



# FUNDRAISING KIT.



IF YOU HAVE ANY QUESTIONS OR  
WOULD LIKE MORE INFORMATION,  
PLEASE CONTACT:

**EMAIL**

[contact@projectfutures.com](mailto:contact@projectfutures.com)

**WEB**

[www.projectfutures.com](http://www.projectfutures.com)



## WELCOME TO THE TEAM

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### THANK YOU & CONGRATULATIONS

for deciding to take action against human trafficking, slavery and exploitation.

It is largely due to the fundraising efforts of passionate changemakers (just like you) that we are able to continue supporting our impact partners each and every year.

You are not alone in reaching your goal! We want to make your fundraising experience easy, fun and successful, so we have put together a kit to kickstart and aid you throughout this process.

PROJECT FUTURES will walk, cycle or party alongside you to ensure that you feel supported every step of the way!

Please contact [contact@projectfutures.com](mailto:contact@projectfutures.com) with any questions or ideas.

## KIT INCLUSIONS

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ABOUT:  
PROJECT FUTURES



FUNDRAISING TEMPLATES:  
TO GET THE CONVERSATION STARTED

HOW-TO GUIDE:  
FIVE STEPS TO FUNDRAISING EVENTS



FACTSHEET:  
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LEARN MORE ABOUT THE ISSUE & US

It's time to get creative and if in doubt, remember these three golden rules:





## WHO WE ARE

PROJECT FUTURES is an Australian not for profit that creates meaningful experiences to raise funds, educate and empower future generations to end human trafficking.

Funds generated support established projects within the Asia-Pacific region that help transform and restore the lives of victims, survivors and those at-risk of human trafficking, slavery and exploitation.

Our three key response pillars:

### PREVENTION

AWARENESS & EDUCATION

### SUPPORT SERVICES

SAFETY & REHABILITATION

### EMPOWERMENT

TRAINING, EMPLOYMENT & ADVOCACY

**OUR MISSION:** An empowered world where every person can take action against human trafficking, slavery and exploitation.



CREDIT: Fox Darkroom 2015

Our Impact Partners are selected based on how well they align with our vision, values and strategic goals, compliance with best practice, located within the Asia-pacific region, as well as their financial and operational efficacy.

This model allows each Impact Partner to concentrate more time and resources on providing quality outcomes, while we use our skills and expertise to alleviate the burden of cost.

### OUR CURRENT PARTNERS



AFESIP CAMBODIA



CAMBODIAN CHILDREN'S TRUST



THE SALVATION ARMY'S TRAFFICKING & SLAVERY SAFE HOUSE



CHILD WISE



PROJECT FUTURES is a registered public benevolent institution with DGR1 status, which means that any donation over \$2 is tax-deductible.



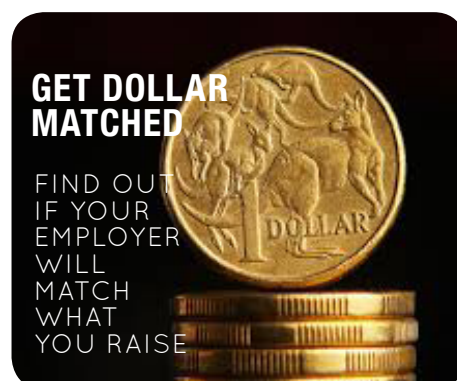
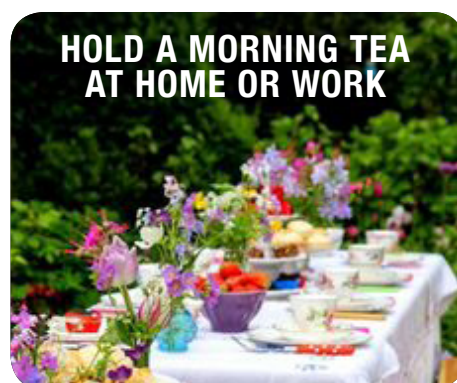
## FUNDRAISING IDEAS

Each person who decides to take action against human trafficking and slavery by fundraising with us will take a different approach. This means unique perspectives, ideas and audiences!

Our team is here to help plan your initiative to ensure it aligns with your network and resources.

REMEMBER, the world is your oyster, so don't be afraid to get creative!

Below are a few of our favourites to get your creative juices flowing.



[CLICK HERE](#) to download our complete A-Z list of fundraising ideas.



# FUNDRAISING TEMPLATES

Letting people know about your fundraising event is key to it's success. These tools are available to download and will assist you with this process:

**EMAIL TEMPLATE**  
LET PEOPLE KNOW ABOUT YOUR INITIATIVE



**SOCIAL MEDIA TEMPLATE**  
SUGGESTIONS FOR DEVELOPING CONTENT

**POWERPOINT TEMPLATE**  
TO SHOW AT YOUR EVENT



**IMAGE LIBRARY**  
TO HELP PROMOTE WHAT YOU ARE DOING

**PROJECT FUTURES' LOGOS**  
PROUDLY SUPPORTING PROJECT FUTURES



**THANK YOU TEMPLATE**  
GRATITUDE GOES A LONG WAY

## CASE STUDY: BBQ, TRIVIA & GAMES AFTERNOON

### MEET SAMARA.

Samara travelled with PROJECT FUTURES to Japan in 2016 and as a lover of trivia, this seemed like the natural choice to host a fundraising event.

She booked the local bowling club for an afternoon of trivia and games.

- Created a Facebook event page
- Linked it to her ticketing platform (Eventbrite)
- Charged \$35 per ticket (food included)

Samara created multiple opportunities to raise additional funds and awareness on the day:

- Raffle and Silent Auction (donated items)
- Set up a Candy Bar (Gold Coin donation)
- Trivia participants could by an answer - \$5 for two answers in each round
- Presentation about PROJECT FUTURES, the hike and what it means to her.

Samara raised \$3,500 on the day and \$5,500 all up for PROJECT FUTURES - almost **three times more** than the minimum amount required!





# HOW-TO GUIDE: SIX STEPS TO FUNDRAISING EVENTS

Whether you are participating in one of our local events, international adventures or simply because you want to contribute to the work we do at PROJECT FUTURES, hosting your own fundraising event is a fun way to raise big bucks and bring your community together to learn about our cause.

There are lots of ways to fundraise, but these steps can help guide you through the process:

## STEP 1

### CHOOSE YOUR EVENT

Take a moment to think about what interests you, the skills you have and the resources at your disposal. It's also important to think about who you're going to invite and what they like to do.

Our team can help you identify opportunities here as part of a personalised fundraising plan.

[CLICK HERE](#) for our A - Z of fundraising ideas.

#### HOT TIP

To give yourself the best chance of success, stop and ask yourself these questions:

- 1 WHAT AM I GOOD AT?
- 2 WHAT DO I ENJOY?
- 3 WHO DO I KNOW?

## STEP 2

### REGISTER YOUR EVENT WITH PROJECT FUTURES

Before you start fundraising, please contact PROJECT FUTURES to let us know how you plan to support us by emailing [contact@projectfutures.com](mailto:contact@projectfutures.com).

Our team will work with you to ensure your initiative is a raging success that complies with fundraising legislation and our brand guidelines.

### BRANDING YOUR EVENTS

Our brand is our biggest asset, so it is important that it is used respectfully and with approval from PROJECT FUTURES.

We have a special "Proudly supporting PROJECT FUTURES" logo available for download that you'll be able to use to promote your event.

## STEP 3

### RECEIVE AUTHORITY TO FUNDRAISE

After discussing your idea with PROJECT FUTURES and confirming your activity meets our fundraising guidelines, we will provide you with an Authority to Fundraise letter.

This can be used to help your outreach to local businesses or other prospective donors.

## STEP 4

### PROMOTE YOUR EVENT

Let's get this party started!

Map out your network - family, friends, work colleagues, sporting associates - even the barista at your local coffee shop!

Create an event page on Facebook, and use a platform like Eventbrite (for a ticketed event), then push the invitation out across social media and by emailing your contacts.

Take the time to personally invite guests with tailored outreach. This might take a bit longer, but will be more successful than a blanket approach.

### HOT TIP

Ask the people closest to you to get involved first by confirming attendance on a Facebook event and/or donating to your online page. This sets a strong benchmark for success!

## STEP 5

### SAY THANK YOU!

Never underestimate the simple act of showing gratitude for those who support you - no matter how big or small the donation. Be sure to let your supporters know how much you raised in total and remind them that any donation over \$2 is tax deductible!

[CLICK HERE](#) for a template thank you note.

## STEP 6

### TRANSFER THE MONEY YOU RAISED

Once you have held your event, please transfer the funds to PROJECT FUTURES within 28 days:

BANK:	ANZ
ACCOUNT:	PROJECT FUTURES LTD
BSB:	012 361
NUMBER:	180659178
DESCRIPTION:	Your Full Name



## COMING ON AN ADVENTURE?

If you are joining PROJECT FUTURES for one of our epic adventures, a member of our team will help you set up your own online fundraising page through our nominated e-platform.

This personalised and shareable page will make it easy for your network to make tax deductible donations directly to your campaign online.

Your page will be linked directly to PROJECT FUTURES bank account and donors will be emailed receipts immediately.

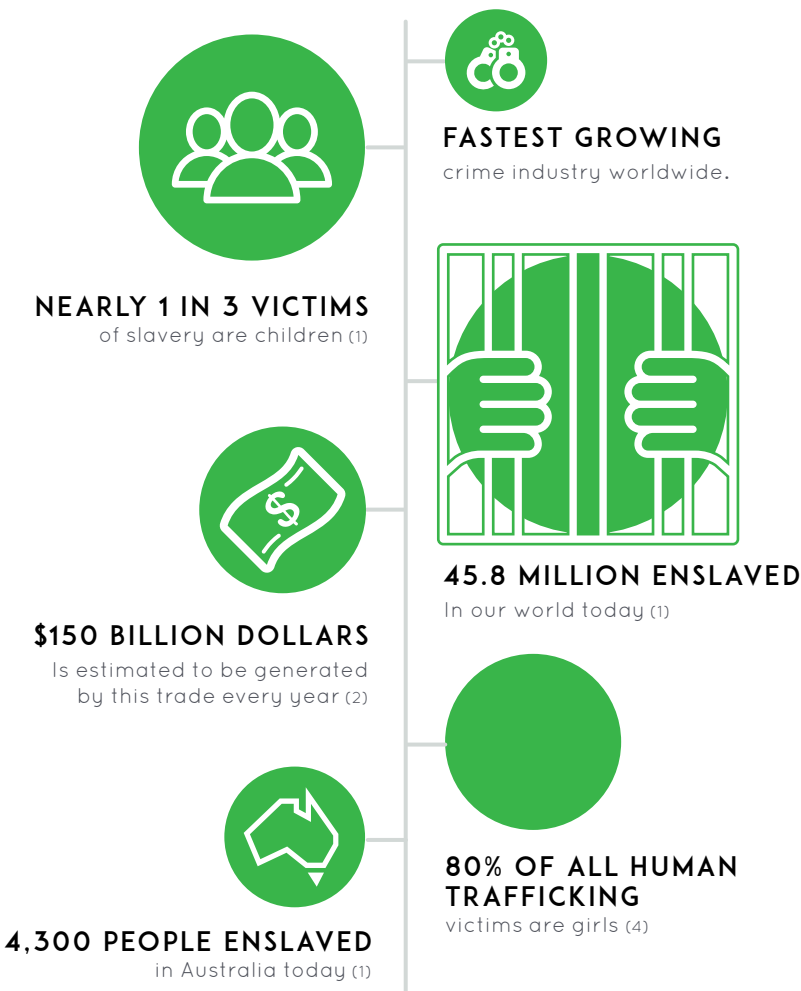


# ABOUT MODERN DAY SLAVERY AND HUMAN TRAFFICKING

Modern slavery occurs when a person cannot refuse, or leave a situation because of physical threats, violence, psychological coercion, abuse or power deception.

Modern slavery refers to one person possessing or controlling another in such a way as to significantly deprive them of their personal freedom with the intention of exploiting that person for use, profit, transfer or disposal.

Human trafficking involves the illegal trade of human beings, mainly for purposes of forced labour, sex trafficking, domestic servitude, forced marriage or child slavery.



## CAUSES OF SLAVERY

Modern slavery is caused by a number of factors related to the presence or absence of protections that respect a person's basic human rights.

**POVERTY:** WHEN PEOPLE ARE DESPERATE THEY WILL WORK IN UNBEARABLE CONDITIONS JUST TO SURVIVE

**LACK OF EDUCATION:** MEANS THERE IS NO OPPORTUNITY TO EVER IMPROVE THEIR SITUATION (OFTEN FOR GENERATIONS)

**MIGRATION:** UNDER THE THREAT OF DEATH OR DESPERATION MEANS TAKING RISKS FOR THE CHANCE AT A BETTER LIFE

**WEAK RULE OF LAW:** WITH LITTLE OR NO RISK OF PUNISHMENT, BIG ILLICIT PROFITS CAN BE MADE WITHOUT DETERRANT

**GENDER:** IN MANY SOCIETIES, WOMEN & GIRLS ARE CULTURALLY & SOCIALLY DEVALUED, SO THERE IS LITTLE CONFLICT WHEN PURCHASED FOR SEXUAL SERVICES.

(1) Global Slavery Index 2016, Walk Free Foundation  
(2) International Labour Organisation (ILO)

(3) UNODC Global Report on Trafficking in Persons, 2014  
(4) Source: UNFPA State of World Population, 2005





## EXTRA RESOURCES

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Increase your understanding of the issue and how you talk about it to your friends and family. The resources below are a great start!

### MORE INFORMATION ON THE ISSUE

[GLOBAL SLAVERY INDEX](#)

[PROJECT FUTURES](#)

[INTERNATIONAL LABOUR ORGANISATION](#)

[UNODC GLOBAL REPORT ON TRAFFICKING IN PERSONS](#)

[ANTI-SLAVERY AUSTRALIA](#)

[THE FREEDOM PARTNERSHIP](#)

[AUSTRALIAN FEDERAL POLICE](#)

[AUSTRALIAN GOVERNMENT ACTION PLAN TO COMBAT HUMAN TRAFFICKING AND SLAVERY](#)

### THANK YOU

for choosing to support PROJECT FUTURES.

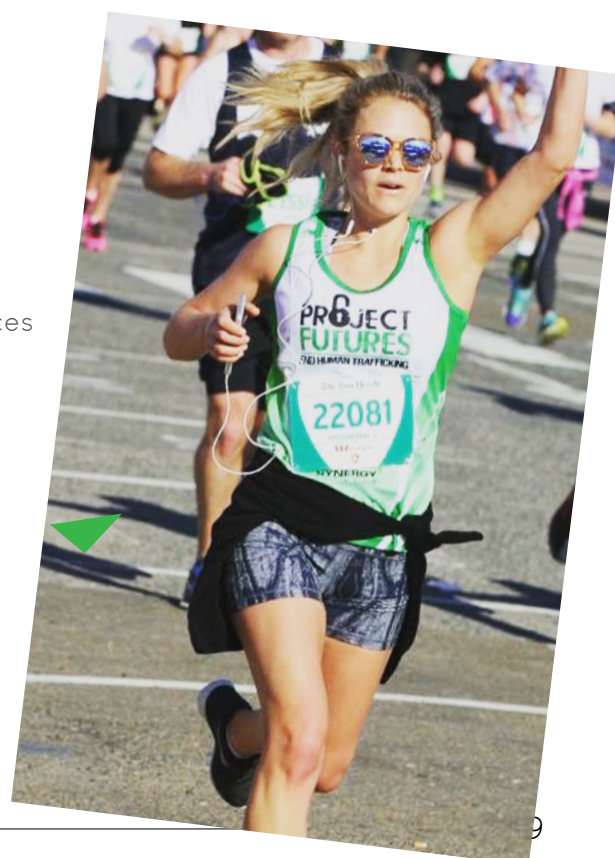
We are all about empowering people to take action, so we are thrilled to have you on board as an advocate.

Remember, the PROJECT FUTURES team is here to support you during your initiative. We have a bunch of tips, tricks and resources that we'd love to share with you.

Don't hesitate to contact us with any questions, ideas or if you need any more information.

#### CONTACT

[contact@projectfutures.com](mailto:contact@projectfutures.com)



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contact@projectfutures.com

WEBSITE:  
www.projectfutures.com



@projectfutures



THE TEAM AT PROJECT FUTURES WOULD LIKE TO EXPRESS OUR SINCEREST THANKS TO YOU FOR MAKING A DIFFERENCE IN OUR WORLD BY HELPING THE MULTITUDES OF MEN, WOMEN AND CHILDREN WHOSE LIVES HAVE BEEN DEVASTATED BY HUMAN TRAFFICKING, SLAVERY AND EXPLOITATION.

THANK YOU TO OUR CORPORATE PARTNERS

