

29 SEPTEMBER 2023

FUNDRAISING PACK





WELCOME TO CITY TO SUMMIT 2023

Thank you for joining City to Summit 2023 and taking part in supporting our young people.

City to Summit allows participants to take part in a day out of the office, a way to connect with young people of Operation Flinders and of course raise much needed funds for our programs.

We challenge all participants of City to Summit to raise at least \$1,000 per person!

This pack will assist you in fundraising. From key Operation Flinders assets, to examples of previous fundraising tactics which have worked!

All fundraising is managed through your MyCause event page which was setup during your registration.

**For further information or assistance, please contact:
Marketing, Communications and Event Manager, Kim Vanstone
kvanstone@operationflinders.org | 0424 467 712**



WHERE THE FUNDS GO

Explain to your potential supporters exactly where their donated funds go:

Illustrating where the funds go and explaining the importance of these items can be a great way to show your interest in the cause. It also allows your donors to see some examples of how the funds will provide support.

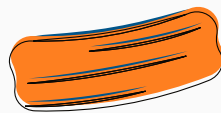
\$50

We provide barista training to our past-participants. This is a great way to upskill them and provide them with hands-on workplace experience.



\$100

Purchase 10 necktubes for 10 young people upon their arrival at Yankaninna Station, home of our core 8-day program.



\$200

A pair of quality hiking boots. Many of our young people are from low socio-economic backgrounds and cannot afford suitable footwear. These funds mean we can purchase boots that will last the Exercise and well beyond!



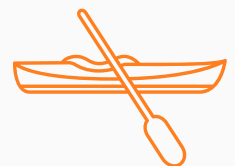
\$500

Provide 3 meals and snacks for a whole team of 10 young people and 4 adults on an Exercise for 1 day.



\$1000

Provide 20 past-participants with a full day experience eg. camping, kayaking, mountain biking, surfing



KEY FUNDRAISING ASSETS

Use our collection of photos and videos available online!

Did you know that Operation Flinders has a Youtube channel? Did you know that our videos are available on our website and Facebook page?

Make sure you head to one of our platforms and grab the link to share onto your socials!



Youtube Channel

[View all our videos](#)



Website

[View all our website](#)



Facebook

[View all our page](#)



One Step At A Time

Our flagship video providing a snapshot of our core 8-day program in the northern Flinders Ranges.

Duration 1:18

[CLICK HERE FOR LINK](#)



What Happens On Exercise?

An in-depth explanation of what happens on an Exercise. This gives detailed insight into what the young people expect and how they prepare.

Duration 3:39

[CLICK HERE FOR LINK](#)

FUNDRAISING IDEAS FOR BUSINESSES

For teams who are from businesses:

Most participants of City to Summit are in teams representing businesses from South Australia. Being part of a business, big or small means you have many opportunities to reach larger groups and networks.

Below are some fundraising initiatives which we think work best!

1. Morning or afternoon tea

By hosting a morning or afternoon tea, it gives participants from a business an opportunity to talk about their own motivations. Take advantage of our videos and show one to encourage donations and support from peers. Why not invite clients or family along?



2. Selling foundation merchandise

Operation Flinders has a range of merchandise ranging from RRP\$10 - RRP\$39 which are available to all participants of City to Summit. Sell necktubes, coffee or keep cups! All of the profits from the item can go directly to your fundraising target.



3. Young person speaking

For large groups and businesses participating, Operation Flinders may be able to arrange a young person (past-participant) to come and speak and tell their story. Face-to-face stories can encourage people to donate - plus it's a great way to listen to one of the many people who have benefited from the program.



PAST EVENTS HELD BY TEAMS

Movie nights in theatres

Wine tasting evenings

Workplace bake sale

Family and friends weekend hike

Quiz Night with clients



FUNDRAISING IDEAS FOR INDIVIDUALS

For small groups or individuals:

Some participants of City to Summit are individuals or made up of small groups of friends and family. There is plenty you can do including leveraging your social media accounts and adding content, planning small events and getting your broader community involved.

Below are some fundraising initiatives which we think work best!

1. Small Events and gatherings

Host a Saturday BBQ in a park or get your friends around for a cook up! Small events are easy to arrange and also provides the opportunity to show one of our Foundation videos.



2. Leverage your clubs and networks

Do you play a sport or are part of a gym? Ask your networks for support or get them involved in your fundraising initiative. Hold a raffle at a sporting club, post your MyCause page on your group chats or raise funds through group fundraising walks.



3. Social media is key

Share your story through social media. Post regular updates of your training, your inspiration and your target. Bring your community in around you to take them on the journey. Post videos, post our stories and share some details about you!



PAST EVENTS HELD BY INDIVIDUALS

Selling Operation Flinders merchandise

Online Quiz Night

Themed workout session

Facebook birthday charity campaign



FUNDRAISING IDEAS FOR INDIVIDUALS

FUNDRAISING FOR CITY TO SUMMIT

Funds raised from City to Summit will ensure that Operation Flinders can continue its programs and transform the lives of young people. By participating in the event, you are directly contributing to our programs, meaning more young people can build their confidence, create ambition and develop big ideas!

