



2025

# Fundraising Guide

*An interactive workbook with everything you need to reach your fundraising goal*



PROUDLY SUPPORTING



STEPPING  
STONE  
HOUSE



Thank you for joining **Step by Step: The 46km Challenge** this May, and for choosing to make a move for young people experiencing homelessness.

**By taking part, you're helping to provide safe housing, care, and support to children and young people in need through Stepping Stone House.**

Filled with ideas, inspiration, and challenges, this guide is here to help you smash your fundraising goals one step at a time!

**Ready to step up, raise funds and make an impact?  
Let's get moving!**





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# Youth Homelessness in Australia

Youth homelessness is a critical issue in Australia. In the latest national census, **almost 46,000 young people** under the age of 25 were experiencing homelessness across the country.

*Source: Estimating Homelessness, ABS Census 2021*



Here's how young people experiencing homelessness are living...



**52%**

are living in severely crowded dwellings.



**27%**

are living in homelessness accommodation.



**9%**

are staying temporarily with other households.



**8%**

are living in homelessness boarding houses.



**2%**

are living in tents, or improvised dwellings.



*Source: Table 1.8, Estimating Homelessness, ABS Census 2021*

## What Causes Youth Homelessness?

The reasons a young person might experience homelessness are often personal and complex. Some common causes can be...

Family and domestic violence

Housing crisis (i.e. eviction)

Crowded or inappropriate living conditions

Relationship/family breakdown

Mental health struggles

# Your Fundraising Impact

**Step by Step: The 46km Challenge** raises funds for Stepping Stone House, a registered charity which supports children and young people who are experiencing or at risk of homelessness.



## Our mission

Stepping Stone House provides a safe place for children and young people experiencing or at risk of homelessness so they can begin to heal, build resilience, create connections and become the very best they can be.

## How we do it

We provide young people with long-term housing and support, across areas of education, employment, life skills, wellbeing, community and independence.



**Since 1989, Stepping Stone House has supported over 500 young people in their journey to independence.**



# Top Fundraising Tips



The idea of fundraising can sometimes seem daunting, but it doesn't have to be! There are plenty of tips, resources, and ideas that can help you become a fundraising superstar.

## Tip #1 - Ask directly

The most important rule of fundraising is to ask! People are more likely to donate if you reach out to them directly. Use the table we've included on the next page to think about who you might ask.



## Tip #2 - Donate to yourself

Nothing says you're serious like making a self-donation! It shows to anyone who visits your page that you're committed to the cause.

## Tip #3 - Share your why

Tell your story. Why are you taking part? How are you choosing to move? Having a personal connection to the cause helps when sharing.

## Tip #4 - 10 for \$10

Reach out to 10 people and ask them to donate \$10 each. It's a small ask that adds up fast!

## Tip #5 - Say thanks

Whenever you receive a donation, send a personal thank you. It can mean a lot to your donors.



# Message Templates



## Donation Message Template

Hey [Recipient],

Hope you've been well. I'm reaching out because I'm taking part in Step by Step: The 46km Challenge this May for the nearly 46,000 young people experiencing homelessness in Australia.

I'll be moving 46km through the month of May and raising funds for the youth homelessness charity Stepping Stone House.

I'd really appreciate if you could support my movement challenge by making a tax-deductible donation to my page:

[Insert a link to your page here]

Thanks 😊

[Your Name]

## Thank You Message Template

Thank you [Supporter Name]!

Your recent donation to my Step by Step fundraising page truly means so much to me. Thanks to your support, we're helping Stepping Stone House change the lives of young people at risk of homelessness.

[Your Name]

# Spreading the Word



There are plenty of people who would love to support you. Here's some ideas for where to get started...



Friends



Family



Classmates



Workmates





Local clubs



Sports teams

Use this table to brainstorm and keep track of who to reach out to:

| Name           | Affiliation |  |  |
|----------------|-------------|---|---|
| e.g. Sarah Lou | Netball     | ✓   | \$30  |
|                |             | <input type="checkbox"/>  |   |
|                |             | <input type="checkbox"/>  |   |
|                |             | <input type="checkbox"/>  |   |
|                |             | <input type="checkbox"/>  |   |
|                |             | <input type="checkbox"/>  |   |
|                |             | <input type="checkbox"/>  |   |
|                |             | <input type="checkbox"/>  |   |



# Creative Fundraising Ideas



## Raffle or silent auction



Why not plan a raffle or a silent auction? You could reach out to your friends, family or local businesses to get prizes. If you're under 18, be sure to ask an adult for help.



## Bake sale

Get your team together and host a bake sale. Everyone loves homemade treats, especially for a good cause!

## Karaoke night

Host a karaoke evening with entry fees as donations.



## Coffee week

For coffee-drinkers, donate the cost of your caffeine for a week.



## Car wash

Gather a group of friends and set up a car wash in a public parking lot or a local business willing to host.



## Have a trivia night



You could organise a trivia competition where teams pay an entry fee that goes towards your fundraising total.



## Clothes swap

Organise a clothing swap event where people bring clothes they no longer wear. Participants pay an entry fee to swap items and find 'new-to-them' clothes.

## Host a garage sale

Have some old stuff you've been meaning to clean up? You could host a garage sale and donate to your page.



## Important tip!

These days, many people don't carry cash. Print a QR code to your fundraising page so people can donate directly!



# Your Fundraising



Which ideas are you going to try? What are some other ways you could fundraise? Fill out this page to start organising your thoughts!

| Idea                                      | What you'd need to do   | Completed<br>\$ raised             |
|---|---|------------------------------------|
| e.g. Sell purple-brand charity chocolates | <ul style="list-style-type: none"> <li>Order purple-brand charity chocolate box</li> <li>Sell chocolates (could bring to netball?)</li> <li>Bank profits from fundraising on my page</li> </ul> | <div>2/5/25</div> <div>\$242</div> |
|   |   | <div></div> <div></div>            |
|   |   | <div></div> <div></div>            |
|   |   | <div></div> <div></div>            |
|   |   | <div></div> <div></div>            |

# Fundraising Bingo



Check out this fun bingo template! Mark off the squares as you complete them and see how quickly you can cover them all.



**Make a self-donation to your page**



**Receive a donation from someone else**



**Send a fundraising message to 10 different people**



**Receive a matched donation**



**REACH YOUR FUNDRAISING GOAL!**



**Receive donations from five different people**



**Post a fundraising update on social media**



**Receive three donations in a single day**



**Reach your Step by Step movement goal**

**Completed by:**

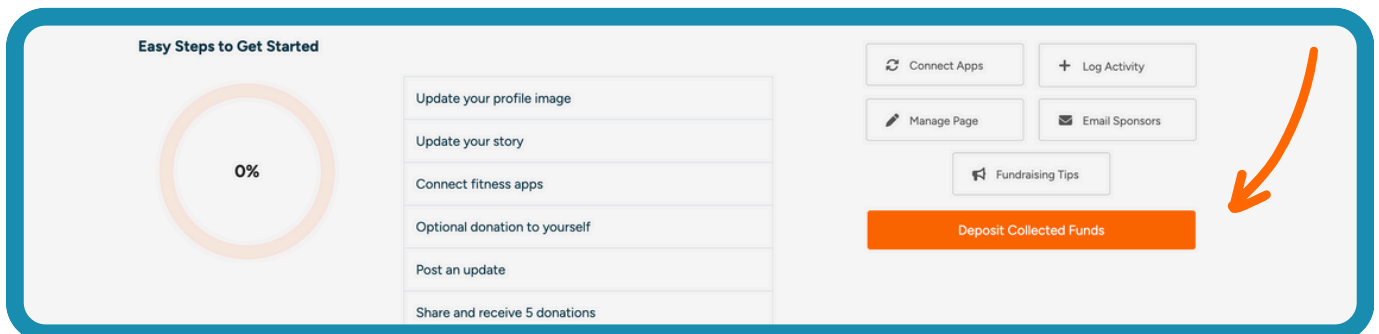
**Date:**

# How to Deposit Collected Funds to Your Page



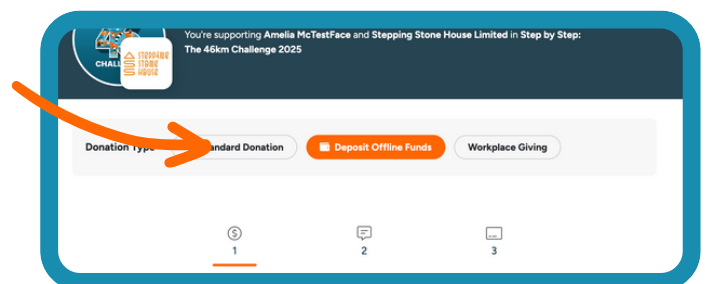
Have you done some offline fundraising and want to log it on your page? Here's how to do it!

- 1 Deposit the collected funds into your bank account
- 2 Log in to Step by Step: The 46km Challenge
- 3 Go to your Fundraising Page and click **Deposit collected funds**



- 4 Beside Donation Type select

**Deposit Offline Funds**



- 5 Fill in the donation amount and your details
- 6 Once lodged, you will receive a receipt. Funds may take a few minutes to appear on your page.



## Support and Contact Info



### Frequently Asked Questions

[stepbystep46.com.au/cms/faqs](http://stepbystep46.com.au/cms/faqs)



### Fundraising Resources

[stepbystep46.com.au/cms/resources](http://stepbystep46.com.au/cms/resources)



### General Enquiries

[events@steppingstonehouse.com.au](mailto:events@steppingstonehouse.com.au)



### Workplace and Partnership Enquiries

[tonya.greer@steppingstonehouse.com.au](mailto:tonya.greer@steppingstonehouse.com.au)

