

THE KOKODA CHALLENGE

FUNDRAISING HANDBOOK



AUSTRALIA'S TOUGHEST TEAM ENDURANCE EVENT

FUNDRAISING FACTS

YOU WILL FIND THAT WITH A BIT OF CREATIVITY AND CONFIDENCE, RALLYING SUPPORT FOR YOUR TEAM IS REWARDING AND MUCH SIMPLER THAN YOU THINK. THE TOP FUNDRAISING TEAMS FOR THE LAST FOUR YEARS HAVE ALL SAID THAT RAISING MONEY IS 'AS SIMPLE AS ASKING.'

- The Kokoda Youth Foundation is an endorsed deductible gift recipient
- All donations over \$2 are tax deductible.
- Please request a receipt book to get your fundraising started by emailing info@kokodachallenge.com.
- To show integrity for your fundraising we can create a letter to indicate you are fundraising on our behalf. This then ensures the community that they can also request a Tax Invoice. Please request a fundraising letter by emailing info@kokodachallenge.com with your team details included.
- Your fundraising efforts are changing lives of local teenagers.
- All teams are required to raise a minimum amount by a certain date in order to take part in our events, please check the event details for your specific event on our website to clarify what your teams minimum amount is.
- Divide the minimum amount evenly among your team, and the task won't seem so big... Divide and conquer!



THE WHY: CHANGING LIVES

WHERE YOUR FUNDRAISING MONEY GOES...

Since inception in 2004, through the fundraising efforts from the Kokoda Challenge Events the local community has changed the lives of 50 “Kokoda Kids” every year, from all walks of life and backgrounds. Over the years, Kokoda Kids have progressed to school captains, secured apprenticeships, risen through the ranks in the army, gained entry into universities and grown into strong figures within their community, harnessing their leadership potential with valuable life skills and a sense of purpose. The Kokoda Challenge Youth Program (KCYP) inspires adventure, growth and confidence.

KCYP is a 14 month program that involves weekly training sessions, involvement in the 96km Gold Coast Kokoda Challenge, a trip to Papua New Guinea to hike the Kokoda Track and visit local villages, a 2 day camp at our Camp Kokoda Outdoor Education Centre in Maroon QLD, 10 months Community Service designed to teach the value of giving back, education on the Kokoda campaign and regular activities which encourage team work, cooperation and leadership skills. Only possible with your help!



PROMOTION TIPS

PROMOTE YOUR KOKODA CHALLENGE JOURNEY!

- **YOUR TEAM PAGE** is a great place to share your fundraising goals. You can add a photo, update your profile to show your story and share through friends, family and social media. A running tally of your donations is also shown, which may prompt some people to donate larger amounts to push you over the minimum fundraising line!
- **SOCIAL MEDIA** will be a crucial part of your fundraising efforts. We suggest opening up your own Facebook page for your team so that your followers can support you and follow your journey.
- **LOCAL MEDIA** is a great way to get the word out about your fundraising efforts. Your local newspaper, radio, or even TV can help promote your team. Identify the local media in your area and then make a list of the important facts about the event and your team. If you need help with content, please contact the Kokoda Challenge office. When you get something published, send it through to us as we would love to see it and share it!



BRAINSTORM IDEAS

Fundraising can be rather daunting if it is something that you have never done before. Like most people we always find it difficult to ask for money no matter what the circumstances. To assist you with your fundraising efforts we are giving you specific opportunities to fundraise a little bit differently rather than just expecting our circle of family and friends to contribute. Whilst all teams require a minimum fundraising amount and you want people to donate to your page, it would be great to promote the real cause that is changing the lives of local Aussie Youth.

TRIVIA NIGHT

Host a trivia night, get everyone together, have some fun and raise money for a great cause! There's nothing like good company, food, laughs and coming together to give back to the community.

SPECIAL OCCASIONS

Have a birthday, anniversary or special occasion coming up? Ask your family and friends for donations instead of gifts.

LOCAL BUSINESS

Local businesses are often more than willing to support charitable businesses. Discuss having a portion of each large coffee sale received as fundraising, or their tips for a month are going to support you and your team to finish the Kokoda Challenge.

DOLLAR FOR DOLLAR

Team up with a local business to match your fundraising efforts. Remember that businesses can claim their donations at tax time so whilst it is difficult to ask for this it is an opportunity for them. We will also promote them on our Kokoda Challenge social media network! Let us know.

GARAGE SALE

The perfect opportunity to clean out your house and hold a garage sale! Not only do you get closer to your fundraising goal but you get some spring cleaning done too!



TIME TO GET CREATIVE!

FUNDRAISING IDEAS

DRESS UP DAY

Approach your work, business or kids schools about having a free dress or dress up day! A gold coin donation can go a long way.

RAFFLE

Approach local business to donate items for a raffle. For example day spas, florists, accommodation, gift vouchers and more. Hold a luncheon or dinner and make the raffle as exciting as possible.

MARKET STALL

Get creative with arts and crafts, knitting, jewellery, greeting cards... let your imagination run wild and set up a market stall.

CAR WASH

Have a fun day in the sun washing cars! Everyone loves to get their car washed, supporting a charity at the same time makes it an irresistible offer!

WIN A TRIP TO PAPUA NEW GUINEA!

THE HIGHEST FUNDRAISING TEAM FOR THE 96KM GOLD COAST OPEN, EVENT WINS A TRIP TO PNG, ON US!

Be the top fundraising team in the Open Teams 96km Kokoda Challenge Gold Coast event and your team will win a trip to Papua New Guinea to walk the Kokoda Track!

Package includes an 8 night guided trek through the Kokoda Track, 1 night's accommodation in Port Moresby, airport transfers, village and track fees and all meals whilst on the Track.

PLUS! IF THE WINNING TEAM RAISES OVER \$18,000 THE PRIZE WILL ALSO INCLUDE RETURN INTERNATIONAL AIRFARES FOR THE 4 TEAM MEMBERS FROM BRISBANE TO PORT MORESBY.

[Click here for terms and conditions.](#)



THE IMPACT YOU HAVE



Tiffany, 2015 Kokoda Kid

KCYP completing changed my perspective on life, it helped me figure out what I wanted to do and what kind of person I wanted to be. It gave me complete life direction. It's big, amazing and magical and it's different for every person, it really does impact you as an individual and the way you see the world around you.



Mikala, 2018 Kokoda Kid

KCYP has been the best change in my life. I've improved in fitness, learned more values and how to take the Kokoda spirit everywhere with me. Because of this program I have the confidence and ability to run for school captain, because of this program I can achieve the unachievable and do the impossible.



Aaron, 2017 Kokoda Kid

KCYP gave me the confidence to be the person who I am today. The fellow Kokoda Kids and Leaders have become some of my best friends, they've helped me gain direction and figure out what I want to do. Now I'm enrolled in University and I'm continuing to support the Kokoda Kids to come.



Jessica, 2018 Kokoda Kid

Being a Kokoda Kid has absolutely changed my life, it's given me opportunities I would never have had. Being able to create a bond and hike every weekend with people who have become like family, meet new people, make new friends, experience new cultures... It has been an unforgettable experience.

**Hear more Kokoda Kid Stories on our social media
and look out for the group of red shirts on the track!**