



Fundraising Toolkit for Member Groups

A helpful guide with tools to support
your fundraising

June 2025

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Introduction

The Member Fundraising Toolkit includes helpful guides and templates to support you with your fundraising activities.

In this toolkit you'll find:

- 8 Fundraising Action Cards with tips and ideas for raising funds for Australian Red Cross
- Information about Australian Red Cross programs and how your fundraising makes a difference
- Helpful templates to support your activities including posters and thank you certificates
- Banking information
- How to stay safe and keep community members safe when doing fundraising activities



Fundraising Activities

Member Groups raise vital funds for Australian Red Cross to help communities in Australia and Overseas. These activities extend our presence right across Australia and engage local communities in our efforts. Activities need to follow legal and regulatory requirements to allow Australian Red Cross to maintain our status as a registered charity and public benevolent institution.

Every fundraising activity needs to clearly communicate the purpose of the fundraising – where the money will go. You'll need to ensure this is on the promotional materials and visible to customers and donors. Refer to your funding options flyer or contact CMT for further information.

There are 3 categories of fundraising activities:

1. 'Good to Go'

Activities that you can undertake using the action cards in this toolkit. See list of activities below.

2. Australian Red Cross Supported

Larger activities that may require support. You'll need to speak with your Community Mobilisation Team before undertaking these. This includes:

- Larger community events with guest speakers and large public events
- Art, Clothing and Book Fairs
- Golf days
- Fun Runs
- Raffles with a prize pool > \$2000
- Any other event not included in the Good to Go list.

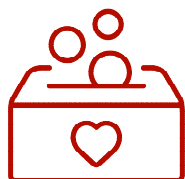
3. Annual Australian Red Cross Fundraising Campaigns

Including Red Cross Calling in March and the Big Cake Bake in October. We'll be in contact with key information on how to register and get involved before each of the campaigns

'Good to Go' Fundraising Activities

We've developed action cards for you to follow for 'Good to Go' activities that you can undertake including key steps to take to help make them a success.

Click on the text below Action Card icon to link to the cards at the end of this toolkit.



[Bake sale /
Produce sale](#)



[Craft stall](#)



[Community
Event](#)



[Community
Event with Food](#)



[Community
Event with Food
& Alcohol](#)



[Catering for
events](#)



[Sausage Sizzle
\(including
Bunnings BBQ\)](#)



[Small Raffles
<\\$2000](#)

Your fundraising makes a difference

From emergency response during disasters to support for people and communities as they navigate difficult times, your fundraising efforts contribute directly Australian Red Cross programs and services, including:

Emergency Services

Australian Red Cross provides practical help and resources to communities before, during and after emergencies (for example, bushfires, floods and weather events.)

Migration Support and International Programs

Australian Red Cross supports newly arrived migrants to Australia who are facing hardship and assists families who have become separated from their loved ones in overseas conflicts.

Social Inclusion and Community Programs

Australian Red Cross provides telephone support services, friendship visiting and transport services to elderly and socially isolated people all around Australia. Our community programs support community need in specific locations around Australia. Contact your CMT for further information.

International Humanitarian Law

Australian Red Cross runs community engagement and speaking events to raise awareness in Australia about International Humanitarian Law.

National and International Appeals

Contribute to humanitarian aid in disasters, emergencies, and crises across the Pacific region, support emergency teams across the world and here in Australia to help communities prepare for disasters and emergencies before they happen and to respond and work towards recovery, through emotional and social support.

THANK YOU for the important role you are playing helping to fund these vital Australian Red Cross Programs and Services and assisting individuals and communities when their need is greatest.

How to bank donations to Australian Red Cross

- **Deposit cash** directly into the Australian Red Cross account.
- **Transfer funds via EFT** from your Branch account to the Australian Red Cross account.
- **Cheque or money order.** Make payable to 'Australian Red Cross' and return to: Australian Red Cross, GPO Box 2957, Melbourne VIC 3001.

When depositing or transferring funds into the Red Cross account add your **Member Group Number** followed by MEM (e.g. 1234567MEM) as the reference.

Don't forget to send a remittance form for all deposits.

For detailed instructions, please visit the [Member Group Fundraising and Finance Guide](#).



How to stay safe

The health, safety and wellbeing must be front of mind in fundraising activities to ensure the safety of members, volunteers and the public. Members are responsible for keeping all people safe during fundraising activities. This is done by completing the event risk assessment which identifies and manages hazards and reporting any accidents and near misses. This means our clients, communities and all Red Cross people are safe and supported.

Common hazards to consider:

Slips, trips and falls – consider physical hazards at the event location that may cause injury, take action to reduce accidents occurring. For example, tapering electrical cords to the floor and keeping walkways clear of obstacles.

Environmental hazards – including wind, rain, sun. What can you do to reduce people's exposure to environmental hazards, for example setting up a bake sale stall in a sheltered position, supplying sunscreen, hats, wearing the appropriate shoes and clothing.

Manual Handling – lifting and transporting heavy or awkward objects is a common hazard. Follow safe lifting and manual handling guidelines.

Emergency Situations– Extreme weather events such as bushfire, storms or medical emergency should be considered when planning an event. Check weather warnings. Know your nearest site evacuation point and nearest first aid kit. Ring 000 in an emergency.

Injuries or Illness – It's good practice to have someone trained in First Aid and have a first aid kit on site. Locate the nearest defibrillator in case of a medical emergency.

Child Safeguarding

The Red Cross Child Safety and Wellbeing Policy details the obligations of all Red Cross People to keep children safe and well. This Policy applies to Staff, Volunteers and Members. See [here](#) for information about how members can keep Child Safeguarding in mind when doing fundraising activities.



How to stay safe (cont.)

Dealing with abuse or aggression from the public

Australian Red Cross does not tolerate abuse or disrespectful behavior towards our people. Abuse and aggression includes yelling, swearing, threats, verbal abuse or intimidation.

If members experience abuse or aggression from the public at fundraising events, we recommend you:

Keep your own safety as front of mind and immediately leave the activity or seek support from others if you feel unsafe at any time.

If fearful of yours or others safety contact the police by calling 000 for emergency assistance.

Refer people to the Australian Red Cross website for more information about the organisation and do not engage in these conversations.

Report incidents in Speak Up

Australian Red Cross has an incident reporting register which is available to everyone to report risks, accidents and near misses.

www.redcross.org.au/speakup/

Reporting these safety issues increases the likelihood that repeating failures will be noticed and corrected before they develop into more serious incidents



Action Card 1:

Hold a Bake Sale or Produce Sale

Members are often known for their delicious baking products and a cake or produce stall can be a great way to fundraise for Australian Red Cross.

Steps to take action:

1. Complete the fundraising activity planning template to help you decide on your fundraising goal, the tasks involved and timeframes, and the event WHS checklist to get everything ready for the event.
2. Decide on an event or location which would be a good place to set up a bake or produce stall such as a local market or street stall (somewhere with lots of foot traffic).
3. Contact the Community Mobilisation team for Australian Red Cross stall resources such as table clothes, banners or pamphlets.
4. Book your stall place ahead of time and have the ARC Certificate of Currency on hand if required.
5. Consider food safety requirements and any local food regulations such as writing ingredients lists on products and how food should be safely prepared, stored, packaged and transported for the event.
6. Contact members and friends who are great bakers or food producers and ask them to volunteer their skills for the fundraiser.
7. Promote your event with our poster templates to put up in shopfront windows and share through your socials. Be sure to let your community know how these important funds will make a difference.
8. Have fun and eat lots of cake!



Checklist

- ☐ Fundraising goal and allocation (donor intent)
- ☐ Food safety regulations
- ☐ ARC Certificate of Currency
- ☐ Event WHS checklist
- ☐ Site inspection for hazards

Action Card 2:

Hold a Craft Stall

Selling handmade items such as knitted blankets or children's toys is a wonderful way for members to share their craft skills and fundraise for Australian Red Cross. The public love buying items like this made with love and knowing the money is going to a good cause.

Steps to take action:

1. Complete the fundraising activity planning template to help you decide on your fundraising goal, the tasks involved and timeframes, and the event WHS checklist to get everything ready for the event.
2. Decide on an event or location which would be a good place to set up a craft stall such as a local market or street stall (somewhere with lots of foot traffic). Some members do Mother's Day / Father's Day or Easter stalls.
3. Contact the Community Mobilisation team for Australian Red Cross stall resources such as table clothes, banners or pamphlets.
4. Book your stall place ahead of time and have the ARC Certificate of Currency on hand if required.
5. Contact members and friends who are creative and crafty and plan some items they could make in preparation for the event. Consider materials that may need to be purchased (from your budget expenses) to help them make the items.
6. Enjoy the day and take note of the items that sold the best- ready for the next craft stall.



Checklist

- ☐ Fundraising goal and allocation (donor intent)
- ☐ ARC Certificate of Currency
- ☐ Event WHS checklist
- ☐ Site inspection for hazards

Action Card 3:

Hold a Community Event Fundraiser (without food/alcohol)

Australian Red Cross members have held an array of community event fundraisers, there's lots of ideas to choose from.

Steps to take action:

1. Decide on what your community event fundraiser will be with your member group. Some ideas of previous successful events include:
 - Host a garden party/ open garden
 - Hold a Fashion parade in collaboration with your local Red Cross retail shop
 - Organise a community Trivia, Bingo or Card Night in your local area
 - Hold a musical day or concert and invite local musicians
 - Organise a movie night or afternoon
 - Hold a bowls day fundraiser at your local bowls club
 - Host a garage sale and combine donated goods to sell
1. Complete the fundraising activity planning template to help you decide on your fundraising goal, the tasks involved and timeframes, and the event WHS checklist to get everything ready for the event.
2. Use the promotion templates and think about how you're going to advertise your event
3. Book the venue ahead of time and have the ARC Certificate of Currency on hand if required
4. If your event will have food or alcohol for sale refer to these action cards for extra considerations



Checklist

- ☐ Fundraising goal and allocation (donor intent)
- ☐ ARC Certificate of Currency
- ☐ Event WHS checklist
- ☐ Site inspection for hazards

Action Card 4:

Hold a Community Event Fundraiser (with food)

Australian Red Cross members often hold community event fundraisers with food, and some delicious food is a great way to attract people to the event.

Steps to take action:

1. Decide on what your community event fundraiser will be with your member group. Some ideas include:
 - Hold a morning tea, lunch or Devonshire tea
 - Hold a Pancakes in the Park event
 - Hold a community lunch for new arrivals
1. Complete the fundraising activity planning template to help you decide on your fundraising goal, the tasks involved and timeframes, and the event WHS checklist to get everything ready for the event.
2. Consider food safety requirements and any local food regulations such as labelling ingredients on products and how food should be safely prepared stored, packaged and transported for the event.
3. Use the promotion templates and think about how you are going to advertise your event
4. Book the venue ahead of time and have the ARC Certificate of Currency on hand if required
5. Enlist the help of members or friends who are great cooks or catering companies who can prepare and serve the food for the event



Checklist

- ☐ Fundraising goal and allocation (donor intent)
- ☐ Food safety regulations
- ☐ ARC Certificate of Currency
- ☐ Event WHS Checklist
- ☐ Site inspection for hazards

Action Card 5:

Hold a Community Event Fundraiser (with food and alcohol)

Some community fundraiser events may include serving food and alcohol to help make it an extra special occasion.

Steps to take action:

1. Decide on what your community event fundraiser will be with your member group. Some ideas include:
 - Host a cocktail party
 - Trivia or quiz night
 - Organise a movie night
1. Complete the fundraising activity planning template to help you decide on your fundraising goal, the tasks involved and timeframes, and the event WHS checklist to get everything ready for the event.
2. Consider food safety requirements and any local food regulations such as providing ingredients lists on products and how food should be safely prepared, stored, packaged and transported for the event
3. Check if a Responsible Serving of Alcohol Licence is required in your location to serve alcohol to guests and obtain if needed.
4. Book the venue ahead of time and have the ARC Certificate of Currency on hand if required.
5. Use the promotion templates and think about how you are going to advertise your event



Checklist

- ☐ Fundraising goal and allocation (donor intent)
- ☐ Food safety regulations
- ☐ Liquor licensing regulations
- ☐ ARC Certificate of Currency
- ☐ Event WHS checklist
- ☐ Site inspection for hazards

Action Card 6: Catering service for events

Members often fundraise by catering for community events such as funerals, Field days, Mardi gras events, local community group dinners and embroidery shows

Steps to take action:

1. Respond to requests for catering or advertise your catering service in your local area.
2. Complete the fundraising activity planning template to help you plan for the event ahead of time including food preparation and members or volunteers required to complete the order and complete the event WHS checklist.
3. Plan your budget and expenses to ensure you are covering your food costs and achieving your fundraising goal.
4. Consider food safety requirements and any local food regulations such as having ingredients lists available and how food should be safely prepared, stored and transported for the event.
5. Check if a Responsible Serving of Alcohol Licence is required in your location to serve alcohol to guests and obtain licence if needed.
6. Have the ARC Certificate of Currency on hand if required



Checklist

- ☐ Fundraising goal and allocation (donor intent)
- ☐ Food safety regulations
- ☐ Liquor licensing regulations
- ☐ ARC Certificate of Currency
- ☐ Event WHS checklist
- ☐ Site inspection for hazards

Action Card 7: Sausage Sizzle / Bunnings BBQ Fundraiser

Selling sausages at your local community event or local Bunnings on the weekend is a sure way to raise funds for Australian Red Cross

Steps to take action:

1. Decide on a date for your sausage sizzle and book it in with your local Council or store. Have the ARC Certificate of Currency ready for the booking.
2. Complete the fundraising activity planning template, and the event WHS checklist to help you plan for the event ahead of time. Include having enough members and volunteers for various shifts of the event. (Bunnings have a BBQ Checklist to assist community groups).
3. Ensure you have enough able bodied members or volunteers to assist with the manual tasks such as pack up and pack down or the marquees.
4. Plan your budget and expenses to ensure you are covering your food costs and achieving your fundraising goal.
5. Consider food safety requirements and any local food regulations such as how food should be safely stored and transported for the event.
6. Contact the Community Mobilisation team for Red Cross stall resources such as table clothes, banners or pamphlets about the work of Red Cross



Checklist

- ☐ Fundraising goal and allocation (donor intent)
- ☐ Food safety regulations
- ☐ ARC Certificate of Currency
- ☐ Event WHS Checklist
- ☐ Site inspection for hazards

Action Card 8: Small Raffles

Member fundraising events such as street stalls or community events may include a raffle to attract some extra donations to go into the draw for some great prizes. This guidance is for raffles with a prize pool <\$2000. Contact your Community Mobilisation Team for higher value raffles for guidance on State/Territory legislation.

Steps to take action:

1. Decide on when your raffle will be, for example it may be a raffle for an event you are holding or a Christmas raffle.
2. Complete the fundraising activity planning template, to help you plan for the raffle such as collecting donations for prizes, selling the tickets and drawing the winners.
3. Ask local businesses to donate products which would entice people to buy some raffle tickets, think about having a big prize and some runner up smaller prizes.
4. Have the ARC Certificate of Currency on hand when selling tickets.
5. Consider any state legalisation concerning raffles or which needs to be taken into account such as registering raffle ticket sales or prize value constraints. Contact your Community Mobilisation Team for information.
6. Contact the Community Mobilisation team for Australian Red Cross stall resources such as table clothes, banners or pamphlets.
7. Prepare for your event using one of the other Action Cards and ensure you complete the event WHS checklist.



Checklist

- ☐ Fundraising goal and allocation (donor intent)
- ☐ Raffle legislation
- ☐ ARC Certificate of Currency
- ☐ Event WHS checklist
- ☐ Site inspection for hazards



Australian Red Cross Fundraiser

Date

Time

Place

Raising Funds for

Donate today
redcross.org.au/donate





Links to further resources

[Child Safety and Wellbeing Information for Members](#)

[Speak Up Information for Members](#)

Please contact your Community Mobilisation Team for support on 1800 733 276

Fundraising activity planning template

This template helps members plan their fundraising activities including time allocation, tasks and budget.

Fundraising Activity Plan

Fundraising Activity: *Example Cake Stall at local market*

Date: *30th June*

Budget: *\$100 Stall holder fee, ingredients costs*

Goals	How much you aim to raise and what the fundraising will support. Example: Raise \$400 for Australian Red Cross current emergency appeal
When	Date, time
Where	Location of event
Tasks	Book stall at event, assign baking to members or friends, acquire food safety certificate. Complete an event risk assessment to address all potential hazards and how we keep ourselves safe.

Fundraising Activity Planning Template

Continued

STAGES Planning often involves five stages:	TASKS	BY WHOM	BY WHEN DATE / COMPLETED	RESOURCES AND SKILLS REQUIRED
Development What do you need to do to put the activity in place?				
Promotion How are you going to promote the activity? What tools will you use? <i>(remember to include what the fundraising effort is supporting)</i>				
Implementation What do you need to do to make the activity happen?				
Evaluation How are you going to measure the success of the event				
Health, Safety , Wellbeing and Security What hazards could harm people in this activity. What can you put in place to eradicate hazards?	Complete the Event WHS Checklist.	Event organiser or delegate.		WHS team can support and review this.

Budget and Expenses Record

ITEM	EXPENSE	PAYMENT METHOD	PAYMENT DUE	PAID
Example: Stall holder fee to market organiser	\$25	Online eftpos with Sandra's card	5th July	✓

Budget considerations

To cover the costs of your fundraising event you could:

- Ask local businesses to donate supplies or funds to purchase them.
- Use funds from local Australian Red Cross branch to purchase supplies needed, including any safety items
- Use personal funds to purchase supplies and reimburse from overall fundraised takings.

It's recommended that you plan your budget carefully so expenses can be covered in the expected fundraising goal. A fundraiser should ideally have no more than 30% costs of the overall fundraising goal.

The branch treasurer or designated finance member should keep records of all fundraising events to populate branch remittance and reporting.

MEMBERS FUNDRAISING EVENT WHS CHECKLIST

Event Name/Description			
Venue Address			
Event Date(s) and time(s)			
Red Cross contact		Mobile	
External agency contact		Mobile	
WHS support	Nat_WHS_Unit@redcross.org.au or contact your State / Territory Community Mobilisation Team		

WHAT COULD CAUSE HARM	WHAT ARE WE DOING TO REDUCE THAT HARM	YES or N/A
Members unsure of what to do	Attend the event brief and debrief sessions and follow the event plan	
	Seek clarification from event coordinator or team members if you have queries	
	STOP work if you feel unsafe and contact the event coordinator or other team members	
Exposure to environmental conditions	Check weather forecast the night before	
	Ensure appropriate clothing and shoes are worn to provide adequate protection	
Driving to and from event	Follow all road rules and regulations as per your state/territory including: <ul style="list-style-type: none"> • driver to have a valid driver's licence, • the vehicle is roadworthy and registration is valid, • seat belts are to be used at all times of travel 	
	Undertake a 360 degree walkaround to check vehicle for damage and or faults before driving away	
	Check that the spare tyre is safe and serviceable	
	Secure all loose items in the vehicle	
Working alone or in isolation	If possible, make sure that there is someone within shouting distance	
	Have your two-way radio/mobile phone charged and with you at all times	
	Have an Emergency Plan and know what to do in an emergency	
Cash handling	Follow the Member group financial and fundraising guide cash handling procedure	
Internal event location	Emergency exit illuminated lights are operating and evacuation diagram in place	
	Facilities available for members to use (i.e. toilets)	

External event location	If required, traffic management plan is in place and followed	
	Wrap fragile objects and mark 'fragile'	
Manual Handling – setup and pulldown of event furniture and items	When lifting and moving items use the correct techniques i.e. bend through knees, do not overreach or stretch	
	Use the manual handling equipment when available	
Working on ladders	Always use a 2 person lift for items over 8 – 10kg	
	Check ladder is undamaged and steps are clean and secure	
	Ensure ladder is set up on level and secure ground/floor	
	Use three point contact when climbing up and down the ladder	
Using Equipment (including electrical equipment)	Members have been trained in the safe use of the equipment	
	Check that the equipment is appropriate for the task, clean, undamaged and free from dust and dirt	
	Check electrical test and tag is in date	
	Do not use wet hands or cloths when using electrical equipment	
Slips trips and falls	Store equipment safely in a dry place when not in use	
	Check that paths of travel are ALWAYS clear and move any items that may be cause someone to trip	
	Electrical cords are taped down and away from paths of travel	
	Set up 'slippery when wet' sign if working in areas where others may be coming through	
Fatigue	Pace yourself – DO NOT RUSH and take your breaks	
	Keep hydrated and have appropriate nourishment	
	STOP work if you feel unwell i.e. dizzy and faint and contact the event coordinator or group lead	
	Do not attend the event if you are unwell	
Food poisoning	Follow the Members Food Preparation and Handling procedures including: <ul style="list-style-type: none"> • food storage and presentation (hot and cold) • hygiene of serving crockery, cutlery and cooking implements, • personal hygiene, • PPE (i.e. gloves and aprons) • waste food disposal, • sanitation of cooking and serving areas and pest control 	
Chemical handling and use	Check containers (and SDS if available) for any cautions and warnings including first aid information	
	Use the correct PPE while handling, decanting and using chemicals	

Using Sharp and hot objects	Use chemicals away from face and body (yours and other persons)	
	Check chemicals are fit for use on the surfaces to be cleaned	
	Always store chemical containers upright and away from heat	
	Use the correct PPE for the work to be undertaken including shoes that cover the whole of the feet	
Aggression & violence	If trained and/or capable apply de-escalation techniques	
	Use a Code word/sentence to alert other members	
	Move away to a safe location i.e. locked room or out amongst the public	
	If necessary contact local security or police (000)	
Emergency event	Do not panic, stay calm	
	STOP work in any unsafe situation	
	Be familiar with the location of the First Aid kit	
	Contact 000 for any serious injuries, medical and other emergencies	
Children	Keep injured/ill person secure, warm and if required hydrated	
	Follow location emergency evacuation directions and any direction given by Emergency Services who arrive to the scene	
	Check with Event organiser for Safeguarding practices	

**IF YOU ARE INJURED OR BECOME ILL DURING YOUR EVENT
ADVISE YOUR EVENT COORDINATOR AND CONTACT**

Cogent Thinking for Free injury support



**CALL 1800 264 368 OR
SCAN FOR VIDEO TRIAGE**

At the time of injury call this number or scan the QR code to access free injury support 24 hours a day, 7 days a week.



VIDEO TRIAGE

Converge International for Free Mental Health and Wellbeing support



**Download the
Converge App**
Search 'Converge International' in
the app store or scan the QR code



**Organisation Code
AUSTCHMW**
Available on the
App Store | GET IT ON
Google Play



**Converge
INTERNATIONAL**

Document	Members Fundraising Event WHS Checklist	Date	June 2025
Authorised	Head Wellbeing Health Safety and Security	Page	3 of 3



This certificate is presented to

Date: _____

Certificate of appreciation



This certificate is presented to

Example: Local Grocery Store

In recognition and appreciation for

Example ..supporting the Petchy's Bay Red Cross fundraiser for the Australian Emergency Fund

Date: _____

Insert member or groups
name here

Certificate of appreciation

