

# Fundraising challenge

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# General

This course is all about fundraising - what it is, why you do it, and how to do it. As you complete the activities, you'll have the chance to raise funds for a cause of your choice. Good luck!

# What is fundraising?

## CHARITIES

Fundraising involves seeking financial support or other resources for a charity, cause or some other enterprise. Fundraisers ask people to give for the benefits of other people rather than their own benefit.

Fundraising can be done in a number of different ways, though most often it's done through a charity. A charity is an organisation designed to assist a cause, financially or in some other way. Causes can be human, animal, environmental, or political.

There are laws that govern fundraising activity for charities and political parties, to ensure they spend their money as advertised. Charities are therefore legally required to register with the charities commission and provide annual reports of their fundraising and expenditure. This video gives a brief outline of how charities work in Australia:

Playing time: 3:23

[watch](#)

### Local charities (5 coins)

According to the video above, there are 55,000 charities in Australia!

1. Complete the '[Charities in my area template](#)'.
2. Upload the completed template to the '[Local charities submission](#)'.
3. Find ten charities that operate in your area, and complete the table below. Keep in mind that some not-for-profits, including sports clubs, are not charities.

### Charitable obligations

Registered charities are sometimes criticised for spending money on administration. In fact, the process of reporting their fundraising and expenditure usually costs about 10% of donations.

Laws restrict what registered charities can spend their money on. Each charity is established to raise money for a particular cause, and they can only spend money on that cause. This led to criticism during the 2019-20 Australian bushfire crisis when many charities were unable to contribute to bushfire relief interstate.

Australian charities are regulated strictly to prevent corruption. To get an idea of what might happen without regulation, watch this video which outlines ten of the most corrupt charities in the US:

Playing time: 4:53

[watch](#)

### Charity register (5 coins)

The Australian Charities and Not-for-profits Commission (ACNC) maintain a public [charity register](#) to keep track of charity spending in Australia.

1. Search for a charity of your choice on the ACNC [charity register](#). How do they spend their donations? What proportion do they spend on the advertised cause and what proportion do they spend on fundraising, administration and other costs?

2. See if you can find the best and worst charities in Australia with regard to how they use their funds.
3. Discuss your findings in the '[Charity register forum](#)'. Aim to post at least four sentences.

### **Misconceiving charity**

Charities and not-for-profits are held accountable differently to for-profit companies. This talk explains some of the misconceptions people have around charity and fundraising:

Playing time: 18:54

[watch](#)

#### **Evaluating charities (5 coins)**

Having watched the video above, what are your thoughts about how charities run? Have you been judging them by the wrong criteria? Would you consider working for a charity in your future and if so, what would you expect in terms of the role and compensation? Discuss these questions in the '[Charity work forum](#)', in at least three sentences.

### **Crowdfunding**

Platforms like GoFundMe allow people to raise money for a cause of their choice, charitable or otherwise. Anyone can use them, regardless of whether they are associated with a registered charity. This video explains how GoFundMe works:

Playing time: 1:48

[watch](#)

#### **The pros and cons of crowdfunding (5 coins)**

Crowdfunding is a different model to the registered charity, with benefits and problems of its own. Answer the following questions on the '[Crowdfunding forum](#)':

1. List three pros of crowdfunding.
2. List three cons of crowdfunding.
3. Having considered the pros and cons, do you think people should be able to raise funds on their own, apart from a registered charity? Or should fundraising be restricted to official, publically regulated organisations?

### **Choosing charities**

So how do you choose which charities to give to? This video explains how people tend to decide:

Playing time: 6:20

[watch](#)

#### **Charitable choices (5 coins)**

Which charities appeal to you and why? Share your thoughts on the '[Charitable choices forum](#)'. Try to write at

least four sentences, either in a new thread or in response to someone else.

## Resources and Activities

### forum: Charity register forum

Post your findings from the ACNC charity register here.

Link: [Charity register forum](#)

### forum: Charity work forum

What are your thoughts about how charities run? Have you been judging them by the wrong criteria? Would you consider working for a charity in your future and if so, what would you expect in terms of the role and compensation?

Link: [Charity work forum](#)

### forum: Crowdfunding forum

1. List three pros of crowdfunding. 2. List three cons of crowdfunding. 3. Do you think people should be able to raise funds on their own, apart from a registered charity? Or should fundraising be restricted to official, publically regulated organisations?

Link: [Crowdfunding forum](#)

### forum: Charitable choices forum

Which charities appeal to you and why?

Link: [Charitable choices forum](#)

### resource: Charities in my area template

Resource file: Charities in my area template.docx

### assign: Local charities submission

Link: [Local charities submission](#)

# Why do fundraising?

## Why fundraising?

### The ethics of care

You might be wondering why you would want to get involved in fundraising in the first place. After all, you might not benefit directly from it. The answer to this question lies in the extent to which we owe a duty of care to others. The next video explores the arguments for and against the ethics of care, with global poverty as a case study. Most people would make every effort to help a dying person if they were right in front of us, but not if they're overseas.

Playing time: 8:53

[watch](#)

### Moral philosophy (10 coins)

Which philosopher do you agree with? Peter Singer or Garrett Hardin? Singer argues we have a moral obligation to all people regardless of where they are, whereas Hardin argues that we only have an obligation to people in our own nation - after all, it's not our fault that some people are born into dire circumstances.

1. Vote for either Peter Singer or Garrett Hardin in the '[Ethics of care choice](#)'.
2. Answer the following questions on the '[Moral philosophy forum](#)':
  1. Does your opinion on the ethics of care imply anything about whether or not you should fundraise?
  2. Use the concepts in the video above to discuss Australia's treatment of asylum seekers. Take a look at [this](#) article for more information.

## Taxation as charity

Some people argue that the government should use tax money to support the needy, making private charity unnecessary. Others argue that instead of paying tax, we should contribute money to charitable causes of our choice. The next video gets people to really consider their attitude to taxation.

Playing time: 3:15

[watch](#)

### Taxation (5 coins)

What do you think? Should charity be conducted through taxation or private means? If the government didn't redistribute income via taxation, do you think people would end up contributing less of their income to charitable causes? Are taxes a form of charitable giving? Discuss your thoughts on the '[Taxation forum](#)'.

### Other causes

One reason to fundraise may be that the government does not contribute to a cause you care about. In some cases, you may be the only person wanting to contribute to the cause, in which case you may do organise your own charitable fund using Go Fund Me or some other private means. Alternatively, there may be others addressing the cause, in which case you could contribute by organising a fundraising event.

### Charity and advocacy

The Australian government recently attempted to implement laws which could prevent charities from engaging fully in public debate, silencing their advocacy efforts on a range of issues including climate change. This issue highlights the role of charities in representing the needs of the causes they advocate for. You can read more about the proposed laws [here](#).

Playing time: 1:43

[watch](#)

### Advocacy (5 coins)

Do you think charities should play a role in advocacy? Should they promote the causes they support, or should they just raise and distribute funds? Find an example of a charity engaging in public advocacy and discuss their message in the '[Charities as advocates forum](#)'. Do you think their message would be heard without charities to promote it?

## Resources and Activities

### choice: Ethics of care choice

Which philosopher do you agree with? Peter Singer or Garrett Hardin? Singer argues we have a moral obligation to all people regardless of where they are, whereas Hardin argues that we only have an obligation to people in our own nation - after all, it's not our fault that some people are born into dire circumstances.

### forum: Moral philosophy forum

1. Does your opinion on the ethics of care imply anything about whether or not you should fundraise?
2. Use the concepts in the video above to discuss Australia's treatment of asylum seekers.

Link: [Moral philosophy forum](#)

### forum: Taxation forum

What do you think? Should charity be conducted through taxation or private means? If the government didn't redistribute income via taxation, do you think people would end up contributing less of their income to charitable causes? Are taxes a form of charitable giving? Discuss your thoughts below.

Link: [Taxation forum](#)

### forum: Charities as advocates forum

Do you think charities should promote the causes they support, or should they just raise and distribute



funds? Find an example of a charity engaging in public advocacy and discuss their message below. Do you think their message would be heard without charities to promote it?

**Link:** [Charities as advocates forum](#)

# How do you go about fundraising?

## How to raise funds

In the next section, you will be challenged to raise funds for a cause of your choice. This page provides some guidance about how to do so. The next video provides 100 ways to raise money, particularly in an institution like a workplace, school or community organisation. The challenge is to pick a fundraising method that suits your chosen cause.

Playing time: 10:53

[watch](#)

## Fundraising ideas (5 coins)

Do this task after watching the videos above.

1. Fill out the '[Fundraising ideas template](#)'.
2. Upload the completed template to the '[Fundraising ideas submission](#)'.

## Fundraising online

The next video explains how to raise money with GoFundMe, which will be the most convenient fundraising method for some - but not all - causes. Even if you don't want to use GoFundMe, however, it contains some good tips for raising funds more generally. However you choose to fundraise, make sure you get an adult's permission first.

Playing time: 9:29

[watch](#)

## Resources and Activities

### resource: Fundraising ideas template

**Resource file:** Fundraising ideas template.docx

### assign: Fundraising ideas submission

**Link:** [Fundraising ideas submission](#)

# How much can you raise for your cause?

## The challenge

### Your goal (5 coins)

When you undertake any big task, it's best to decide precisely what you want to achieve first. It also helps to commit to your goals publically, to remain motivated and accountable.

1. Choose a cause.
2. Choose a method.
3. Decide how much money you want to raise.
4. Decide on an achievable time frame.
5. Hold yourself accountable by posting your idea on the '[My fundraising challenge forum](#)'. Make sure you mention how much you hope to raise, and when.

### Your plan (10 coins)

1. Write a one-page plan explaining precisely how you hope to achieve your goal.
2. Get permission to implement your plan by showing it to your parent or caregiver as well as anyone else who might be involved - that might include your school or the people you are raising money for.
3. Post your plan on the '[My fundraising challenge forum](#)' by responding to your earlier post. Take a look at others' plans to see if they give you any additional ideas, too.

### The challenge (20 coins)

It's finally time to undertake your fundraising challenge! You should only do this activity once you have finished the rest of the 'Fundraising challenge' course.

1. Complete any necessary preparation and then implement your plan.
2. Once you have finished, respond to your earlier post on the '[My fundraising challenge forum](#)'. Let people know how it went, and whether you achieved your goal or not. Be sure to cover the following points:
  1. How did it go?
  2. Did you meet your target within your chosen time frame?
  3. What worked and what didn't? Would you do anything differently if you were to raise funds again?
  4. Provide some advice for other people looking to raise funds, and anything else you may have learned.

## Resources and Activities

### forum: My fundraising challenge forum

Post your fundraising goal here, and then a reflective follow-up.

Link: [My fundraising challenge forum](#)

## Attachments

Charities\_in\_my\_area\_template.docx

Fundraising\_ideas\_template.docx