

# Hear and Say Fundraising Toolkit

Everything you need  
to get started.



**Hear and Say**  
Opening worlds





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# WELCOME

Thank you for choosing to raise funds to open worlds for children who are deaf or hard of hearing. We could not achieve the extraordinary outcomes for children and families without the generous support of people like you.

To ensure you have everything you need to undertake your fundraising – be it a personal challenge, or to host your own event – we have put together this toolkit of simple tips and ideas to help change a child's life. Every fundraising activity, big or small, goes a long way to making a difference – together, we can achieve our vision of opening worlds to create better futures.

Thank you again for your efforts in supporting and fundraising for children impacted by hearing loss. The awareness and funds you raise are really important to us, and your dedication means so much to so many.

Best wishes,  
**Chris McCarthy**  
Chief Executive Officer



**To find out more**  
or get started, contact:

The Fundraising Team  
[fundraising@hearandsay.com.au](mailto:fundraising@hearandsay.com.au)  
**07 3850 2111**

## MEET BENJAMIN

One-year-old Benjamin has a cheeky grin and sparkling eyes which light up a room. Born with profound hearing loss in both ears, Benjamin was six weeks old when he first received hearing aids, followed by two cochlear implants at 10 months old. His hearing loss was initially a shock for parents, Caio and Camila, who had relocated from Brazil to Brisbane three years earlier.

*"We did not expect Benjamin's diagnosis - we didn't have any family history of hearing loss, and there weren't signs during the pregnancy of any issues," said Caio.*

*"The journey started really early for us, once we started getting support, it got better. When we gained more information it made things clearer, and we can now understand the unlimited possibilities Benjamin has.*

*"It was very special to see him respond after the switch-on.*

*"Our main goal is for Benjamin to be able to engage with his community and connect with friends and family, here and in Brazil - and to be able to attend a mainstream school and have a typical life.*

*"Hear and Say has played an important role in his development and it has been great to learn all the techniques for how to help him develop at home, and what we can do for him."*



***It was very special to see him respond after the switch-on.***

## WHO WE ARE

Hear and Say has been a world-leading expert in hearing technology and listening and spoken language therapy for almost 30 years. Working in our five centres across Queensland and throughout the globe, we are dedicated to opening worlds for all people with hearing loss.

Our team empowers individuals to live life connected with their friends, family and community. We shape our work around the latest research and technology to best support the needs of children and adults impacted by hearing loss and other sensory concerns. Together with families and health professionals, our

interdisciplinary Early Intervention program strives to give children the gifts of listening, hearing and speaking, so they are not limited by hearing loss and can reach milestones at the same time as their hearing peers.

We encourage early identification of hearing loss by supporting screening through our newborn and school programs, as well as provide evidence-based training for health professionals and parents. The work we do is underpinned by our values and relies on the generous support of our networks, government and philanthropic partners to create impactful and sustainable change.

# HOW YOU ARE MAKING A DIFFERENCE

**1 in 6**  
Australians  
are affected by  
hearing loss, and this is  
expected to increase to

**1 in 4**  
by 2050.



Approximately **two in every 1,000** infants born in Australia have a significant hearing loss.

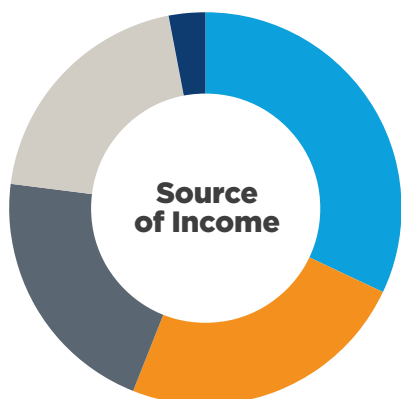
Hearing loss is the **most common disability in newborns.**

Children with hearing loss who receive auditory-verbal therapy have the potential to **develop speech and language at the same rate as children with typical hearing.**



Most children with hearing loss who receive intervention prior to 12 months of age have **age-appropriate speech and language skills by the time they are three years old.**

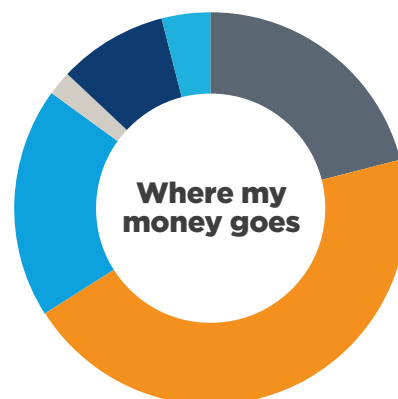
## WHERE DOES OUR FUNDING COME FROM?



- Philanthropy and Fundraising (32%)
- Government Service Agreements (24%)
- Government Streams and Rebates (21%)
- Clinical and Private (20%)
- Parent Co-payment (3%)



- Community and Events (32%)
- Appeals (5%)
- Corporate and Major Gifts (16%)
- Philanthropy and Grants (47%)



- Audiology (21%)
- Listening and Spoken Language (45%)
- Fundraising (19%)
- Research (2%)
- Hear to Learn School Screening (9%)
- Training and Education (4%)

## YOUR MONEY AT WORK



Hearing test for a child  
**\$200**



Telepractice kit for rural families  
**\$500**



Cochlear implant programming  
**\$1,000**



Screen the hearing of 90 Prep students  
**\$5,000**



# MEET OUR INSPIRING FUNDRAISERS

## Kerryn Elliott, Aramac – Queensland's Loudest Town entrant

*"Our BBQ breakfast was such an amazing community event and we were absolutely blown away by how much support we had from Aramac – as well as other small towns in the Central West. We had a lot of people travel over 50km to attend and show their support for not only Emily but all other children with a hearing loss. Even though our area is suffering from this horrific drought, businesses and individuals were still willing to dig deep and donate cash and other items, which was incredible, and it shows how resilient little outback towns are and how big their hearts are. I still have people stopping me in the street and commenting on what a lovely morning it was!"*

Kerryn's seven-year-old daughter, Emily, was born profoundly deaf in the left ear, with moderately severe hearing loss in the right. At just 20 months of age, Emily had surgery for a cochlear implant in her left ear and wears a hearing aid on her right. Emily joined Hear and Say in 2018 when she started school – doing weekly sessions via video conference during school hours.

Driven by Emily's story, the town of Aramac, with a population of just 299 people, rallied together to

raise funds to support other children just like Emily.

Kerryn, along with her community of family and friends, raised an incredible \$9,337 to give the gifts of sounds and speech to children with hearing loss all across Queensland.

*"To anyone that is even considering it – please just do it! It's something that you would never regret becoming involved in. It's not something that you have to do on your own either. Hear and Say is there every step of the way – don't be afraid to ask for help when you need it. Also, use social media as much as you can as it is such a positive way to get your information out there. Our Facebook page was a huge hit and we received countless likes and shares on all our posts."*



## Marc Kenney, father and Managing Director at Mettle

*"We have two children with profound hearing loss and because of the support we have received from Hear and Say, both Amelie and Xavier can hear and speak just like their peers. I am proud to support Hear and Say in both my roles as a father, and as the Managing Director of construction company, Mettle."*

For Marc Kenney, Loud Shirt Day is a time to give back and raise awareness – and in 2019, his team got creative! Mettle has supported Loud Shirt Day for many years and stepped it up last year after being named a Hear and Say Loud Shirt Day Ambassador.

In 2018, Mettle hit an all-time Hear and Say Loud Shirt Day record by raising \$11,244, and in 2019 they went even bigger: creating the largest Loud Shirt in Queensland, aptly named Big Shirt, raising an outstanding \$25,000.



# FUNDRAISING IDEAS

The sky is the limit when it comes to ways you can get involved with our fundraising events and initiatives. We also have plenty of options for you to participate in each year, including:



Celebrate **Loud Shirt Day** at your school, work or your community group.



**Goodwill Bridge Swing** - take the leap to raise funds for children with hearing loss.



**Set up a Facebook fundraiser** for donations in lieu of gifts at your birthday, wedding or baby shower.



**Sell Hear and Say Christmas bells** to friends, family and colleagues.



Take part in a **fun run, marathon or cycle ride** and get sponsored for every kilometre completed.



**Create a team** for a physical challenge at your gym, sports club or workplace.



**Charity auction**, trivia night, benefit concert or talent show.\*



Host a **dinner party** and ask your friends to donate the amount they would spend at a restaurant.



Take on a **personal challenge** such as giving something up (e.g. coffee or chocolate).



**Have a garage sale** or sell items online.

\*Please refer to Queensland Government legislation relating to not-for-profit gaming regulations, licensing and compliance for fundraising auctions and raffles. Read more, here <https://www.business.qld.gov.au/industries/hospitality-tourism-sport/liquor-gaming/gaming/not-profit-charitable>



# YOUR STEP-BY-STEP CHECKLIST



Here are our tips to help you plan your fundraising event or activity smoothly:

## 1 Decide how you wish to raise funds for Hear and Say

Choose from our fundraising ideas page or decide on your own exciting event/activity.

## 2 Let us know about your activity

We're here to support you every step of the way. Email our friendly Fundraising team via [fundraising@hearandsay.com.au](mailto:fundraising@hearandsay.com.au). We can help out with information to get started as well as cheat sheets to assist with planning, budget and social media.

## 3 Plan your event

There are many factors to consider when planning an event. We've put together a few points to get you started:

- Choose a location and date
- Invite your community of family and friends
- Work out the logistics – ticket sales, refreshments, music, promotional materials etc.
- Source prize donations to sell, raffle or auction
- Plan your income and expenditure using our Event Budget template

## 4 Set up your online fundraising page

Set a target and aim high. Whether you are hosting an event and raising funds by a gold coin donation or hosting a trivia night, you can always maximise donations by setting up an online fundraising page.

## 5 What are the benefits of fundraising online?\*

- Reduces the cost of paper, printing and stamps
- Receipts, notifications and thank you emails are automated
- Opportunity to engage quickly and effectively with your supporters



- Anyone can donate, at any time and from anywhere

You'll be surprised by people's generosity!

## 6 Spread the word

Once you've planned your event and set up your fundraising page, it's all locked in and ready to share, share, share! Pop it on your social media pages and encourage people to support your cause – ask your community of friends and family to share it as well.

## 7 Sell tickets, collect sponsorships or donations of items and prizes

Keep a record of your donors' details so we can provide tax-deductible receipts as applicable.

## 8 Keep in touch

Our team is here support you, as well as provide tips and advice throughout your fundraising journey.

## 9 Provide feedback

We want to hear from you. Your feedback is valuable to improve the fundraising experience for others just like you.

\*Ensure you check all fees involved in online fundraising platforms. If you have any questions or concerns, our Fundraising Team can recommend platforms to suit your activities.



# TIPS TO HELP BOOST YOUR FUNDRAISING



## Tell your story

Share your personal story and why you're fundraising for Hear and Say. By doing this you will bring your supporters along for the journey. You can even support your story with photos or a video.



## Set a target

Your network want to know what your goal is. However, if you do near your goal, consider increasing it - if people think you're getting close, they might not donate what they originally intended to.



## Donate to your own page

Create an online fundraising page and be the first person to donate. This shows your network of friends and family you are committed to your fundraising and cause - and you're also setting the benchmark!



## Thank your supporters

Respond to each donor to let them know how much you appreciate their contribution and the difference it is making. Hear and Say can also supply you with a template for certificates to thank individuals and businesses who have shared in your success.



## Share and promote via social media

Research shows those who share their fundraising page 10 times or more raise significantly more than those who don't. If someone in your network isn't able to donate, ask them to share your page - every little bit counts!



## Post regular updates

People feel more engaged and part of your journey when they hear from you regularly about your progress, how you're tracking and how much fun you're having!



## Ask more than once

People get busy with day-to-day activity and sometimes need reminding about the opportunity to donate. Don't be afraid to ask your friends and family more than once.



## Ask your workplace to support you

Many organisations have employee workplace giving initiatives set up. Talk to your workplace and ask if they will match your efforts, dollar for dollar.



## Ask after your event

Almost 20% of donations are received after a challenge is over, so be sure to remind your network it's not too late to donate after the event.

# FUNDRAISING TERMS AND CONDITIONS

Hear and Say values and appreciates the generosity and support offered through fundraising endeavours. There are some rules that we all must abide to, so please read through the following to familiarise yourself with our Fundraising Guidelines.

Any person, organisation or group wishing to fundraise for Hear and Say is required to gain Hear and Say's approval for their event or fundraising activity by contacting the Fundraising team.

A letter of Authority to Fundraise on our behalf will be provided once approved.

The fundraising activity must align with Hear and Say's mission and values as detailed on our website: [hearandsay.com.au](http://hearandsay.com.au).

The event organiser must keep accurate financial records of the event or fundraising activity i.e. an accurate account of expenses and income sources (ticketing, raffles, auctions, etc.).

The fundraising activity must be self-funding. Hear and Say will not be held liable for any losses or expenses incurred by the event, including cancellation of the event for any reason.

The event organiser must take all reasonable steps to ensure that the expenses do not exceed a fair and reasonable proportion of the gross proceeds obtained from the event.

Financial, public liability and public safety are all the responsibility of the event organiser.

## Receiving Donations

A donation is defined as an unencumbered gift. Tax deductible receipts cannot be issued for receipt of admission, raffles, auction items, services or goods (unless the goods are donated as a gift in kind). Hear and Say can issue letters of acknowledgement for donations of goods.

All donations of \$2 and over may be claimed as a tax deduction. Fundraisers may request a donation receipt book or provide gift details and contact details of the donor.

Fundraisers agree to send the proceeds of the fundraising activity, together with any relevant correspondence to Hear and Say within seven days of the conclusion of the fundraising activity.

### What we can do to help you:

- Offer information on event planning;
- Provide templates, videos and resources;

- Provide localised case studies where available;
- Provide a Letter of Authority confirming the event has been approved by Hear and Say (a registered DGR1 and DGR2 charity);
- List your event on our website and Facebook page;
- Provide receipts, certificates of appreciation and thank you letters to donors and supporters;
- Provide on-site support at your event depending on the location, availability and fundraising goal; and
- Arrange a formal cheque presentation.

### Unfortunately we are unable to:

- Extend our tax exemption to you; provide insurance coverage; provide funding or reimbursement of expenses; guarantee celebrity ambassadors' attendance/promotion; guarantee publicity, newspaper, radio, TV coverage; provide contact information of our donors, employees, families or volunteers.

## Brand Guidelines

Upon receiving your Authority to Fundraise, we encourage you to include the Hear and Say logo on promotional material and/or issue information via marketing channels to help promote your event.

The Hear and Say logo is a valuable brand and therefore any use of our logo (digital and print) must be approved before being published. Please email us at [fundraising@hearandsay.com.au](mailto:fundraising@hearandsay.com.au) and allow five business days for approval.

Any promotional material that you develop for your event must state that the event is 'Raising funds for Hear and Say' or 'Supporting Hear and Say'.

## Social Media

If creating an event page on Facebook, please be sure to stipulate that the event is 'Supporting Hear and Say' (i.e. not hosted by).

To the best of your ability, ensure inappropriate images, statements, comments, etc. are not posted or are removed from a Facebook event page, Instagram post or Tweet (Twitter). By creating an event in support of Hear and Say, you consent to Hear and Say sharing the details of your event via our social media and printed publications.

Don't forget to use #hearandsay #openingworlds and tag @HearAndSay on social media.



*Teaching those with  
hearing loss to hear,  
listen and speak.*



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