as a result of the approved fundraising activity.

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# Terms and Conditions ctd

## Donation tins

Dolly's Dream may agree to supply donation tins for use at your event. You must agree to:

- only use the supplied donation tins
- ensure the donation tins are kept secure
- report any lost or stolen tin to Dolly's Dream immediately
- use the donation tins only for the purposes of the approved activity
- return the donation tins to Dolly's Dream within two weeks of the approved activity
- deposit any money directly into the Dolly's Dream bank account, keep accurate records of the amounts from each tin and send to [community@dollysdream.org.au](mailto:community@dollysdream.org.au).

## Raffles

There are strict state and territory legislative requirements to hold raffles. You must agree to:

- advise Dolly's Dream of any plans to conduct a raffle in your application form
- consult with the relevant government body in your state or territory and complete all necessary requirements to obtain raffle licenses or permits
- provide Dolly's Dream with proof of approval from the relevant state office
- provide any promotional material including raffle tickets to Dolly's Dream, for approval as above.

## Face-to-face fundraising

Face-to-face fundraising is any fundraising activity that takes place in a public space, eg. outside, school, workplace, shopping centres, etc.

To be able to conduct face-to-face fundraising, you must obtain fundraising permits from the relevant authority that manages the location of your activity, eg. councils, shopping centre management, churches, libraries, etc.

You must carry your letter of Authority to Fundraise at all times when raising funds in public spaces.

## Tax-deductible receipts

To receive a tax-deductible receipt, the donation must be \$2 or more and the donor must not receive anything in return, such as a ticket, gift or prize.

The person that makes the gift (the donor) is the person who can claim a deduction.

For more information about tax-deductible receipts, please visit <https://www.ato.gov.au/Individuals/Income-and-deductions/Deductions-you-can-claim/Other-deductions/Gifts-and-donations/>.





**Thank you** for helping us keep children safe from the effects of bullying. You're a champion!

Stay connected with us on social media, and you're always welcome to get more involved, as a volunteer or fundraiser.

We thank you, from the bottom of our hearts.

*Dolly's*   
*Dream*

## Contact

1800 951 955

[community@dollysdream.org.au](mailto:community@dollysdream.org.au)

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South Melbourne VIC 3205

Level 1, 256 Clarendon Street  
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[dollysdream.org.au](http://dollysdream.org.au)