



ASYLUM SEEKERS CENTRE

Community Fundraising Kit



"The way we say welcome transforms lives"
Fundraise for the Asylum Seekers Centre and make a real difference in the lives of people seeking asylum.



THE ASC PROVIDES



Employment Help



Emergency Relief



Healthcare



Nutrition, education
& social support

(02) 9078 1900

contact@asylumseekerscentre.org.au

43 Bedford Street

Newtown, NSW 2042

WHY THE ASYLUM SEEKERS CENTRE?

Thank you for your interest in supporting the Asylum Seekers Centre (ASC). **The funds you raise will help to provide a warm welcome and practical support for people during a critical time in their lives.**

The ASC provides personal, tangible assistance to over 4,000 people from more than 95 countries as they await the outcome of their protection claim. Many people accessing the Centre have little or no means of income, housing or community networks. With your support, we can address people's immediate needs by offering a range of services.

With the right support in uncertain times, women, men and children can improve their health and wellbeing, regain independence and build community connections.

WHAT YOUR SUPPORT CAN DO:

\$35 feeds an individual for a week

\$50 pays for a set of work safety equipment

\$110 covers the cost of an international school fee waiver

\$200 feeds a family of six for two weeks

\$450 provides a week of emergency safe accommodation

GET INSPIRED



CHONA

Active challenge, raised \$20,000+

Chona decided to set herself a goal of raising \$5,000 for the ASC by completing 5,000 squats in one month. She inspired her community and ended up raising over \$20,000 and matched each dollar donated with a squat! She said "It feels like a gift to share my community with the important one you build every day at the ASC."



HOPE

Birthday fundraiser, raised \$200+ in goods

Nappies aren't usually on a six-year-old's birthday wish list. Now meet Hope (pictured in yellow with her family), who asked her friends and family to donate nappies to the Asylum Seekers Centre for her sixth birthday.



THE RUN FOR GOOD PROJECT

Running event, raised \$12,000 in funds and in-kind

Ben & Ren, two local legends behind the Run For Good Project, brought their community of runners together on Valentines Day to 'share the love' and raise more than \$12,000 in funds and groceries!

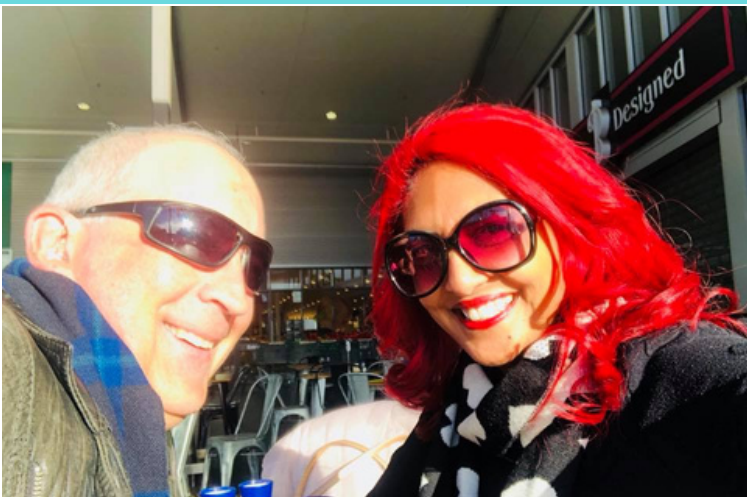


WAVE CHANGER

T-shirt fundraiser, raised \$700

Wave Changer, a local non-profit that aims to inspire surfers and those working in the surfing industry to embrace greener and more socially-inclusive ways, designed this shirt in response to the COVID-19 crisis to prove that #KindnessIsViral. All profits of their limited editions t-shirts were donated to the ASC.

GET INSPIRED



MURRAY & RACHEL

Online trivia night, raised \$1,500

Trivia master Murray Henman ran an online trivia night with his friend Dr Rachael Jacobs from Western Sydney University during the lockdown and directed the funds to support people seeking asylum. "The main thing is people have fun - it's not really about showing off your knowledge."



SAVING FACE. CO

Corporate proceeds, raised \$5,000

Saving Face. Co is a local business that produces masks designed in collaboration with local artists & manufactured in Sydney. They decided to donate \$3 from each mask sale for several months to the ASC.



JASON SIMONIT

Concert proceeds, raised \$200

Jason from Snapshot Records SHC performed with his band Trauma and other local punk bands and donated the proceeds to the ASC. Helping people seeking asylum was close to his heart as his dad was born in post-war Italy. "On arriving to Sydney my father was ushered to the Villawood Detention Centre which became his home for 11 months."



BAHA'I JUNIOR YOUTH GROUP

Collection, raised \$500+ in goods and cash

Members of the Baha'i Junior Youth Group took the initiative to organise a food drive for people seeking asylum - designing flyers and putting the call out to their communities

They came by the centre last week to drop off groceries and cash.

Host a raffle

Organise prizes to raffle off at your school or workplace. Ask local businesses to support you by donating prizes.

Afternoon tea

(Or a wine tasting, whatever works!) Set a date and invite your friends, family, or colleagues to bring a plate. Charge a gold coin for entry before enjoying a cuppa!

Get adventurous

Skydiving? Bungee jumping? Set a fundraising target and tell your friends you'll take the plunge once you've hit your goal.

WANT MORE IDEAS?

There are so many ways to raise funds! You can pick one of these, or develop your own. You can also join ASC's events - check our website and Facebook page to see what's coming up. Our team will support you every step of the way!

Active challenge

Run, bike, swim, climb or dance to raise funds. Set your goal and invite your friends to sponsor your efforts. We're cheering you on!

Art show

Got talented friends? Know the owner of a local gallery? Set up an exhibition and auction off some pieces to maximise the funds you raise for ASC.

Karaoke

Warm up your vocal chords and make a list of your favourite tunes. Ask your local pub to host a karaoke night and sell tickets.

FOUR EASY STEPS TO GET STARTED

It's easy as one, two, three...four! We are excited that you are supporting us to provide support to people seeking asylum. Once you've decided on your fundraising activity, it only takes a few steps to begin fundraising for the ASC.

1

Read ASC's [guidelines](#)

[Email](#) or call with any questions

2

Set your target

Think about your fundraiser. Is it an event or collection? Is it ticketed or is entry via gold coin donation? What do you hope to raise? If it's hard to estimate, remember that it's great to aim high!

3

Let us help!

[Tell us](#) about your fundraiser! We'll discuss and provide you with an Authority to Fundraise for ASC. This gives you permission to use our name and logo. You can also use this letter as an endorsement from ASC to help secure sponsors or business supporters *

4

Set up your fundraising page

You may prefer a donation tin (we can supply that!) but taking your fundraiser online can expand your reach! Raise funds on [Facebook](#) or create a fundraising page on go [fundraise](#) or [mycause](#)!

TIPS FOR SUCCESS

Pick the right date

Give yourself enough time to plan and promote! Ensure that your fundraiser does not clash with other local events, holidays or campaigns or, if it would be advantageous, you might align the dates or “piggyback” on an existing event.

Plan ahead

Organising activities can be time-consuming so keep a list of tasks and a timeline to stay on track. Recruit friends, family, colleagues or anyone who can help in the preparation, resourcing or running of your fundraiser.

Promote, promote, promote!!

Use social media (tag the Asylum Seekers Centre) and email! Post in local community boards or ask to feature in your local paper. Ask friends, family and your school or workplace to spread the message to a wider network. Share flyers in your local cafes or library, & local businesses.

Focus on the why

When promoting your event and to keep yourself motivated while planning it, remember why you are raising funds. People will be more willing to support your efforts if they understand the importance of the work the ASC does and your personal motivation. Explain why you are raising money and why you were moved to support people seeking asylum.

Run your fundraiser

The most important thing to remember is to have fun and enjoy your fundraising experience! Make sure your guests, participants or supporters know where the funds are going and how grateful we are for their support.

Wrap-up

All funds raised must be forwarded to the ASC within 30 days of the completion of the fundraising activity. ASC's bank details are included in your Authority to Fundraise letter. If you raised funds through your Facebook page, reconciling the event is easy. You'll be able to see how much you've raised in real time. Remember to keep the page active for a little while after your fundraiser, that way you can remind people that it's not too late!

Share the love

People who supported your fundraising activity will be genuinely interested to learn of its success. It's always nice to follow up with a note, social media post or email thanking people for their contribution and updating them on the total raised in support of people seeking asylum. You will have introduced some people to the ASC for the first time so remember to link them to our [website](#) and [Facebook](#) page in case they'd like to find out more.

WE CAN HELP!

You're not alone!

The ASC fundraising team is here to help. When you fill in your [enquiry](#) to fundraise, you'll have the opportunity to tell us a little about how we can help you succeed. We will contact you to talk through any personalised needs but in general, we can always provide the following.

- Authorisation to Fundraise letter (required)
- Approval to use our logo on approved material
- Images and headers to use in promotional materials
- Templates for posters, letters, social media posts
- Tax receipts to donors (for gifts over \$2)
- Guidance on how to set up your personalised fundraising page
- Electronic banners to use in social media promotion
- ASC materials, like leaflets, pull-up banners & collection tins
- Thank you certificate to acknowledge your support
- Our collective gratitude!

Reach out to the ASC fundraising team at any time, for specific help or just to pick our brains! We are excited to work with you!

Get resources

Whether it's a poster template, logo, or good news story, we've got you covered. Reach us on **(02) 9078 1900** or flick an email to contact@asylumseekerscentre.org.au.

You make
me believe
in goodness
in people.
Thank you.

