

# Charity Gift Wrapping



## Fundraising Toolkit

Everything you need to know about fundraising for Wesley Mission Queensland

# Thank you so much for choosing to raise funds for Wesley Mission Queensland.

**Fundraising provides the financial resources needed to drive meaningful impact. It's about sharing our story, opening doors and building relationships that allow our work to thrive.**

Wesley Mission Queensland seeks to assist vulnerable and ageing Queenslanders through our 80 services. Whether it be supporting children and adults through their end-of-life journey or helping struggling families with housing and essential living items, our teams are working to help people find their light, no matter what situation they are in.

## Palliative care

Wesley Mission Queensland operates Queensland's only children's hospice, Hummingbird House and our adult hospice, Hopewell Hospice.

Both Hummingbird House and Hopewell Hospice provide a holistic approach, striving to provide true choice about when, where and how guests receive our care.

Hummingbird House provides after death care and services including a Bereaved Grandparents Group and Art Therapy while Hopewell Hospice also runs a Grief and Loss Support Group.



## Crisis relief

Wesley Mission Queensland runs several neighbourhood centres, providing low-cost groceries and clothing, playgroup, kids club, community garden, physical and mental health wellbeing and community support.

Our centrally located drop-in service at the Brisbane Relief Hub in Fortitude Valley assists with community meals, foods hampers, discounted medical prescription vouchers, fuel and food vouchers as well as assistance with client rent and bill arrears.

Logan Youth Foyer provides safe and secure accommodation and support for vulnerable young people helping them develop the skills they need to lead independent and productive lives.

## Where it's needed most

Wesley Mission Queensland delivers around 80 vital community services, and fundraising ensures our frontline teams continue helping people in need. If you prefer, we can allocate your contribution to the areas of greatest need, or you may choose a specific service or program to support.

## 2025 snapshot

**90**

young people from The ORCA Project supported with workplace readiness training and more than 300 work experience placements.

**339**

families supported at Hummingbird House

**5,031**

food hampers provided by Brisbane Relief Hub

**2,238**

hours of bereavement counselling, pastoral care and emotional and social support to families provided at Hopewell Hospice

# Some simple steps to create your fundraiser

Whether you decide to host an event or create an online fundraising project – follow these steps and you will be on your way to helping vulnerable Queenslanders.

## 1 Choose your fundraising activity

Want to host an event that raises both funds and awareness? Challenge yourself by giving up something (social media, coffee, chocolate) or walking 5km daily for a month. Or, have friends and family donate to your fundraising page instead of gifts for your birthday. Complete the [Registration Form](#), and once approved, you'll receive our Terms and Conditions and Letter of Authority.

## 2 Set a target

How much money would you like to raise, or how much do you think is achievable? Sometimes it is helpful to make a self-donation, to get the ball rolling. Remember to increase your target as you start to approach it so people still feel the need for their donation.

## 3 Set up a fundraising page

Even if you're hosting an event, set up an online fundraising page so those who can't attend can still donate: <https://www.wmq.org.au/get-involved/fundraise-for-us>

## 4 Promote your fundraiser

Share your fundraiser with family, friends, colleagues, and on social media. Know your audience and keep them updated—your fundraising page can double as a blog. Don't hesitate to ask - most people don't donate simply because they weren't asked. Use our free [printable resources](#) to help spread the word.

## 5 Thank your donors

Always thank your supporters, including donors, volunteers, and suppliers—and share the impact of your fundraising.

## 6 Bank your funds

Donations via your online fundraising page will go directly to Wesley Mission Queensland, and donors will receive a tax receipt. For cash or personal account funds, transfer them within the timeframe in our [Terms and Conditions](#).

## 7 Share with us

Please send us any photos and event details you'd like to share. We love showcasing your fundraising success and letting families know they're not alone.

# Fundraising ideas

## Not sure where to start?

Here are some ideas and examples of fundraiser to inspire you.

## Challenge yourself

Set yourself a fitness goal – maybe you are a member of a gym and you could challenge yourself to attend at least 3 fitness classes per week. You could ask if it is okay to advertise your challenge with other members. You could link a QR code to your fundraising page, create a flyer with our free resources, and ask others to donate. You could even put a month calendar with your flyer and tick each time you attend – to keep you on track – as the other gym members see you hitting your goal, they will be inspired to donate.

## Bake sale

Everybody loves a bake sale. Cook up a storm and sell some freshly baked brownies to your workmates or school friends. Even better, ask others to contribute to the baking and hold a larger stall at your local sporting club. Host this around Mother's or Father's Day and it will be a winner. People will buy your goods, feel great about themselves that they have donated to a great cause and then they will tell their parent that they baked it themselves! Win, win.

## Themed trivia night

Have you noticed just how competitive everyone gets at a Trivia Night? Increase the fun by choosing a theme – Music, Famous People, 80's – encourage people to dress up and have a prize for the best dressed. Charge an entry fee as the donation and everyone brings their food and drinks. You just need to organise the questions and prizes. Gain extra donations by holding smaller competitions on the night – have a karaoke round – each table performs a song and during the performance, walk around with an envelope - everyone puts in a gold coin for their favourite performance. The tables with the most coins collected wins a prize but the money gets donated too. Or even a simple game of heads and tails.

## Celebration donations

It's your birthday. You're getting married or engaged or maybe you're hosting a graduation celebration. People will want to buy you something as you are hosting a large celebration - but if you don't need or want anything – why not ask for donations in lieu of presents. Your guests will be thrilled, as they don't have to come up with a gift idea for the person who has everything!



## Auction your Principal or free dress day

An oldie but a goodie – have a free dress day. Ask for a gold coin donation and everyone gets to wear free dress. You could host it around NRL State of Origin and get people to wear their favourite sporting attire or simply theme it as a crazy hat and sock day. You could host a sausage sizzle or bake sale on the same day for some extra donations.

For schools, why not liaise with your principal and auction them for a day. Sell raffle tickets to students for their chance to win the principal as their assistant. They could carry your bag from class to class, be your scribe and type out your essay that's due while you dictate –make them line up at the canteen to collect your lunch – now that would be fun to see.



# Meet some of our fundraising champions

## Council of Queensland Insurance Brokers



### Let's be honest, golf days are not about playing golf!

It's more about getting out of the office, into the sunshine, networking and having a bit of fun, all in the name of a good cause.

The Council of Qld Insurance Brokers (CQIB) hosts several golf days per year, and tickets get snapped up fast by their members.

Wesley Mission Queensland has been lucky enough to collaborate with CQIB for several years, and we have introduced this group of generous people to several of our services. Members are always engaging and very happy to donate when they hear about how we care for Queenslanders that need us.

CQIB organises the golf day and we organise the charity side, usually offering teams a chance to cheat. The more they donate, the bigger the incentive. \$200 gets them a HOLE IN ONE!

The members of CQIB have helped raise much needed funds for Hopewell Hospice, Hummingbird House and the Red Bag Appeal.

## Janelle and Sue's Aussie Camino Walk



Janelle and Sue completed the "Aussie Camino Walk" from Portland, Victoria, to Penola, South Australia, to raise funds for The ORCA Project

This was a true test of endurance, but their goal to raise \$10,000 to purchase a Braille translator and embosser machine to help the young people who attend ORCA for work skills training was on their mind every step of the way.

Janelle and Sue created their own fundraising page, using the WMQ branded template, added photos prior to and while they walked, recorded video and completed a daily blog. This provided a platform for sharing to their networks, increasing the traffic to their page. Even other Camino participants, whom they did not know prior, were inspired by the ORCA story and chose to donate.

Janelle and Sue's Aussie Camino Walk online fundraiser raised \$10,880 and the Braille Translator and Embosser machine were purchased.

## Cheeky Monkey Events – Valley4Valley Mini-Festival



**Cheeky Monkey Events created a mini-festival with support from Backdock Arts to help create core memories for today's generation – just like generations gone by.**

Attendees purchased a ticket to Valley4Valley – a Charity Mini Festival for whatever amount they felt they could manage, and all profits raised were donated to Wesley Mission Queensland's Brisbane Relief Hub.

Backdock Arts is located in Fortitude Valley, just metres away from the Hub and the team have seen first hand the crucial service it provides to Queenslanders that need us.

Along with the bands that performed on the night, there was a recycle A clothing stall, food and drinks to purchase and prizes to win.

An amazing night was had by all in attendance, raising much-needed awareness and funds for one of Wesley Mission Queensland's most impactful services.

## Proserpine State High School



**The 2024 graduating class of the Proserpine State High School honoured Cody Gibbs, their classmate who passed away at Hummingbird House in 2022.**

"It was with overwhelming admiration from Cody's friends who visited in his last days. They wanted to do something special for their lost friend, and thought supporting Hummingbird House was a positive way of paying back the care Cody received," Scott Casey, teacher.

The students organised a Crazy Hat Day - where teachers and students wore their wackiest hats. They held several competitions and sold pizza and soft drinks. Their fundraising efforts were significantly boosted when the local Dominoes heard why they were ordering so many pizzas and decided to donate them instead. Now that's community spirit!

The students donated \$3,000 to Hummingbird House from their 2024 fundraising efforts. Since Cody's passing, the Proserpine State High School and its students have donated a total of \$5,204.

Cody's legacy lives on and the school and students are continuing to fundraise for Hummingbird House in his honour.



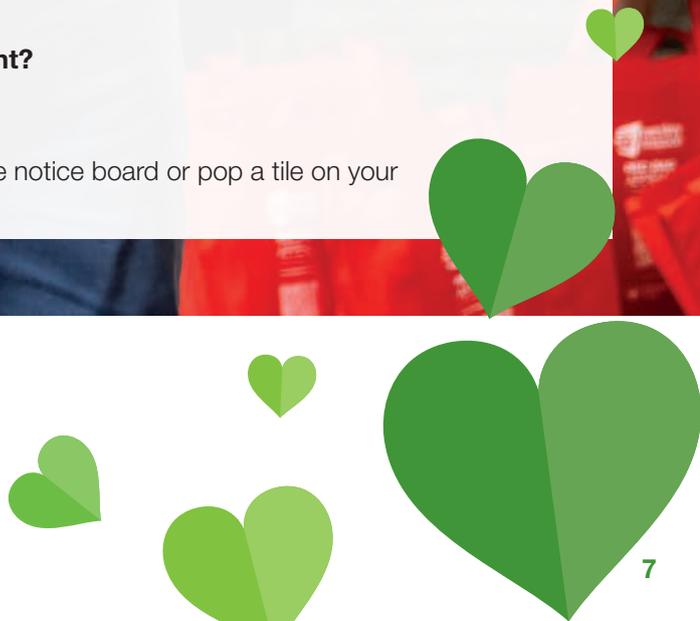
Thank you for supporting Wesley Mission Queensland, we couldn't do it without you. Every dollar we receive from our generous supporters allows us to continue supporting and providing assistance, compassion and care for vulnerable Queenslanders.

## We are here to help

- **Need support or have questions about fundraising for Wesley Mission Queensland?**  
Check out our [Frequently Asked Questions](#).
- **Need more inspiration for a successful fundraising event?**  
We have an [A-to-Z list](#) of wonderful ideas.
- **Free resources**  
Print a [fundraising flyer](#) for your office or local shopping centre notice board or pop a tile on your social media networks.

If you would like to use our supporter logos or have any media outlets contact you please let us know so we can assist you with approved images and information.

1800 448 448 | [fundraising@wmq.org.au](mailto:fundraising@wmq.org.au)



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