



# ACTION GUIDE

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MAKE CHANGE HAPPEN  
WITH SCHOOL FUNDRAISING

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AN OXFAM AUSTRALIA INITIATIVE



Photo: Lara McKinley/OxfamAUS



## MAKE CHANGE HAPPEN WITH SCHOOL FUNDRAISING

Photo: Andrew Gooden/OxfamAUS

## TAKE ACTION WITH OXFAM

Oxfam's action guides don't just give you an introduction to big global issues; they can also equip you to start tackling some of these issues, head-on. With tips from our action guides, your school can chip in to make change happen with small, medium or big actions — because every single step counts.

This guide is all about fundraising for change. Did you know that fundraising for Oxfam is one of the most powerful things you can do to tackle poverty and injustice around the world? Are you ready to get stuck in?

### DID YOU KNOW?

The smallest action can create an amazing ripple effect, which can lead to an even bigger, better result than you could imagine!

## WHAT'S FUNDRAISING ABOUT?

When you fundraise for Oxfam, together we are tackling poverty by changing minds, systems and lives. At Oxfam we believe all lives are equal and no-one should live in poverty. We join forces with people who share this belief, to empower communities to build better lives for themselves. That's why we are there on the ground, not only to save lives in times of crisis, but also to develop lasting solutions. Our work spans wide because there are many causes of poverty. That's why we're also in front of decision-makers, governments and corporations, and speak out on the big issues.

At Oxfam, we love working with people — teachers, students and the wider school community — who are passionate about making a difference and eager to lend a helping hand. There are so many different ways to get involved: from hosting a Hunger Banquet to organising a fundraiser when an emergency strikes somewhere in the world. No idea is too big or small — whatever your interest and skills, you can make a difference!

## CAN WE REALLY MAKE A DIFFERENCE?

Totally. The more you raise, the bigger difference you make! [Check out our website](#) to find out more about where your money goes and the difference it makes. So, let's get started!

### SMALL ACTION BIG RESULTS

Get together with your classmates and start thinking about an easy classroom fundraiser that everyone can get involved in.

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### MEDIUM ACTION VERY BIG RESULTS

Set a classroom fundraising goal for the term - or you could even get your whole school involved in your plans.

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### BIG ACTION HUGE RESULTS

Make Oxfam the organisation you fundraise for all term or year!

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# YOU & OXFAM TACKLING POVERTY TOGETHER

# THE MORE YOU RAISE, THE BIGGER THE DIFFERENCE YOU MAKE



**\$22**

Can buy notepads and pens for a school in Timor-Leste, allowing students to take full advantage of their education.

**\$50**

Can help build a rainwater tank that will provide a remote, disaster-prone village in Vanuatu with a clean and reliable water supply.

**\$95**

Can buy 50 banana plants for a family in Zambia, increasing their income by \$15 per month after one year.

**\$259**

Can offer financial support for a family to buy a cow in Laos, providing them with nutrition and an alternative livelihood.

**\$1,533**

Can provide a school with a 10,000 litre water tank so children in South Africa have access to clean water.

Photos: Rodney Dekker/OxfamAUS, Alicja Grocz/Oxfam, Abbie Trayler-Smith/Oxfam, Timothy Herbert/OxfamAUS, Max Bastard/OxfamAUS.



## MAKE CHANGE HAPPEN WITH SCHOOL FUNDRAISING

Photo: Aubrey Wade / Oxfam

## SMALL ACTION — BIG RESULTS

Get together with your classmates and start thinking about an easy classroom fundraiser that everyone can get involved in. It can be as simple as organising a fair trade bake sale, saving up for one of our Unwrapped products or downloading our poverty quiz and asking everyone to donate \$1 to take part. What are you waiting for?

### WHY THINK SMALL?

If you want to take action but don't have a lot of time, this is the action for you. Remember, every little bit counts. As little as \$10 can pay for a family in a rural village in Indonesia to receive educational materials about the importance of nutrition and eating local foods — pretty amazing, don't you think?

### SMALL ACTIONS IN ACTION

Two Melbourne pre-schoolers, Nikki and Finnigan (both five years old!), organised their own fundraiser after they heard about the terrible earthquakes in Nepal. They baked their own bread, set up a stall, and made promotional signs to attract customers.

The delightful duo raised \$278 from bread sales and extra donations, which went towards the Nepal emergency fund.



Melbourne, Victoria: Nikki and Finnigan selling their bread. They raised enough money to buy two temporary toilets to help stop the spread of disease. Wow! Photo: Montessori East Pre School.

## SMALL ACTION IN THREE STEPS

1

Organise a brainstorm with your teacher and classmates to decide on a fundraising activity that will be fun for your class. Talk to your teacher about the details to choose a time and place, and make sure you agree on the activity. Be sure to tell the Principal too, to get their support and make sure there's no clash with other upcoming school events or dates.

2

Once you've got the OK, it's time to start planning! Divide responsibilities between your classmates. Some people might like to make posters and invitations for the event, while others might enjoy decorating the venue on the day.

3

With the planning behind you, you're ready for the big day! Remember to have fun and enjoy the event — know that you are doing a really great thing. Take lots of pictures, and let us know how it goes.

4

FOR IDEAS, TIPS AND JUST TO SAY HELLO, EMAIL US AT [fundraising@oxfam.org.au](mailto:fundraising@oxfam.org.au)  
JOIN THE SCHOOLS COMMUNITY AND SEE THE GOOD STUFF THAT'S HAPPENING AT [www.oxfam.org.au/education](http://www.oxfam.org.au/education)



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Photo: Angus Hohenboken/OxfamAUS

## MEDIUM ACTION — VERY BIG RESULTS

If you want to achieve very big results, try a medium-sized action. You can set a classroom fundraising goal for the entire term, or maybe get outside of your classroom and involve the whole school in your fundraising plans. Once again, you'll need to organise a brainstorm, but this time you'll need to put on those creative hats and think bigger.

### WHY GO MEDIUM-SIZED?

If you're willing to spend some time and effort on fundraising to help people who really need support, you're a rock star! It might take more planning for a big day event or even a term-long project, but your effort will make an even bigger difference to people who live in poverty. For example, an event that raises \$551 can cover the cost of a cow for a family in Sri Lanka, increasing their nutrition and boosting their income by \$4 per day — time to get 'moo-ving', don't you think?



### MEDIUM ACTIONS IN ACTION

After seeing the devastation of the Nepal earthquake on television, students from Ararat Primary School decided they wanted to do something to help the people affected. So they built a mountain of money, just like Mount Everest.

The preps raised an incredible \$1,300 for Oxfam's appeal, by hosting a pyjama night fundraiser and setting up a table at Woolies. Reaching out beyond the walls of their classroom, the students learned that, although they are young, they have the power to help people.

*Ararat, Victoria: Teachers Tammie Meehan and Tammy Dadswell with their preps who raised money for Nepal earthquake victims. They raised enough money to provide 141 families with life-saving water kits. Wow! Photo: Ararat Primary School.*

### MEDIUM ACTION IN THREE STEPS

1

Once you've got the brainstorm out of the way, it's time to get other classes involved. Ask your teacher to share your plans at the next staff meeting. Make sure they have all the information they need in order to get the other teachers and management team on board. Don't forget to let us know what you're up to!

2

Promote, promote, promote! Make sure the whole school knows what you're doing so that they can support your efforts. You could host an assembly to tell everyone what you're doing, and most importantly, why you're doing it. Make posters and post them around the school. Hand out flyers at school events and sports matches. Send an email invitation to all the parents. And don't forget your school newsletter or Facebook page.

3

Before the event, stop to think about the issues that motivated you to take action — how can you spread the word with the rest of your peers? Check out our website — we have lots of resources that might come in handy. If you can't find what you're looking for, get in touch! Remember to have fun and enjoy the event — know that you are doing a really great thing! Don't forget to take plenty of pictures, and **let us know** how it all turns out.

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Photo: Tom Greenwood/OxfamAUS

## BIG ACTION — HUGE RESULTS

If you want to make a really HUGE difference, it's time to get the whole school involved! Why not choose to tackle poverty together with Oxfam for the whole term, or even year? This means you can spread your fundraising efforts over 12 months, with one or more events each term. You could host a lunch to remember with an amazing Hunger Banquet one term, and give your whole class the warm fuzzies with Oxfam Unwrapped gifts at the end of the year. A different classroom or year group can be responsible for each term's fundraising activity.

## WHY THINK BIG?

Do you want to help in a really big way, even if it means lots of planning and organising? You should set your sights on a big action. Do you want to help in a big way, and feel excited about planning and organising? This is as big as it gets — your action will raise much-needed funds to help tackle poverty. By choosing Oxfam as your school's fundraising partner, you'll increase awareness about urgent global issues. Remember though, your big action can be a clever combination of small and medium actions, so don't be intimidated.

## BIG ACTIONS IN ACTION

Melbourne's William Angliss Institute hosted an awesome Hunger Banquet, allowing 65 senior VCAL students to raise awareness and funds for Oxfam's Food and Climate Justice campaign. The Institute is a TAFE college for hospitality, tourism and culinary arts, so the issue of food distribution and hunger is very pertinent to students' studies.

"Our students are the future of the hospitality industry and have a particular interest in food sources, environmental impact, and cultural diversity," said William Angliss' Youth Learning Coordinator, Marisa Marchant.

"We wanted to raise awareness of these topics as well as much needed funds for Oxfam."

For the meal, the low-income group were served plain rice with water; the middle-income group received rice, beans and a cup of water; and the high-income group were served pasta, salad, rolls and juice. After the banquet, students could buy Fair Trade muffins for a gold coin donation, to satisfy their hunger and raise money for Oxfam. The group raised more than \$1,200, and they plan to host more events over the course of their studies.



Melbourne, Victoria: Students at William Angliss Institute of TAFE enjoy their Hunger Banquet event. Photo: William Angliss Institute of TAFE.

## BIG ACTION IN THREE STEPS

1

Set up an Oxfam group with representatives from different classrooms. Brainstorm to come up with some fun ideas for fundraising. Your teacher, house coordinator, social justice coordinator or year level coordinator can help engage other classes and year groups, and also gain support from your principal, the parent-teacher group, and any others who need to be on board. Once you've figured out the details, check that there's no clash with other upcoming school dates or events. Don't forget to keep us in the loop!

2

Now that you've got the OK from the school, it's time to tell everyone! Don't be afraid to share your fundraising efforts with everyone you know — you are doing something great! Work with other classes to divide the work — make flyers, posters, banners, newsletters, emails to let everyone know about your awesome efforts. **Contact us** for some Oxfam Group materials that will help you set up the group and keep it running smoothly.

3

Don't forget to have fun. Enjoy the activities, knowing that you are making a difference. Take lots of pictures and **send some back to us** — we'd love to know how it turns out. We can also provide you with support throughout the term or year. Just **get in touch** and we'll do the rest!

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Photo: Richard Lyons/OxfamAUS

## SOME IDEAS TO GET YOU STARTED

Here are some nifty ideas to get your brainstorms started. Remember, you can combine small and medium actions to make up a big action. You can even scale up a small or medium action to turn it into a big one.

### SMALL ACTION

- Host a **classroom bake sale**. Or go a step further and make it a **fair trade bake sale!** You and your classmates can whip up your favourite goodies with help at home, and bring them in to share — for a fee, of course! For bigger results, ask other classes to take part. See which class raises the most money.
- Organise a **casual dress day** for your classroom. For a gold coin donation, all your classmates can dress comfortably for the day. Make it bigger: talk to other teachers and get the whole school involved. How about dressing in green for Oxfam?
- Work with teachers to organise an **after-school game day** for your class. Use board games or other fun games that everyone can enjoy — if they donate a gold coin! You can give the event an awareness-raising twist by playing the Oxfam Poverty Quiz.

### MEDIUM ACTION

- Work with your teachers to plan a **variety show**. This could be for your class or the entire school can participate. Some of the performances can incorporate a theme, like clean water, human rights or climate change! Advertise the event and ask all parents and guests to pay an entry fee. For a bigger result, sell refreshments and treats. Don't forget to rehearse in the weeks leading up to the event — this is your time to shine!
- Ask your teachers if your class can **buy an Oxfam Unwrapped gift**, such as clean water for a school in South Africa. Work together as a team to raise funds to pay for the gift! To make a bigger impact — and have more fun — challenge another class to see who can raise the target amount first!
- Take a stand for **fair trade**. Why not place a bulk order of **Oxfam Fairtrade chocolate** and sell it at school events or in your own neighbourhoods on the weekend. To make this action even bigger, you can ask your school to switch to fair trade by stocking Fairtrade tea, coffee and other items in your canteen, staffroom and dining halls. Host an info session on the topic at your school — each class can make a skit or give a speech about why supporting fair trade makes you a responsible global citizen. If you charge an entry fee and serve fair trade goodies at the session, you'll reach your fundraising target in no time! Be sure to check our **Fairtrade Action Guide** for more ideas.

- If Sports Day is coming up, organise a **fun run or relay race**. On average, people in developing countries walk 6km for water each day. Why not challenge each class, as a group, to walk, skip, run or jump this distance? For a class of 20 students, each student will need to walk 300 metres. Which class can get the furthest? For other ideas, check out our **Live Strong resource**, which suggests some cool Indigenous games.

### BIG ACTION

Remember, big actions can be a whole lot of small and medium actions combined to create a HUGE action. You can also:

- Host a **National Close the Gap Day event** in March. Set up info booths at the school to help all your visitors understand why we must work together to make Indigenous health equality a reality. You can make it a school assembly or lunchtime activity, and invite all the parents to come. Ask them to take the 30 for 2030 Pledge, and raise money by charging a small entry fee, selling delicious treats, or even selling handmade goods. You'll find plenty of resources in our **Close the Gap How To Guide for Students**.
- Host a **\$1 Day Water Challenge** fundraiser in May for \$1 Day, or anytime, to raise funds and awareness about the global issue of water, sanitation and hygiene. Ask everyone you know for a gold coin donation. Line the coins up in a straight line, and see if you can stretch 6 kilometres, the average distance people walk each day for clean water in developing countries. Charge an entry fee and sell goodies to raise extra funds. For more ideas, see our **\$1 Day Resource Guide**.
- Host a **Hunger Banquet** in October for World Food Day. You could ask your local bakery, cafe or grocery to donate food or drinks for the event. Ask your guests to donate the cost of a meal as their entry fee. When people arrive, randomly seat them at a high-income, medium-income or low-income table, and serve them the corresponding meal. The number of places at each table is proportionate to the number of people who live in each tier of the spectrum, in real life — so the low-income table is usually quite crowded. Be sure to check our **Hunger Banquet resources** for more helpful tips.



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Photo: Abir Abdullah/OxfamAUS

# RAISING FUNDS AND RAISING AWARENESS: A WINNING COMBO

## THE GIRLS FROM HORNSBY HIGH SAY “DON’T SWEAT IT”

A group of Year Ten students from Hornsby Girls High School campaigned against the exploitation of the Bangladeshi workers who produce our clothes. The students created an awareness and fundraising initiative to support Oxfam, with the clever name, ‘Don’t Sweat it’.

The girls raised awareness and worked hard to engage their peers and the wider community, both online and out in public. They held stalls at their school’s multicultural fair and at the popular Glebe Markets. To boost their impact, the girls collected more than 400 petition signatures to convince companies to sign the Bangladesh Fire and Safety Accord for safer conditions for workers in Bangladesh. They also raised more than \$400 along the way, by selling Fairtrade chocolate.



Students from Hornsby Girls High in action, collecting petition signatures and raising money from the sale of Fairtrade chocolate. Doing good never tasted so great! Photos: supplied by Hornsby Girls High School.

If you plan to host a public-facing event like the Hornsby Girls High School, get in touch with us for relevant legal information, such as insurance and permissions. We offer a range of helpful resources to make sure your event goes off without any hitches.  
[fundraising@oxfam.org.au](mailto:fundraising@oxfam.org.au)



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Photo: Lara McKinley/OxfamAUS

## DEPOSIT THE MONEY YOU WORKED SO HARD TO RAISE

After all those hours of planning and fundraising, you've done it! Now it's time to count and deposit the money you collected. Every dollar raised will go towards empowering the world's poorest communities to tackle poverty. Thank you so much!

### BY POST

Send your cheques, made payable to "Oxfam Australia", along with your contact details to:

Community Fundraising Att: Events Fundraising Team,  
Oxfam Australia 132 Leicester St, Carlton VIC 3053

### ONLINE

Go to [my.oxfam.org.au](http://my.oxfam.org.au) and set up an online fundraising page. If you have a My Oxfam fundraising page, the donations will come directly to us, without you having to chase your sponsors.

### BANK TRANSFER

Please deposit funds into the following bank account:

Bank: Westpac Carlton  
Address: 310 Lygon Street, Carlton VIC 3053  
Account Name: Oxfam Australia  
BSB: 033-178  
Account Number: 273 090  
Reference: Donation from <your name/ organisation>.

Once deposited, please ensure you send an email to [fundraising@oxfam.org.au](mailto:fundraising@oxfam.org.au) with the following details:

- date of transfer
- amount
- contact name and details
- name and details of organisation/s or individual/s for whom receipt/s should be issued
- name of the appeal or campaign that you raised funds for.

### BY PHONE

Call 1800 088 110 to donate your funds via credit or debit card.

Be sure to get in touch with us at [fundraising@oxfam.org.au](mailto:fundraising@oxfam.org.au) to let us know about your amazing fundraiser — we're here to help. We can also issue your class with a certificate, so the whole school knows about the amazing things you've done to tackle poverty around the world!



Warrandyte, Victoria: Grade 5 students Jess, Amara, Elliott, Brooke and Hannah organised Crazy Hair Day at Warrandyte Primary School, raising nearly \$300 for Oxfam Australia. Photo: Lara McKinley/OxfamAUS.