



**Zonta Club
of Perth Inc**
Member of Zonta International

***Advancing
the Status of Women:
Funding the Way***

Zonta Club of Perth: A 40-year history of fundraising

*Advancing the Status of Women:
Funding the Way*

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Introduction

Background

In September 2011, the Zonta Club of Perth commissioned a two-phase historical evaluation of Zonta Club activity in order to identify the successful and not as successful activities to inform future strategic planning. The evaluation undertaken by *Anne Butorac Consultancy* was guided by the following two objectives:

- Documenting the fundraising and allocation history of the Zonta Club of Perth
- Evaluating if the Club fundraising activities are effective in supporting the objects of Zonta in order to raise the status of women.

This report addresses the first of the two project objectives and focuses on the fundraising and allocation history of the Club since its inception.

Methodology

Data gathering

The approach to the first phase of the project – that focused on documenting the fundraising and allocation history relied on a number of information sources, namely:

- A comprehensive Club website
- An excellent database of Club annual reports¹
- Various Club historical documents including 'The First Thirty Years' history
- A narrative document on 'Fundraising Activities to 1986' (currently in progress)
- Other on-line information relating to other service clubs and fundraising more generally
- Discussions with Club members.

Data verification

Initial data gathering and analysis was shared and discussed:

- At meetings of Zonta Club Teams
- At an open workshop attended by nine Club members.

Report Format

The report is presented in the following format with substantial attachments to provide as full a picture as possible of the very comprehensive fundraising and allocation history for this period²:

¹ It needs to be commented that, beyond initial expectations, the main and most reliable source of data on the history of fundraising and allocation was the comprehensive database available through the Club's Annual Reports. Not only have full records been maintained, but the presentation in a standard reporting format made a significant data management task easier to undertake.

² Because fundraising is a cooperative effort of all Club members no individual Club member has been singled out in this report.

Introduction

The Introduction presents some overview comments about the objectives of the overall evaluation and contextualises this report (the first of two), as well as the approach to the task.

Section One: Fundraising and allocation 1975-2011 (Overview)

Section One offers a broad-scale overview, tabling fundraising and allocation on an overall annual basis from the Club's inception to the end of the 2010/2011 financial year. It also provides an indication of the number of fundraising activities documented for each year.

Section Two: Fundraising and allocation 2001-2011 (Expanded)

Section Two provides a more expanded view of the last decade of fundraising and allocation activities with specific activities listed for each year 2001-2011. This will enable a more detailed evaluation of activities relevant to future directions.

Section Three: General Observations

Section Three offers some generalised observations on the historical data derived from the data themselves and from member discussions.

Section Four: Lessons learned

Section Four of this report specifically addresses, for internal Zonta Club of Perth use, a more comprehensive analysis of the historical database, focusing key lessons learned for future Club planning.

Section Five: Planning for the future

Section Five builds on the previous Section and draws out lessons learned, with recommendations around key aspects of planning for future fundraising.

Section Six: Summation and Recommendations

At the end of the historical journey and with the critical eye cast over it by current members, Section Six offers some key summative messages and recommendations for the future.

Attachments

The Attachments section provides useful additional information on aspects of the Club's history as well as more general information around fundraising across a range of agencies. Though some minor editing/reduction of this material has occurred, in each case little modification has been made to the original source.

Section One

Fundraising and allocation 1975-2011 (Overview)

Introduction

This Section provides a broad-scale overview, documenting fundraising and allocation on an annual basis from the Club's inception to the end of the 2010/2011 financial year.

As indicated previously a major source of information for this project was the Club's comprehensive and efficient Annual Report records. These provided valuable hard data in a consistent format that could readily be converted into the Tables presented here. These data can also be supplemented with the more anecdotal information about fundraising and allocation presented in the Attachments, notably:

- Attachment 1 (Overview of Zonta Club of Perth: The First 30 Years)
- Attachment 2 (Zonta Awards)
- Attachment 3 (Zonta Service Programs)
- Attachment 4 (District 23 Yarri Wada Puppet Project)

Data analysis

Table 1 indicates that since its inception the Zonta Club of Perth raised \$285,891 in total and allocated to projects a total of \$298,757. This obviously does not account for additional in-kind services contributed over that period.

Table 1: Overall fundraising and allocation 1975-2011

	Fundraising	Fund allocation
2001/2011	138,887.01	140,087.88
1991/2001	69311	82741
1981/1991	63,134.34	63679
1975/1981	14,559.44	12249.43
Total	285,891.79*	298,757.31

* This does not include \$230,000 Lotterywest grant funds (see Case Study 3)

Tables 2-5 present an overview of fundraising, project allocation and the number of fundraising activities for each financial year. The data are presented in decades from the present 2010/2011 back to 1975/1976.

As indicated during the discussions with members, some caution should be exercised in making crude comparisons on the raw figures; any interpretation of the historical database should bear the monetary amounts don't reflect inflation over 40 years.

Table 2: Fundraising and overall project allocation July 2001-June 2011

	Number of fundraising projects	Fundraising	Project allocation
2010/2011	6	20,640.68*	12,455.29
2009/2010	9	18,922.58	21,288.00
2008/2009	6	18,219.63	17,199.74
2007/2008	5	22,935.84	27,971.22
2006/2007	5	23,203.08	22,134.98
2005/2006	5	5,016.38	6,339.30
2004/2005	2	11,283.82	9,113.35
2003/2004	4	5,892.00	7,856.00
2002/2003	6	4,567.00	7,374.00
2001/2002	9	8,206.00	8,356.00
Totals	57	138,887.01	140,087.88
Averages	5.7	13,888.70	14,008.79

* This does not include \$230,000 Lotterywest grant funds (see Case Study 3)

In summary, Table 2 data indicate:

- A total for the decade of 57 fundraising activities netting \$138,887 and project allocation of \$140,087 (in total dollar figures)
- An average of between 5-6 fundraising projects per year ranging from 2 in 2004/2005 to 9 in 2001/2002 and 2009/2010
- An average annual fundraising effort of \$13,888 ranging from \$4,567 in 2002/2003 to \$23,203 in 2006/2007
- An average annual project allocation of \$14,008 ranging from \$7,374 in 2002/2003 to \$27,971 in 2007/2008.

This overview for the decade 2001-2011 presented in Table 2 is expanded in Section Two, which details specific fundraising and allocation activities for each year.

Table 3: Fundraising and overall project allocation July 1991-June 2001

	Number of fundraising projects	Fundraising	Project allocation
2000/2001	7	9,482.00	12,441.00
1999/2000	5	7,004.00	6,990.00
1998/1999	6	13,919.00	10,975.00
1997/1998	6	7,637.00	6,434.00
1996/1997	4	2,590.00	7,670.00
1995/1996	6	8,797.00	9,243.00
1994/1995	4	1,978.00	9,093.00
1993/1994	4	8,985.00	11,056.00
1992/1993	2	1,798.00	7,511.00
1991/1992	2	14,125.00	1,328.00
Totals	46	69,311	82,741
Averages	4.6	6,931	8,274

In summary, Table 3 data indicate:

- A total for the decade of 46 fundraising activities netting \$69,311 and project allocation of \$82,741
- An average of between 4-5 fundraising projects per year ranging from 2 in 1991/1992 and 1992/1993 to 7 in 200/2001
- An average annual fundraising effort of \$6,931 ranging from \$1,798 in 1992/1993 to \$12,441 in 2000/2001
- An average annual project allocation of \$8,274 ranging from \$1,328 in 1991/1992 to \$12,441 in 2000/2001.

Table 4: Fundraising and overall project allocation July 1981-June 1991

	Number of fundraising projects	Fundraising	Project allocation
1990/1991	4	2,543.00	3,294.00
1989/1990	7	29,247.00	10,807.00
1988/1989	8	8,612.00	5,538.00
1987/1988	7	16,493.14	20,352.00
1986/1987	4	4,271.32	5,891.96
1985/1986	7	11,375.07	3,498.33
1984/1985	12	4,174.23	1,779.33
1983/1984	3	6,750.20	5,837.93
1982/1983	7	2,844.37	2,984.07
1981/1982	5	6,071.01	3,696.82
Totals	64	63,134.34	63,679
Averages	6.4	6,313	6,367

In summary, Table 4 data indicate:

- A total for the decade of 64 fundraising activities netting \$63,134 and project allocation of \$63,679
-
- An average of between 6-7 fundraising projects per year ranging from 3 in 1983/1984 to 12 in 1984/1985
- An average annual fundraising effort of \$6,313 ranging from \$2,543 in 1990/1991 to \$29,247 in 1989/1990
- An average annual project allocation of \$6,367 ranging from \$1,779 in 1985/1985 to \$20,352 in 1987/1988.

The financial year 1989/1990 stands out as an exceptional one for fundraising efforts. The record of over \$29,000 owes much to two events: the Race Day, which netted \$11,278; and the Art Adventure, which netted \$16,046.

Table 5: Fundraising and overall project allocation July 1975-June 1981

	Number of fundraising projects	Fundraising	Project allocation
1980/1981	7	8,024.69	5,745.89
1979/1980	3	1,130.75	1,833.63
1978/1979	4	1,141.54	1,718.08
1977/1978	7	1,652.25	2,183.94
1976/1977	5	1,905.00	1,281.52
1975/1976	6	705.21	1,320.00
Totals	32	14,559.44	12,249.43
Averages	5.3	2,426.57	2,041.57

In summary, Table 5 data indicate:

- A total for the period covered in Table 4 of 32 fundraising activities netting \$14,559 and project allocation of \$12,249
-
- An average of between 5-6 fundraising projects per year ranging from 3 in 1979/1980 to 7 in 1977/1978 and 1980/1981
- An average annual fundraising effort of \$2,426 ranging from \$705 in 1975/1976 to \$8,024 in 1980/1981
- An average annual project allocation of \$2,041 ranging from \$1,281 in 1976/1977 to \$5,745 in 1980/1981.

Section Two

Fundraising and allocation 2001-2011 (Expanded)

Introduction

This Section examines fundraising and allocation for the past decade in an expanded format to enable a more focused evaluation of activities more proximate to future directions. Each year's fundraising and project allocation activities are itemised. Again, the main data source is the comprehensive collection of Club Annual Reports, primarily hard data relating to Fundraising – Income and Expenditure but also relevant commentary from other reports within the Annual Report. Where relevant, some of this commentary has been added to the tabled information.

Data Analysis

Tables 6 and 7 provide comprehensive data (rounded to whole \$) on fundraising and allocation from 2001/2002 to the 2010/2011 financial years. These Tables provide cumulative data indicating the totals of fundraising and fund allocation activities over that decade. These are followed (Tables 8-17) indicating more specific detail on each fundraising activity and the projects supported for each year.

Tables 8-17 are supplemented with relevant observations on the year's fundraising and/or allocation taken from the Annual Reports.

Table 6: Fundraising July 2001-June 2011 (rounded to whole \$)

	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09	09/10	10/11	Total
Entertainment Books	360	60						260	260	390	1,330
Meal (Br/Lu/Di) Fundraiser		1,772			2,596	6,744		3,907	2,392	4,295	21,706
Sausage Sizzle									2,021	3,712	5,733
Quiz Night									4,811	6,915	11,726
Ngarinyin Contributions					951	2,262	564	717	593	300	5,387
Puppet Project							20,000	9,250	4,035	4,228	37,513
Movie Fundraiser	3,458	2,427	1,327		1,110		1,371		2,045		11,738
Garage Sale									1,021		1,021
Aust Girls Choir								4,084			4,084
Card Sales	158	212	149								519
Fun & Bone Raising Evening						710					710
Raffle/Wine Expo				5,003	357	3,817					9,177
Art Fundraisers	4,033		4,416	6,280							14,729
Garden Fundraisers	857	96									953
Competitive Edge IWD Event						9,669					9,669
Karrinyup Club Donation										500	500
Miscellaneous										300	300
Total	8,866	4,567	5,892	11,283	5,014	23,202	21,935	18,218	17,178	20,640*	136,795

* This does not include \$230,000 Lotterywest grant funds (see Case Study 3)

In terms of overall fundraising activity for the decade 2001-2011, Table 6 data indicate:

- A total of \$136,795 raised over the decade
- The 3 lowest fundraisers included: Miscellaneous (\$300); Karrinyup Club donation (\$500); and Card sales (\$519)
- The 3 highest fundraisers included: Puppet project \$37,513; Fundraising meals (\$21,706); and Art fundraisers (\$14,729)
- The annual average funds raised was \$13,678 ranging from \$4,567 in 2002/2003 to \$23,202 in 2006/2007.

Table 7: Project allocation per individual recipient July 2001-June 2011 (rounded to whole \$)

	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09	09/10	10/11	Total
Zonta Holidays	775	1,075	1,056	950		1,325		1,517	1,250	1,232	9,180
Zonta House Refuge Assoc	1,000	1,000	1,050	1,000	1,000	1,000	1,000	1,000	1,000		9,050
St Catherine's seminar		500									500
Gwyn Lamb Award	500										500
D 23 Breast Cancer cushions			220	200	200			1,710			2,330
Birthing Kits				500	478	500	917		2,000	2,000	6,395
SOWS – Education Award	2,279										2,279
SOWS – Ed Aw TAFE			1,000	1,000	500	1,500	750	2,000	1,500	2,000	10,250
SOWS – Ed Aw – Tertiary		2,094	2,056	2,000	500	3,533			2,000		12,183
SOWS – Guides WA	200		200	200	500	500				500	2,100
SOWS – YWIPA	246			200		200		1,000	500	500	2,646
SOWS – W / Leg Ref Ser							2,000	2,600			4,600
SOWS - FGM							2,000				2,000
General Service				2,563	737	3,740	1,304	2,700	4,530	3,843	19,417
Amelia Earhart	500	500		500	500						2,000
President's project					1,366						1,366
Woman of Achievement	25	100			200						325
Jane Klausman W / Bus					250			400	400	380	1,430
STWS Disc Funds			310		107						417
Other projects	300	500				167					967
Puppet Proj Yarri Wada							20,000	2,000	8,108	2,000	
Puppet project expense								1,272			33,380
Ngarinyin Project Dev								1,000			1,000
ZIF Service	2,381	1,022	1,964								5,367
Awards Promotion Breakfast		408									408
Competitive Edge IWD Event						9,669					9,669
Total	8,206	7,199	7,856	9,113	6,338	22,134	27,971	17,199	21,288	12,455	139,759

In terms of fund allocation, Table 7 data generally indicate a wide range of projects that have been supported by the Zonta Club of Perth between 2001-2011. More specifically they show:

- Over the past decade \$139,759 being allocated across 27 different projects/recipients
- The 3 highest amounts going to: the Puppet project (\$33,380); General Service to Zonta International (\$19,417); Tertiary Education Award (\$12,183)
- The 3 lowest amounts going to: Woman of Achievement (\$325); Awards Promotion Breakfast (\$408); STWS Disc Funds (\$417)
- Most frequently recurring recipients include: Zonta House Refuge (9 years); Zonta Holidays (8 years); TAFE Education Award (8 years).

It is useful to read these data in conjunction with more detailed information on the projects at Attachments 3, 4 and 5.



Table 8: Fundraising & project allocation 2010/2011

Fundraising	
Miscellaneous	300.00
Karrinyup Club donation	500.00
Entertainment Books	390.00
International Fundraising Dinner	4,295.68
Sausage Sizzle	3,712.00
Quiz Night	6,915.00
Ngarinyin Grants	300.00
Puppet Project Yarri Wada	4,228.00
TOTAL	20,640.68
Project allocation	
Zonta Holidays	1,232.00
Birthing Kits	2,000.00
Puppet Project Yarri Wada	2,000.00
SOWS – Education Award TAFE	2,000.00
SOWS – Guides WA	500.00
SOWS – YWIPA	500.00
Jane Klausman Women in Business	380.00
General Service	3,843.29
TOTAL	12,455.29

Observations from Annual Report

This year the responsibility for fundraising was moved to a dispersed leadership model. This model engaged all club committees in fundraising activities as opposed to having a dedicated committee to perform this function.

The club set itself the challenge of raising \$14,000. This amount was required to cover expenses for service and advocacy projects such as the various awards, Yarri Wada, Zonta holidays and birthing kit events. In addition the club wanted to, in general - DO MORE! (39th Annual report 2010-2011)



Heads and tails at Quiz night 2010



Sausage sizzle 2011

Table 9: Fundraising & project allocation 2009/2010

Fundraising	
Movie Fundraiser	2,045.00
Entertainment Books	260.00
International Fundraising Dinner	1,490.00
Zonta Breakfast	902.08
Sausage Sizzle	2,021.00
Garage Sale	1,020.00
Quiz Night	4,811.50
Ngarinyin Fundraising	593.00
Yarri Wada Puppet Project	4,035.00
TOTAL	17,177.58
Project allocation	
Zonta House Refuge Association	1,000.00
Zonta Holidays	1,250.00
Birthing Kits	2,000.00
Yarri Wada Puppet Project	8,108.00
Education Award TAFE	1,500.00
Education Award Univ	2,000.00
SOWS – YWIPA	500.00
Jane Klausman Women in Business	400.00
General Service	4,530.00
TOTAL	21,288.00

Observations from Annual Report

Fundraising was put as a top priority for the club this year with a list of events determined at a planning meeting and all teams asked to help out.

During the year the Club decided that Zonta Holidays should be self funded out of interest and capital.

Communication with Ngarinyin communities has been difficult without the liaison of [member named], (confined to Perth with health problems) and [member named] (now working and living in Halls Creek) who have provided the essential links for the club. The club has continued to provide clothes and our Club President, [member named] has been giving tremendous support to the Ngarinyin girls and boys who are undertaking courses at the Bindoon Catholic Agricultural College, by offering home hospitality and comfort on some weekends.

Sharing ideas and energy with other women's organisations, in order to access funding, was a key aim of the Zonta Club of Perth Lotterywest Workshop on 7th November 2009. The workshop was an overwhelming success. It showed the extent of the need and desire of organisations to have the opportunities to meet and make strategic links. (38th Annual Report 2009-2010)

Table 10: Fundraising & project allocation 2008/2009

Fundraising	
Entertainment Books	260.00
Fundraising Lunch	3,907.00
AGC Fundraiser	4,084.83
Ngarinyin Fundraising	717.80
Puppet Project	9,250.00
TOTAL	18,219.63
Project allocation	
Zonta Holidays	1,517.10
Zonta House Refuge Association	1,000.00
Ngarinyin Project Dev Sco	1,000.00
Puppet Project Expense	1,272.09
Birthing Kits	1,710.55
Puppet Project	2,000.00
SOWS – Education Award TAFE	2,000.00
SOWS – YWIPA	1,000.00
SOWS – Women’s Legal Ref Serv	2,600.00
Jane Klausman Women in Business	400.00
General Service	2,700.00
TOTAL	17,199.74

Observations from Annual Report

With the Finance and Fundraising Committee being so small this year, the aim was that every committee would be responsible for one fundraising event and that the Finance and Fundraising committee would have a coordinating role. ... Overall the fundraising events were successful, although we can do better.

Ngarinyin Committee ... the main focus has been on the Yarri Wada Puppet Project which was adopted at the 2007 District Conference as a District 23 Project for 2008-2010 Biennium.

Yarri Wada Puppet Project ... a stunning package of materials, with most appealing branding, was prepared for the launch of the project at the District 23 Board Meeting in Perth in July 2008. A subsequent mailout to all clubs in District 23 of this package invited them to “adopt a puppet” or support the project financially. While this funding was being sought, [members named] worked with the project managers in derby to devise the programs to be undertaken in the Kimberley to meet the purpose of the project – improving the living conditions and expectations of girls and women in communities along the Gibb River. (37th Annual Report 2008-2009)



Fashion show 2008

Table 11: Fundraising & project allocation 2007/2008

Fundraising	
Movie Fundraiser	1,371.75
Ngarinyin Fundraising	564.09
Puppet Project	21,000.00
TOTAL	22,935.84
Project allocation	
Zonta House Refuge Association	1,000.00
Birthing Kits	917.15
SOWS – Education Award TA	750.00
SOWS – Women Leg Ref Serv	2,000.00
SOWS - FGM	2,000.00
General Service	1,304.07
Puppet Project	20,000.00
TOTAL	27,971.22

Observations from Annual Report

The past year has again been a wonderful demonstration of the talent, energy and enthusiasm of all our Club members. In particular the Club has been in the forefront of developing a new District project, following on from the overwhelming support received for the Yarri Wada Puppet Project which was formally endorsed at the 9th Biennial District Conference in Hobart in September 2007. The momentum is now building for the Puppet project, with two 5-metre high Gwion Gwion puppets being showcased at the Puppet World Congress being held in Perth month. Congratulations to the Ngarinyin Committee for their wonderful efforts to date.

The Yarra Wada Strong for Country Puppet Project ... The bulk of the work on this project has been done by [members named], who are not only passionate about it, but also highly skilled in project development. The project is now at the stage where it is being supported by a \$40,000 donation from the EON Foundation. \$18,000 from the Spare Parts Puppet theatre and is officially a District 23 Project for the 2008-2010 Biennium. ... The puppets are being made in the Kimberley by the communities and will be used in education projects to tell stories and give guidance on health and social issues. (36th Annual report 2007/2008)



Raffle at film afternoon 2008

Table 12: Fundraising & project allocation 2006/2007

Fundraising	
Fun & Bone Raising Evening	710.00
Luck o' the Irish Lunch	6,744.00
Wine Raffle	3,817.28
Ngarinyin Fundraising	655.00
Card Sales	1,607.80
Competitive Edge IWD Event	9,669.00
TOTAL	23,203.08
Project allocation	
Zonta Holidays	1,325.00
Zonta House Refuge Association	1,000.00
Birthing Kits	500.00
Other Projects	167.00
SOWS – Education Award TA	1,500.00
SOWS – Education Award – Tertiary	3,533.55
SOWS – Guides WA	500.00
SOWS – YWIPA	200.00
General Service	3,740.43
Competitive Edge IWD Event	9,669.00
TOTAL	22,134.98

Observations from Annual Report

Our Finance and Fundraising Committee under the strong leadership of [member named] has worked hard at developing sound financial systems and practices to secure the effective financial management of the Club. In my view we as a Club are leading the way in relation to looking at innovative ways to raise funds particularly from grants monies, to support the purchase of important Club assets and to fund our projects. The work undertaken thus far has positioned our Club very well for the next 12 months in relation to our project development.

The ever-present plight of the Kimberley communities, facing diminishing health and violent domestic situations, has caused the women to ask for help in educating their young children in acceptable social behaviours, cultural values and health practices. With the determination of [member named] and the passion and diligence of [member named], the “Yarri Wada: Strong for Country” Puppet Project has been developed.

This project [Yarri Wada] is poised for further development and will involve significant commitment by our Club. The concept has also won approval from the Board of District 23 to be put forward for consideration as a District Project at the District 23 Conference in Hobart in September 2007. (35th Annual Report 2006-2007)

Table 13: Fundraising & project allocation 2005/2006

Fundraising	
Oyster Evening	2,596.00
Film	1,110.90
Cards	418.68
Ngarinyin Contributions	533.00
Raffle	357.80
TOTAL	5,016.38
Project allocation	
Service:	
Zonta House Refuge Association	1,000.00
New projects/President's Project	1,366.20
District 23 Cancer Cushions	200.00
District 23 Birthing Kits	478.59
Status of Woman:	
Education Award - tertiary	500.00
Education Award - TAFE	500.00
Guides WA	500.00
Woman of Achievement	200.00
Jane Klausman Women in Business	250.00
STWS discretionary funds	107.18
General Service	737.33
Amelia Earhart	500.00
TOTAL	6,339.30

Observations from Annual Report

A proposal to raise funds by product endorsement, introduced by [member named], was submitted through the District Governor to the International President for in-principle approval but received only a verbal indication of non-support.

Ngarinyin Project ... The Ngarinyin Committee achieved full committee status this year, and committee members have been extremely busy further developing the partnership with the community. ... This has been an important year of awareness raising and vision setting in what is proving to be a unique, sustainable and worthwhile project. ... Public recognition of this project and the relationship between the 'Zonta Mob' and the 'Ngarinyin Mob' has developed greatly over this year. This is a significant achievement.

In September 2005, at the District 23 Conference in Adelaide, the Club did a power point presentation featuring the relationship/partnership between the Zonta women and the Ngarinyin women – its establishment and benefits, challenges and achievements thus far. Clubs from throughout District 23 were impressed by the professionalism of the presentation and the approach the Club was taking in establishing and maintaining this partnership. (34th Annual Report 2005-2006)

Table 14: Fundraising & project allocation 2004/2005

Fundraising	
Wine Expo	5,003.12
9 x 5 Artshow	6,280.70
TOTAL	11,283.82
Project allocation	
Service:	
Zonta Holidays	950.00
Zonta House Refuge Association	1,000.00
District 23 Breast Cancer Cushions	200.00
District 23 Birthing Kits	500.00
Status of Woman:	
Education Award – tertiary	2,000.00
Education Award - TAFE	1,000.00
Guides WA	200.00
Young Woman in Public Affairs	200.00
International	
General Service	2,563.35
Amelia Earhart	500.00
TOTAL	9,113.35

Observations from Annual Report

In May a Wine Expo at Royal Freshwater Bay Yacht Club was a great success raising \$5003 and involving most club members in organising and supporting the event. Thanks to [member named] for the concept and contacts which made this event possible.

Our second fundraiser was a 9 x 5 Art Show at the Kidogo Gallery in Fremantle in November. Modelled on an exhibition in Margaret River and inspired by the Heidelberg School exhibition of 1889, the event was a true club effort. Members “solicited” friends and acquaintances to donate art works painted on craftboard supplied by the Club so all profits (\$6280) can be channelled to Zonta projects. Special thanks go to [member named] who not only brought the idea to the committee but also put a huge effort into making it such as success.

Considerable time was spent on discussing a novel proposal to raise funds by product endorsement. A request for in-principle approval has been submitted through the District Governor to the International President – we await the outcome with interest. (33rd Annual Report 2004-2005)

Table 15: Fundraising & project allocation 2003/2004

Fundraising	
Pericles Studio Visit 10/8/03	2,674.00
Mini Art Show 9/11/03	1,742.00
Film Night 14/3/03	1,327.00
Cards, Stationery, etc	149.00
TOTAL	5,892.00
Project allocation	
Service:	
Zonta Holidays	1,056.00
Zonta House Refuge Association	1,050.00
District 23 Breast cancer Cushions	220.00
Status of Woman:	
Education Award - tertiary	2,056.00
Education Award - TAFE	1,000.00
Guides WA	200.00
STWS discretionary funds	310.00
Z1F Service	1,964.00
TOTAL	7,856.00

Observations from Annual Report

The Finance and Fundraising Committee had an interesting and successful year. Whilst we only had three fundraising events we provided the opportunity for Zontians and their friends to have fun whilst assisting us to raise valuable dollars for our various service projects.

Three fundraising events plus the interest on our investments nearly achieved the budgeted income of \$7,000. The Club budgeted for a deficit in spending over income.

This year's fundraising efforts will continue to support our ongoing service projects including the TAFE Education Award, Tertiary Education Award, Zonta Holiday Relief Project, Zonta House Refuge Association, District 23 Breast Cancer Cushions, Guides WA as well as our commitment to International Service Projects and the Amelia Earhart Fellowship. (32nd Annual Report 2003/2004)

Table 16: Fundraising & project allocation 2002/2003

Fundraising	
Film August	569.00
Film January	1,858.00
Entertainment Books	60.00
Blues Breakfast	1,772.00
Bulbs	96.00
Cards, Stationery, etc	212.00
TOTAL	4,567.00
Project allocation	
Awards Promotion Breakfast	408
Service:	
Zonta Holidays	1,075.00
Zonta House Refuge Association	1,000.00
St Catherine's seminar	500.00
Status of Woman:	
Education Award - tertiary	2,094.00
Woman of Achievement	100.00
Other projects	500.00
Z1 Service (proposed)	1,022.00
Amelia Earhart (proposed)	500.00
TOTAL	7,199.00

Observations from Annual Report

The Finance and Fundraising Committee has continued to produce financial and fellowship successes, notably the film evenings and the recent Blues Breakfast and several events are in the planning stages for the coming year. The committee looks forward to the continuing support of all members in their fundraising efforts.

The Finance and Fundraising Committee had an interesting and successful year. Whilst we did not have many fundraising events we provided the opportunity for Zontians and their friends to have fun whilst assisting us to raise valuable dollars for our various service projects.

... We believe the highlight of our fundraising year was the Blues Breakfast held in March at the home of [a member's] parents. Feedback received was that it was an outstanding success.

Fundraising was significantly down on last year. However, the club was able to cover the costs of all our award and service projects from surplus funds. (31st Annual Report 2002/2003)

Table 17: Fundraising & project allocation 2001/2002

Fundraising	
Stokes Gallery Visit	2,425.00
Art show	1,608.00
Herb Garden	603.00
Film Night 'God'	1,626.00
Cards/stationery	158.00
Entertainment Books 01/02	360.00
Film Night 'Beautiful Mind'	1,832.00
Bulbs	254.00
TOTAL	8,866.00
Project allocation	
Service:	
Zonta Holidays	775.00
Zonta House Refuge Association	1,000.00
Gwyn Lamb Award	500.00
Status of Woman:	
Education Award	2,279.00
Guides WA	200.00
Young Woman in Public Affairs	246.00
Woman of Achievement	25.00
Other projects	300.00
ZI Service (proposed)	2,381.00
Amelia Earhart (proposed)	500.00
TOTAL	8,206.00

Observations from Annual Report

The Finance and Fundraising Committee has had an interesting and successful year. We have tried to provide a variety of fundraising activities to suit all members. To determine what types of fundraising functions they would support a survey found that good value and good fun seem to be the key criteria and we have endeavoured to provide such functions during the year.

Status of Women ... In order to give the Committee a more expedient method of evaluating requests for funds and of assessing new projects, two new forms have been devised. They will streamline the Club's ability to manage the budgeted funds available for contingencies and for new project development.

Not all the proposed service projects were able to use their allocation. The Finance and SOWS committees are looking for new projects so more of the fundraising proceeds can be used. (30th Annual Report 2001/2002)

Section Three

Successful Fundraising: 3 Case Studies and Beyond

Introduction

The following general observations about successful fundraising derive directly from the historical database, from additional Annual Report information and from Club members' perspectives on that data gathered from individual Club members, from meetings with Teams and from an open workshop forum organised to review a draft version of this Report.

The historical database generated lively discussion among Zonta members. Some of this discussion is more pertinent to Report 2 which focuses on the internal implications for the Zonta Club of Perth in setting future strategic directions. This report is directed more broadly to readers beyond Zonta members and reflects lessons learned from the Zonta experience, as well as 'Learning from others' which offers observations beyond the Zonta experience. The analysis of successful fundraisers builds on the following three Case Studies:

- *Case Study 1* explores in detail one of the more prominent fundraising themes developed by the Zonta Club of Perth over many years and clustered around art. Because of its longevity, uniqueness to the Club and success over time it is characterised here as a Club 'signature' fundraiser.
- *Case Study 2* looks at a group of fundraisers not unique to Zonta but recognised universally as successful fundraisers and characterised here as being 'tried and trusted'.
- *Case Study 3* highlights a success story for Zonta which exemplifies a departure from the Club's previous fundraising efforts and characterised here as 'new directions'.

Three case studies

Case Study 1: Art, a Zonta Club of Perth 'signature' fundraiser

The most commonly discussed aspect of successful fundraising arising from the historical database focused around art shows/exhibitions. For the Zonta Club of Perth, the art focus has not only become a successful fundraiser, but one which the public came to associate with the Club and anticipate as a regular (mainly biennial) event. Table 18 presents historical data on the Club's fundraising around the art theme.

Table 18: Art as a fundraiser 1981-2005

Financial year	Amount raised (whole dollars)	Financial year	Amount raised (whole dollars)
1981/1982	\$4,272	1996/1997	\$1,385
1983/1984	\$4,242	1998/1999	\$9,091
1985/1986	\$5,754	1999/2000	\$3663
1987/1988	\$10,232	2000/2001	\$4,236
1989/1990	\$16,046	2001/2002	\$4,023
1991/1992	\$13,612	2003/2004	\$4,416
1993/1994	\$8,020	2004/2005	\$6,280
1995/1996	\$5,910		
Total			\$101,182
Average raised			\$6,745

As indicated in Table 18:

- Since 1981 some form of art-focused fundraising occurred; namely 'Art Adventures', 'Art Shows', 'Mini Art Shows' or visits to galleries and studios of well-known artists featured 15 times.
- This focus on art as a fundraiser returned \$101,812 in total and an average of \$6745.466 per year in which the art events were held.
- Compared to other fundraising activities, not only did individual art events raise relatively higher amounts of money, the art focus 'survived' over an extended period, from 1981 through to 2005, with a fairly regular pattern of biennial efforts.

The following chronology built from archived Annual Reports, though lengthy, provides a rich and valuable source of data on the extent of the art focus within the fundraising activity of the Zonta Club of Perth. Aspects highlighted by this chronology include:

- The steady evolution and growing sophistication of the art events over an extended period of time – in a sense a fundraiser that had time to mature and become a Club 'signature' fundraiser recognised and anticipated by the community.
- The steady growth in fund generation to a peak in 1989/1990 of just over \$16,000.
- The additional value of the art focus both in terms of promoting Zonta and its goals, and of contributing to the fellowship factor amongst members.
- The building of close relationships with specific artists – enabled by the continuity of the art events; this was obviously of mutual benefit to both the Zonta Club and to the participating artists.

During discussions with members the art focus was often raised and it was obvious that it has been significant in the minds of many members. However there was also a note of disappointment that it no longer held centre-stage in the community and was now competing with many other art fundraisers, as well as operating within a more constrained economy.

The following chronology is presented in full from the Club's Annual reports in order to offer a rich database to inform future directions, highlighting not just the (significant) amounts of funds raised but also the power of these fundraising events to involve the community, to mobilise member enthusiasm and effort, and importantly to engender amongst members what has been described as the 'spirit of Zonta'.

Chronology of art events 1981-2005

1981/1982 (Art Adventure, \$4,272.95)

Our Art Adventure this year was another resounding success and we have reached our first objective of having a settled fund to assist needy parents of handicapped children to have a holiday. \$5,000 had been invested and the interest will be used to provide each holiday, (10th Annual Report 1981--1982)

1983/1984 (Art Adventure, \$4,242)

The second [major fundraiser] was a major Art Adventure held in the home of ... a highly successful and popular activity from which a profit of \$4,242 was produced. (12th Annual Report 1983-1984-2005)

1985/1986 Art Adventure, \$5,754.56)

The Art Adventure held in the home of ... epitomised the aim of the fellowship committee to create friendliness within the clubs membership and an atmosphere of hospitality, as well as being a great financial success. (14th Annual Report 1985-1986-2005)

1987/1988 (Art Adventure, \$10,232.89)

The Zonta Art Adventure ...involved members of all committees to achieve a magnificent result. (16th Annual Report 1987-1988)

1989/1990 (Art Adventure, \$16,046)

The 1989 Zonta Art Adventure was a great success, raising over \$15,000 for the club. The exhibition was held over a weekend at the Bay Gallery of Fine Art in Claremont with a gala opening for invited guests on the evening of 27th October. Dr Fiona Stanley opened the exhibition and spoke of the local and overseas projects that benefit from our fundraising work. A raffle and art auction added to the enjoyment of the evening. The work for sale met the usual high standards for the Zonta Art Adventure with paintings, jewellery and pottery by local and overseas artists for sale.

The exhibition was open to the public over the weekend which helped to raise public awareness of Zonta. Portrait painter Elaine Upton provided an added attraction in the Gallery with her portrait sketches of visitors and the highlight of the weekend was the sale on Sunday of the beautiful Wim Boissevain painting 'Poppies' for \$10, 000.

The Art Adventure exemplified the spirit of Zonta with most members helping out in some activity during the weekend. We are most grateful to the directors of the Bay Gallery, Bettye and Gordon Lulham for their assistance and generosity in providing a venue for the exhibition. 18th Annual Report 1989-2000)

1991/1992 (Art Adventure, \$13,612)

The Zonta Art Adventure was held on the first weekend in August 1991 and once again proved to be a big success for the club.

The exhibition was held at the Moore's Building in Henry Street, Fremantle, and the large open spaces proved ideal for displaying paintings, textiles, jewellery, glass and silverware from more than 50 of West Australia's most distinguished artists.

The exhibition was opened by Seva Frangos, Assistant Director of the Art Gallery of WA and attracted many visitors. In fact there was a steady stream of visitors and buyers over the three days of the exhibition.

More than \$59,000 worth of artwork was sold during the exhibition. The return to the Zonta Club of Perth was \$13,645.

The success of the Zonta Art Adventure is due to the commitment and hard work of committee and the participation of every member of the Club over the weekend of the event. Members of the committee were even prepared to sleep overnight in the (supposedly) haunted Moore's building to provide additional security for the exhibition.

This has proved to be one of the Club's most successful fundraising functions and a wonderful opportunity to make Zonta better known to the general public. (20th Annual Report 1991-2000)

1993/1994 (Art Show, \$8,020)

After months of planning the 1993 Art Adventure opened at Fremantle Goal College of TAFE on the 8th October and once again demonstrated the wonderful spirit of fellowship in our club as everyone contributed their best effort to make the event a success.

The purpose of the Art Show is of course to raise funds for Zonta projects, but the Art Show has always been regarded in the local arts community as an opportunity to showcase the work of West Australian artists and as a social event in the Zonta calendar.

This year the Art Show was opened by Mrs Ruth Reid and compered by Verity James, providing an opportunity to publicise the work of Zonta and introduce two of the Education award winners to the 300 plus guests. Both Verity and Mrs Reid are generous in their support of Zonta and greatly assisted in promoting our work on the evening.

The unusual venue made for an exciting exhibition. We exhibited the work of more than 50 artists. Paintings, jewellery, ceramics, sculpture, fine timberware and tableware were all represented as well as leathergoods and silk scarves. Sales totalled over than \$8,000, less than in previous years but still a substantial amount in fundraising.

Zonta has many friends who are happy to assist in providing such professional help as lighting and hanging the exhibition. The assistance from TAFE and the Fremantle Gaol site manager was also much appreciated.

The committee worked very hard to achieve such an excellent result with many laughs and a few tense moments along the way. Concerns about the lighting, catering facilities and delivery of artworks, not to mention the logistics of lifting several tons of sculpture over the prison wall all disappeared over the weekend as we relaxed and enjoyed the company of artists, visitors and fellow Zontians. (22nd Annual Report 1993-1994)

1995/1996 (Art Show, \$5,910)

The Zonta Art Show for 1995 was held at the Moore's Building in Fremantle with sixty-three artists, printmakers, jewellers, potters, glassmakers and sculptors providing the exhibits. The standard of work submitted was excellent and the show was professionally presented and looked great! Through the excellent publicity ... thousands more people have been made aware of Zonta and our community projects.

A very special and exciting inclusion this year was the first 'Emerging Artists Award'. According to three well known judges the standard of the finalists' work was very high.

Profits were down on previous years. One of the most obvious reasons being that we compete with twelve other charities and schools etc in the metropolitan area who run similar Art Shows annually. However, the Art Committee has several ideas under discussion which should improve this negative aspect of the show and increase our profit margins. (24th Annual Report 1995-1996)

1996/1997 (Art Visit, \$1,385)

The biennial Art Show has been put on hold until 1998, in the interim we have been visiting some of 'our' artists at their studios, seeing where and how they approach the creative process and enjoy the ambience of their surroundings. This has been a successful fundraiser to support our Emerging Artist Award and great for club fellowship.

Several excellent ideas have been mooted for next year's Art Show incorporating all the

positive aspects of previous years, with only half the work involved. We must keep ahead of 'the competition' with new and creative concepts without losing our Zonta Art Show tradition. (25th Annual Report 1996-1997)

1998/1999 (Art Show, \$9,091)

The highlight of the year for me and I'm sure for many members (and honorary members) was the Art Show with a Difference. Held in the Moore's Building in Fremantle there was a continuous festive atmosphere with participation not only from our well-known contributing artists but also some new names on a new media – decorated pots. These were a great success in unleashing hidden talents; the two most noteworthy being Bill Lindgard and John Oldham. Special thanks for this event, triggering our financial buoyancy. (27th Annual Report 1998-1999)



Art show in the 1980s

1999/2000 (Leon Pericles Studio Visit, \$1,646; Mini Art Show, \$2,017)

Leon Pericles welcomed us to his home studio where we entertained over seventy people with champagne and chicken sandwiches. The Pericles were delighted with the sales we achieved, and we were invited to return.

A Mini Art Show at the offices of Linley and Les Buchanan proved a great success. It seems this event has become a regular event. (28th Annual Report 1999-2000)

2000/2001 (Art Show, \$4,236)

Another very successful Art Show was held in Fremantle at the Moore's Building in June, raising \$4,236 from sales and \$1,754 from the cocktail party opening. Thanks go to all members who organised and participated in this function which generated a lot of fellowship as well as funds. (29th Annual Report 2000-2001)

2001/2002 (Art Show, \$1,608; Stokes Gallery visit, \$2,415)

We believe the highlight of our fundraising year was the cocktail party at the Stokes Gallery. Feedback received was that it was an outstanding success. It was a one off opportunity to inspect this sensational gallery, sip champagne and nibble delicious canapés. All this and we managed to raise over \$2,400. (30th Annual Report 2001-2002)

2003/2004 (Pericles Studio Visit, \$2674; Mini Art Show, \$1,742)

On a wet and windy Sunday afternoon in August we were fortunate enough to be hosted by Leon and Moira Pericles in their cosy studio. This is the second time the Pericles have allowed us to use their beautiful venue and members and their friends were shown how Leon creates his masterpieces. This enjoyable afternoon managed to raise \$2,674 thanks to members who attended and those of you who purchased pieces of art.

Our second fundraiser was a Mini Art Show at Impact Communications in November which raised \$1,742. The committee introduce some new artists to the Zonta world – these

included Dean Alston, Frances Andrijich, Rachel Coad, Emma Griffiths and Pamela Walter. Long-time supporters of our art shows Jenny Sanderson, Tricia Hines and Rebecca Cool once again provided interesting pieces of art for us to display. This day-long event gave members and their friends an opportunity to view some magnificent art and enjoy each others company over a glass of champagne and, of course, a traditional chicken sandwich. (32nd Annual Report 2003-2004)

2004/2005 (9x5 Art Show, \$6,280.70)

Our second fundraiser was a 9x5 Art Show at the Kidogo Gallery in Fremantle in November. Modelled on an exhibition in Margaret River and inspired by the Heidelberg School exhibition of 1889, the event was a true club effort. Members 'solicited' friends and acquaintances to donate art works on craftboard supplied by the Club so all profits (\$6,280) could be channelled to Zonta projects. (33rd Annual Report 2004-2005)

Case Study 2: 'Tried and trusted' fundraisers

Another group of more typical fundraisers cluster around those that are seen to be fun social events, are generally easier to organise and fit into a more typical social outing pattern. They are common to a range of community fundraising efforts and include movie nights and a range of activities around food, including breakfast outings, special lunches, evening dinners, or organising sausage sizzles at places where people gather. Quiz nights are also a popular, well-rehearsed fundraising event common to other not-for-profit fundraising organisations.

While the amounts raised at some of these events do not match the amount generated at the various art shows, they are seen to require less time, effort and expertise, vis-à-vis negotiating with a wide range of artists and curating an art exhibition/art show. They are also seen to be effective for member networking, fellowship and promoting Zonta to the broader community.

Quiz Nights

Recent successful examples of a 'tried and trusted' fundraiser include the 2009/2010 and 2010/2011 Quiz Nights. The 2009/2010 Quiz Night raised \$4,811 and was organised by the Events and Fellowship Team of the Zonta Club of Perth. According to the Team Coordinator:

None of the team had organised a quiz night before and the night went off brilliantly! ... The evening as very well supported with members selling tickets and donating prizes for the hampers, raffles and silent auction and Cambridge Bowling Club was "bursting at the seams". (38th Annual Report 2009-2010)

The Quiz Night organised in 2010/2011 raised \$6,915 and was organised by the Public relations and Archives Team. According to the Team Coordinator:

In March a Quiz Night at St Catherine' raised over \$6,000. Special thanks to [member named] for bringing the event together, organising sponsors and rallying us all to find donations for the silent auction. (39th Annual Report 2010-2011)



Quiz night 2011

Meals

Food themes have inspired numerous fundraising efforts. One of the more successful recent fundraisers inspired around meals was the 2006/2007 'The Luck o' the Irish Lunch'. According to the Chair of the Finance and Fundraising Committee:

The 'Luck o' the Irish Lunch' held in March at Perth Racing's Ascot track, was a huge success. Not only was this event a success in terms of raising funds for Zonta but the whole Club supported it and it engendered the commitment of teams working together that is a hallmark of Zonta.

Members of all committees entered the spirit of this event and gave huge amounts of their time and expertise. Our amazing [member named] and her PR team did an outstanding job. Membership and Support also jumped in, not to mention individuals throughout the Club all of whom contributed to this event, attended and sold tickets to others and made the day a show-stopper! The St Patrick's race day event was indeed 'lucky' ... we were able to bring in just over \$7,500. (35th Annual Report 2006-2007)

Over the past decade fundraisers around meals (breakfasts, lunches, dinners) featured in six of the ten years and averaged just over \$3,617 per event.



Christmas fundraising dinner Dec 2011

Movies

Movie fundraising nights have become a standard and mutually benefitting event for fundraising groups and for sponsoring theatres. For the Zonta Club of Perth over the past decade, movie fundraisers were featured in six of the ten years. Over that period funds raised through movie nights totaled \$11,726 (an average of just over \$1,954).



Film night 2001

Case Study 3: A new direction in fundraising

In 2010/2011 the Zonta Club of Perth achieved international acclaim for a successful Lotterywest bid for \$230,000 for a project targeting Indigenous youth in the Kimberley. This final example of fundraising showcases an approach to fundraising which could best be characterised as a new direction. Though there is a modest amount of information in the Annual Reports it is evident that this recent success is, in a sense, a culmination of some earlier attempts to secure grants monies. Even though the Club has had a mixed history with applications for grants (an application for a Living in Harmony grant for an Indigenous Mentoring Project was unsuccessful), the Club continued to pursue this avenue of fundraising.

As indicated in the 2006/2007 Annual Report:

... we as a Club are leading the way in relation to looking at innovative ways to raise funds particularly from grant monies, to support the purchase of important Club assets and to fund our projects. (35th Annual Report 2006-2007)

The other historical significant aspect of the successful 2010/2011 bid is the story of its focus and evolution from previous work undertaken by the Zonta Club of Perth. Historical data on Club fundraising highlights the ongoing effort since 2007/2008 of the Yarri Wada Puppet Project; a project planned over 3 stages:

Stage 1 ... sought partnerships with the EON Foundation; the Spare Parts Puppet Theatre; the Union Internationale de la Marionnette (UNIMA) - the world puppetry body; Million Puppets Project; St Catherine's College (University of Western Australia); and several private individuals. This first stage also involved professional puppeteers training 50 women in puppet design, with 19 receiving formal TAFE qualifications in the process.

Stage 2 Monorngungga (Stepping Forward with Pride) ... saw the development of Monorngungga a project to teach sexual health and wellbeing to young people aged 10-16 and involving Program leaders from local community groups.

Stage 3 Ilerla Project ... was funded by Lotterywest to ensure the work continued for two more years, targeting young people in the remote Kimberley region of Western Australia who live in environments where there are high levels of alcohol abuse, drug abuse and violence. (See Attachment 4 for more detail)

As indicated in the 2010/2011 Annual Report:

This [the Yarri Wada Project] ceased to be a District Project after the 2008-2010 Biennium. However, the programs established under the auspices of the Yarri Wada Project, have now evolved into the Ilerla Project and are now self-sustaining, having attracted a \$230,000 grant from [Lotterywest] and support through partnerships with other organisations. (39th Annual Report 2010-2011)

Case Study 3 also illustrates the power of longer-term (in this case, 3-year) planning of fundraising and project management.



Ilerla Project team

Learning from others

While the major focus of this report has been on fundraising within the Zonta Club of Perth, it is useful to offer a brief glimpse into the broader context of fundraising, principally among not-for-profit organisations.

The annotated bibliography at Attachment 5 provides an overview of the variety of fundraising opportunities across a range of organisations reliant on community fundraising. As indicated at the outset of the bibliography, several things stand out:

- There are many fundraisers competing for what is probably a diminishing fund source.
- While many of the suggested fundraising ideas still involve the traditional fundraisers such as raffles, dinners, auctions, bequests etc., there is an emerging on-line fundraising push.
- While most sites focus on specific fundraising activities, some are directed at a more strategic level and focus on longer-term strategic planning.

One site (Soroptimist International of the Americas, 2007) presents an 11-page guide “designed to help Soroptimist clubs maximize their fundraising efforts by creating events that leave lasting impressions”. The guide also contains several examples of successful fundraisers selected from entries into ‘Soroptimist Celebrating Success’, as well as a rating scale used to judge the most successful fundraisers. Items on the rating scale include:

- Investment of club money
- Return on investment
- Investment of volunteer time
- Community exposure
- Number of volunteers needed
- Number of people participating or attending
- How many months preparation time
- Nett Income (Revenue less club expenses)
- Public Relations
- Corporate, business, or individual contributions of money, products or services

During the discussions with Zonta members, many of the above were raised informally as elements by which members judged the success or otherwise of various fundraising activities. It would not be difficult to take these a step further to be incorporated into a more formal and systematic process of assessment.

In more general terms the annotated bibliography is a brief, but timely, reminder of the scale of fundraising within the not-for-profit and voluntary community service sector. It is also a timely reminder of the extent and range of organisations competing for public funds, as well as the level of sophistication and professionalism among fundraisers.

While the annotated bibliography provides a glimpse into the broader context of fundraising, the following examples offer other local insights into fundraising beyond Zonta. The examples are not extensive but have been selected for the different insights they might offer; each example is offered with comments as to their significance for the current report.

Collaboration by peak women's service organisations: IWD Breakfast

<http://eventful.com/perth/events/un-women-australia-international-womens-day-breakfast-/E0-001-046254120-1>

This UN Women Australia Perth Chapter's International Women's Day breakfast is a key event held annually to celebrate women and this year (2012) to provide an opportunity to honour a further 10 women will be inducted into the WA Women's Hall of Fame and pioneer women on the newly instituted Roll of Honour - Posthumous Inductees.

Every dollar raised by UN Women Australia in 2012 will go towards making marketplaces in the Pacific safer for the women who use them, through improvements and programs to remove violence, harassment and discrimination.

Of significance to this report is the fact that this breakfast is coordinated by eight peak women's service organisations that form the WA IWD Collaboration together with the Australian Public Service Commission.

Red Cross: Jumble Sale

<http://www.eventfinder.com.au/2012/bindaring-red-cross-clothing-sale/perth/claremont>

An annual fundraiser billed as 'Western Australia's largest jumble sale' is the annual Bindaring Red Cross's annual clothing sale held at Claremont Showgrounds. According to the event website, the jumble which opens at 9am, features quality second hand men, women and children's clothing "collected from some of Perth's most stylish men and women ... with many pieces having only been worn once with International designer labels". Adding to the fundraising, the day also includes an auction and sale of refreshments.

Of significance to this report of the Red Cross Jumble sale is the scale of the event, with an amalgamation of fundraising activities on the one-day coalesced around the clothing theme ... at a location that is familiar to local residents and signals special, 'Royal Show' status to the public.

Variations on a (health) theme

During the process of this evaluation, several examples were suggested of larger-scale fundraising events with a specific focus on an aspect of health and often with some ambitious fundraising targets. Local Western Australian examples include:

- **Breast Cancer: Perth Mother's Day Classic**

<http://mothersdayclassic.com.au/event/wa/perth>

This Perth event involves a 4km and 8km walk and run around Langley Park. Entry fees range up to \$75 for a family of 2 adults and 4 children. The dedicated website suggests the event organisation is extremely meticulous and has the expectation of drawing large numbers.

- **Breast Cancer Council WA: Annual Celebration of Women Long Table Lunch**

<http://www.breastcancer.org.au/events/celebration-of-women-long-table-lunch-2012/default.aspx>

For \$150 per head, this annual event combines a 4-course meal (by some of Perth's leading chef's), beverage service throughout the event, entertainment, a live auction and ballot bidding experience, exclusive raffle, lucky dips and lots more! According to the event website, it is billed as a "signature fundraising event where the food is a work of art,

the produce of the highest quality and the company second to none. This is a day to be fabulous, indulge with friends and join us in taking a moment to support West Australians through a breast cancer journey”.

- **Juvenile Diabetes Research Foundation: Jump to Cure Diabetes**

<http://www.teamcurediabetes.org.au/event/WAJump>

The Jump to Cure Diabetes is an initiative to support the Juvenile Diabetes Research Foundation's (JDRF's) mission to find a cure for type 1 diabetes, with funds directed to the best and most promising Australian diabetes research.

Jump to Cure Diabetes involves people sky-diving out of planes and according to the official website, for a minimum \$1,000 per participant offers: an Introductory skydiving brief; a tandem Skydive; scenic Flight over the Avon Valley; a personal DVD of the skydiving experience; lunch at the Skydive; as well as “knowing that you are contributing to the very best research into a cure for type 1 diabetes”.

- **Youth Focus: 2012 Hawaiian Ride for Youth at Perth**

<http://eventful.com/perth/events/2012-hawaiian-ride-youth-/E0-001-046263092-1@2012032700>

The Hawaiian Ride for Youth is about to embark on the tenth ride since 2003 and is set to be bigger than ever, with the 88 riders setting a fundraising target of 1.25 million dollars for 2012.

A group of riders will embark on a journey over five days from Albany to Perth, covering approximately 700km, in the name of spreading awareness and raising funds for Youth Focus; a not-for-profit WA organisation working with young people to prevent youth suicide, depression and self harm.

Of significance in the above examples to this report is (a) the 'thinking outside the box' in terms of the activities (often involving active participation) and (b) the likely appeal of a specifically nominated beneficiary (often one that will potentially appeal to a broad public).

The Rotarian: Five Fundraising Ideas of the Fermented Variety

http://www.rotary.org/en/MediaAndNews/News/Pages/110325_news_winefundraisers.aspx

An article in the April 2011 edition of The Rotarian by Kathy Holiday suggests Rotary Clubs in this day and age are finding many creative ways to tap into wine as part of social gatherings and appeal to wine lovers to raise funds for their projects. Themes that are developed by the author include:

- **'Cheers to art'** ... which involves the Rotary Club of Paarl, South Africa each year auctioning off wine, art, and jewellery at an area vineyard with club members in top hat and tails assisting with the bidding; In the Bahamas, the Rotary Club of South-East Nassau presents an Evening of Jazz, Art.
- **'Vintage fests'** ... which involves the Rotary Club of Langley Central, British Columbia, Canada holding vintage wine-tasting festivals for over 20 years and raised over \$700,000 for charity; The Rotary Club of Abbotsford-Matsqui, British Columbia, which in 2011, held its 17th annual wine tasting and silent auction.
- **'Brews too'** ... where wine and beer brews are combined, e.g. The Rotary Club of Bonsall, California, which holds a Wine, Brews, and Blues Festival every May; The

Rotary clubs of Gillette and Gillette-Energy, Wyoming, every year conduct a Wine and Microbrew Festival.

- **'Ideal pairings'** ... such as wine and pears (Rotary Club of Hood River, Oregon., USA); wine and cheese (Rotary Club of Riverbank, California, which holds the Riverbank Cheese and Wine Exposition, featuring vintages from more than two dozen wineries as well as cheese-tasting sessions); wine and seafood (The Steveston Seafood and Wine Festival, held by the Rotary club in Steveston, British Columbia, which offers fresh oysters alongside specialties prepared by local restaurants).
- **'Top chefs'** ... the Rotary Club of Paso Robles, California, has for many years invited vintners to showcase their culinary skills along with their wines at its Winemakers' Cookoff, raising more than US\$230,000 for scholarships in the process; The Rotary Club of Picton, Ontario, Canada, brings in top local chefs to create a five-course feast for its Wine Festival Dinner.

It is interesting to note that in response to this international grape-inspired journey of fundraising, the following comment appears from a local Rotary Club:

At 9:53AM on 4 April 2011, Arthur Todd wrote: The Rotary Club of Katanning, in Western Australia, holds an annual International Dinner and Auction. Each year the dinner has a different country as a theme (Brazil this year). Amongst many other things, local wineries donate wine for tasting and for auction.

Of interest to the present report are the expansions on a theme; the innovative ways in which a theme (in this case wine) can be elaborated and in a sense 'dressed up' to turn what might be a fairly conventional fundraiser into something of a celebration. Again, turning a fundraiser into an anticipated event would appear to be pay dividends; as described turning it into a 'signature' event, akin to the Zonta art events discussed previously.

Attachments

Attachment 1

OVERVIEW OF ZONTA CLUB OF PERTH: The First 30 Years³.

The following overview of the Zonta Club of Perth's fundraising and service history is taken from the Club's website which documents the first 30 years of the Club's history.

The Zonta Club of Perth was formed in 1971 by which time there were 13 Zonta clubs in Australia and New Zealand; all part of Zonta International's so-called Area III (later to become Region III in 1972 and District XVI in 1974). By 1990 the District was split into three, with the Northern Territory, South Australia, Tasmania, Victoria and Western Australia being grouped into a new District 23, as it is today.

Service Projects

The history of the Club's first 30 years begins with the following comment on the Club's first project:

First project - the Air Race

With this international aspect in mind and to publicise Zonta International an ambitious scheme was initiated as the club's first major activity.

It was to sponsor two of the Club's members, Robin Miller Dicks, a nurse in the Royal Flying Doctor Service, and Rosemary de Pierres, another pilot, to compete in the 1973 All Women's Transcontinental Air Race across the U.S.A. (the so-called Powder Puff Derby).

A Royal Flying Doctor Service Appeal Committee was formed in 1972 and our members worked tirelessly to obtain sponsorships resulting in a substantial sum being raised, including the donation of a Beechcraft Bonanza aircraft for use in the race. Our team finished sixth over the finishing line and on handicap 36th out of 104. Excellent publicity was given to them and the Club gained considerable kudos from it.

The ensuing account of Club service provides a useful narrative on the range of service projects undertaken by the club since its inception and provides a backdrop to the fuller chronology by this review. This account of the service history relies heavily on the documentation cited above.

One-off service projects

- Since 1971 many and varied local service projects have been supported, either by funding or in kind. Many of these have been by single donations such as the funding of talking books for the blind, a toilet chair for handicapped children, money towards a kiln and a bus, an auditory training unit, bushfire relief, folding beds for Princess Margaret Hospital, After School Care Program, blankets and foodstuffs for Anglicare and Communicare, cotton clothing and lotions for the albino population in Zimbabwe, etc.

³ Abridged from *History of the Zonta Club of Perth, Part One: The first thirty years 1971-2001*
<http://www.zontaperth.org.au/history.htm> cited 30.11.2011

- The Club has also supported a number of ongoing projects such as the Multiple Sclerosis Society of W.A Inc, the Royal Flying Doctor Service, Zonta House Refuge, Theatre of Difference, Sail Training Association, Salvation Army Christmas Appeal, Save the Children Fund to sponsor children, as well as various awards made by the Club and internationally.

Dairy Village in Thailand

There have been some exciting special projects also. One of these was the Zonta Dairy Village in Thailand. This project commenced in 1982 when the Club sent a donation of \$200 to the Zonta Club of Bangkok whose members were promoting the fledgling Dairy Village at Chom Bung.

Sister Francis Xavier Bell established the Village as a refuge for sick and impoverished families with a view to giving them some independence. A graduate from the local agricultural college was her assistant and she was sponsored by the Bangkok Club to come to Australia and New Zealand to learn the new (for Thailand) science of dairying.

In Perth she was looked after by our Club and on a member's dairy farm at Harvey. Also when she returned some years later she was trained in cheese making on the property of another of our members. Much assistance was given to the project by way of equipment and funding.

Ongoing Holiday Relief

One of the Club's most rewarding and longest running projects has been the Zonta Holiday Relief Scheme here in Western Australia. This was started in 1980 and provides holidays for low-income families in stress situations. It offers transport, accommodation and spending money and has given much pleasure to approximately 200 families.

Awards

Apart from the service history described above, in the first 30 years, the Zonta Club of Perth contributed to a range of local and international awards.

Local awards have included the following

- Education Award to a mature age female student (25 plus) who has completed one year of a tertiary degree
- Emerging Artist's Award to a student in the arts field
- Girl Guides Leadership Award, the winner chosen by the Girl Guides Association.
- Gwyn Lamb Award of a family holiday to a foster parent and family chosen by the Foster Carers Association of W.A.
- The Club donates funding and puts forward nominees for an annual Area award to a Woman of Achievement and also puts forward nominees for a Zonta International Young Women in Public Affairs Award.

Fundraising

In order to finance the foregoing activities the Club currently [recorded at the end of the first 30 years] budgets to raise c.\$10,000 annually. Over the years the means of doing this have been both entertaining and imaginative.

The most successful activity has been through an Art Adventure, which for some time was held every second year. It was first held in 1980 at Jean and John Oldham's home, where it continued until 1988. Since then it has been held at the Bay Gallery in Claremont and latterly at the Moore's Building in Fremantle.

Another lucrative and enjoyable series of fundraisers was Anne Dreske-Somoff's fashion parades. Theatre performances, film shows, a Zonta Race Day at the Toodyay Race Course, visits to artists' studios, raffles, a second hand book sale, swap-meets, gambling nights with fake money, mini art shows, etc have all contributed.

This history of the first 30 years is summed up in the following way:

For the past thirty years the Zonta Club of Perth has given service to the local community and supported Zonta International's global projects. Its membership numbers and its financial status have increased and decreased according to the general economic environment. It still has six of the original charter members as well as a group of vital younger people. A strategic plan has been drawn up and the Club is on a sound footing to continue its service into the future.

Attachment 2

ZONTA AWARDS⁴

International Awards

Organised at the Zonta International level with applicants applying through their local clubs, the International Awards have included:

- *The Amelia Earhart Fellowship Awards* - approximately 35 annual fellowships of US\$10,000 to support further PhD level studies in aerospace-related sciences and aerospace-related engineering.
- *Jane M Klausman Women in Business Scholarships* – 12 annual grants of US\$5,000 for women who have completed 2-3 years of undergraduate studies and have outstanding academic credentials.
- *Young Women in Public Affairs* - 5 awards of US\$3,000 for pre-university or pre-college women students, aged 16-20 years to encourage women to enter careers in public affairs, public policy and community organisations.

District 23 Awards

Though there are no separate awards provided at a District level, District 23 has coordinators for each of the ZI awards who encourage and support clubs to find suitable applicants. The ZI Young Women in Public Affairs Award provides a District award of US\$1,000.

Area 3 Awards

There are two awards organised at the area level.

- The Woman of Achievement Award is presented to a “quiet achiever” in the community who has not been previously recognised for her exceptional service. All clubs in the area put forward a nominee for the Award. A special committee consisting of a Zontian and two other people from the community scrutinise the nominations and selects an Area winner. All Club nominees are invited to the Founder's Day dinner in November where they are acknowledged with an overall Area 3 winner being announced and presented with a special brooch.
- Though the Jane M Klausman Award is a ZI award, many of the Clubs in Area 3 collaborate to promote the award, with an area nominee being awarded at a special event.

⁴

Abridged from *Zonta Awards* <http://www.zontaperth.org.au/awards.htm> cited 30.11.2011

Zonta Club of Perth awards

The Zonta Club of Perth actively raises funds to support International and District programs and local women through the Club's education and community service awards.

ZI Young Woman in Public Affairs Award

Written applications are sought from young women at schools in the local area. Our Club's nominee is presented with \$500 at a club meeting and her name is submitted for consideration at the District and International levels.

University Education Award

A minimum of one \$1,000 annual award to a mature aged woman in need of financial assistance to support her second year of university education. Closing date: March 2010.

TAFE Education Award (two awards)

Up to two \$750 annual awards to women completing Certificate III in Community Services, in either Community Work or Mental Health Non Clinical at Central TAFE, to encourage continuation to the Certificate IV level.

Guiding WA Award

This award (recently discontinued) was for an inspirational guide leader. Originally the award consisted of \$25 plus a banner; subsequently the awardee received \$500 and a certificate with her name being engraved on an honour board at Guide House in Wellington Street, East Perth. Guides WA set the criteria, selected the winner and notified the Zonta Club of Perth, so that a presentation could be arranged. The winner was traditionally presented with her prize at a club dinner meeting.

Woman of Achievement Award

The Woman of Achievement Award is presented to a "quiet achiever" in the community that has not been previously recognised for their exceptional service. Our Club's nominee is acknowledged at a Club meeting and invited to the Founder's Day Dinner in November where the Area 3 winner is announced and presented with a special brooch.

Attachment 3

ZONTA SERVICE PROGRAMS⁵

Zonta International Service Programs

Zonta International is associated with the United Nations and has representation on many UN committees including the United Nations Children Fund (UNICEF), United Nations Development Fund for Women (UNIFEM) and the United Nations Population Fund (UNFPA). Through the Zonta International Strategies to Prevent Violence Against Women (ZISVAW) program, Zonta International is dedicated to preventing violence against women through service, education, awareness and advocacy.

A proportion of funds raised by clubs around the world is used to finance International Service and ZISVAW Projects. Projects are selected by the membership at International Conventions held once every two years. The 2008 Convention was held in Rotterdam and at this Convention members agreed to the following Zonta International service projects for the 2010-2012 biennium to:

- Prevent mother-to-child transmission of HIV in *Rwanda* (UNICEF)
- Reduce obstetric fistula within the context of maternal and newborn health in *Liberia* (UNFPA)
- Create safe cities for women in *Guatemala* and *El Salvador* (UNIFEM)
- End burns violence against women in *Cambodia, Nepal* and *Uganda* (UNIFEM)
- Provide security and empowerment for women and their families following the earthquake in Haiti (UNIFEM)

In addition, the club has formed a strong relationship with the Perth Chapter of UN Women (formerly UNIFEM) and has representation on two committees to celebrate the Centenary of International Women's Day in 2011 through:

- A state-wide week of celebration sponsored by Lotterywest from 7-11 March
- A UN Women fundraising breakfast at the Perth Convention Centre on 11 March.

The committees bring together many key service organisations including UN Women, Soroptimists, Business and Professional Women, Federation of University Women, National Council of Women, Local Government Women's Association and Country Women's Association to synergise efforts to advance the status of women.

District 23 Service Programs

Zonta District Conference are held every two years and at the 2009 Conference in Ballarat, Victoria, members agreed to support two District 23 Service Projects for the 2010-2012 biennium.

- *District 23 Birthing Kit Project* provides materials to birthing assistants in developing countries so that women may give birth in a clean birthing environment. The simple kits consisting of plastic sheeting, disposable gloves, string, scalpel and soap are made up during social workshop events and posted directly to organisations overseas that have requested them.
- *District 23 Breast Cushions Project* helps women recover from breast cancer surgery by providing small specially designed cushions that fit under the arm to improve comfort.

⁵ Abridged from *Zonta Service Programs* <http://www.zontaperth.org.au/service.htm> cited 30.11.2011

The cushions are requested through hospitals and many Zonta Club members either sew cushions themselves or their club funds materials for community groups to sew the cushions. The Zonta Club of Perth is one of a number of clubs that provides funds so the women at Bandyup Women's Correctional Facility may sew the cushions for this innovative project.

Zonta Club of Perth Service Programs

The Zonta Club of Perth actively raises funds to support International and District programs and also support local women through the Club's service projects, advocacy activities and awards.

Service projects include:

- *Zonta House Refuge* - providing financial and professional support, toiletries, clothes, and furniture to help women rebuild their lives
- *Zonta Holiday Relief Scheme* - providing holidays for needy families so they can have quality time together. Families often stay at Rotary's Friendship House in Albany as well as other places
- *Ngarinyin Project* - creating an extraordinary friendship with the Ngarinyin women in the Kimberley region of WA.

Advocacy activities include supporting:

- The *Women's Legal Referral Service* that provides legal support to victims of domestic violence
- Education and information programs about *female genital mutilation* to eliminate this practice in Perth
- Initiatives to recognise the 10th September *International Gynaecological Awareness Day*.

The Zonta Club of Perth was instrumental in developing a Legislative Awareness and Advocacy Kit. The publication has been adopted throughout District 23 and provides a starting point and guide for members to advocate for the status of women worldwide. It describes what advocacy is and provides practical tips on how to translate intentions into actions.

Community Projects

From time-to-time the Zonta Club of Perth has been involved in community projects where representation is sought across a range of service clubs, for example:

- *State Images Community Art Project* - one of a series of initiatives to celebrate the Millennium. Funded by Lotteries WA, the project sought to involve artists (young and old, professional and amateur) in creating image of their region at the turn of the century and in turn having that image translated onto mosaics as part of the Barrack Square development. A copy of the mosaic was also be made for display in the home regions (nine in total).

- *Western Australian Centenary of Women's Suffrage Memorial and Pavilion, King's Park and Botanic Gardens* – recognizing Zonta's role in supporting women in Western Australia with a bronze plaque in the precinct of the King's Park and Botanic Gardens memorial Pavilion. The plaque set in a pathway leading to the pavilion reads "Zonta International working to advance the status of women worldwide".
- *Zonta Rose Gardens* - A single yellow rose has been a favourite Zonta motif for more than a decade and many clubs have created "Zonta rose gardens" as colourful ways of promoting their clubs to the community. The Zonta Club of Perth has a specimen rose bush at The Niche, Queen Elizabeth II Medical Centre. The rose provides stark contrast to the native garden in which it is located but is easily accessible to people in wheelchairs. The rose bush was the brainchild of our former club member Freda Jacob who has worked tirelessly to make life easier for those with physical disabilities.

Attachment 4

DISTRICT 23 YARRI WADA PUPPET PROJECT ⁶

District 23 Yarri Wada Puppet Project

Yarri Wada is a Ngarinyin phrase meaning 'many dreamings'.

Senior Law women of the Ngarinyin, Wunambal and Worora clans in common a deep love of their country and the people within it and dream of:

- finding ways to guide their communities out of the cycle of poverty, domestic violence, child abuse, alcohol and drug abuse, disease, youth suicide, poor education and unemployment
- communities regaining pride in their culture and respect for themselves and each other
- their children enjoying good health, good education and a safe living environment.

Together, these women decided that they could use puppets to best apply their strengths in art and story telling to help men and women make positive changes in their communities and approached their friends from the Zonta Club of Perth the idea of the Yarri Wada Puppet Project. The project developed in three stages:

- *Stage 1 Yarri Wada Puppet Project* - Zontians successfully sought partnership with the EON Foundation; the Spare Parts Puppet Theatre; the Union Internationale de la Marionnette (UNIMA) - the world puppetry body; Million Puppets Project; St Catherine's College (University of Western Australia); and several private individuals. This first stage saw 50 women trained by professional puppeteers in puppet design, with 19 receiving formal TAFE qualifications in the process.

A DVD video of the puppet construction was made and sent to potential donors in a Yarri Wada Presentation Pack that also contained the first edition of the Yarri Wada News and donation forms. The project was presented at the District 23 Conference in Hobart, Tasmania in 2007 and adopted as a District 23 project for the 2008-2010 biennium.

A few puppeteers brought two 'Gwion Gwion' puppets, 4.5m and 3m high, from the Kimberley to Perth and exhibited them at the World Puppet Festival in April 2008. This was a fantastic opportunities for the fledgling puppeteers to 'mix it with the best in the world' and the puppets stirred a lot of interest - especially given their size and cultural uniqueness.

- *Stage 2 Monorngungga - Stepping Forward with Pride* – This stage saw the development of *Monorngungga* a project to teach sexual health and wellbeing to young people aged 10-16. Program leaders were Beryl Davis, Aboriginal Liaison Officer from Derby Health Service, Estelle Umbagai from Mowunjum Community and Angela Fisher a Child Health Nurse from the Kimberley Public Health Unit.

Program leaders first undertook specialist training in sexual health and positive life skills so they could learn to get young people to talk about puberty, body image and sexual issues in a group environment. The first training course for young women was completed with tremendous results, including more young men arranging 'check ups' with the local nurses. Similar courses were developed for young men.

The project became a catalyst for local agencies to work together and, with a little help from their Zontian friends, the Kimberley communities got on track to continue this work themselves. Funding from Zonta Clubs in District 23 helped to 'kick start' this phase of the

⁶ Abridged from *District 23 Yarri Wada Puppet Project* cited 30.11 2011

project as it was adopted as an official D23 project for the 2008-2010 biennium. The funds raised were matched by the Unity of First People of Australia and a Project Manager was employed to see the continuation of the education programs commenced as part of the Yarri Wada Puppet Project.

The experience gained from Yarri Wada demonstrated that there was a need for programs to educate young people in life skills, provide cultural pride and build their esteem so they were empowered to make positive choices in life. Therefore, partners in the project set about seeking more funding to see the program become established in the community.

- *Stage 3 Ilerla Project* – funded by Lotterywest to ensure the work continued for two more years, targetting young people in the remote Kimberley region of Western Australia who live in environments where there are high levels of alcohol abuse, drug abuse and violence.

Ilerla was administered by the Unity of First People of Australia with the Zonta Club of Perth continuing to be involved through representation on the Community Reference Group. In addition, the club was to also assist with seeking funding to sustain the program beyond the next two years. The project brought together community elders, local organisations and government agencies such as True Blue Dreaming, Rainbow Program, WA Police, WA Health Department, Curtin University, University of South Australia, Kimberley Aboriginal Medical Services, Aboriginal Healthwork, Mooditj, Standby Me, Nunga Women's Workshops, St John Ambulance.

Mowunjum resident, Leah Umbagai, coordinated a range of programs aimed at children, youth, young adults, young parents, mothers, fathers and grandparents. The *Ilerla Project* was based at Mowunjum (10km south of Derby) but was to also include communities on the Gibb River Road up to 500km away.

With talks by indigenous role models, professional assistance to deal with emotional and physical trauma and after school activities such as art workshops, drop in centre for homework, puppet theatre activities, in-country camps, traditional dance afternoons and a 'kids club' that incorporates a sleep-over from Friday night for those children who are unsafe at home on weekends, children will have opportunities to broaden their thinking and be empowered to make good decisions for the future. Additional programs designed to help youth navigate puberty more safely include high school sex education programs, as so many of the 15-18 year-olds are at high risk of unplanned pregnancy, sexually transmitted infections and breakdown in mental health. The Kimberley Land Council will also take boys and girls on a bush-training program to show them how to monitor the environment and animals and manage the country using traditional techniques such as controlled burning.

A key aspect of the Yarri Wada project is that it inspired local leaders to take ownership of the project and develop the project in the way that worked best in their communities.

The following project donors and partners are acknowledged.

Donors:

- EON Foundation \$20,000
- Zonta Club of Perth \$2000
- McGregor family \$500
- Zonta Club of Adelaide \$500
- Zonta Club of Adelaide Flinders \$500
- Zonta Club of Adelaide Hills \$500

- Zonta Club of Adelaide Torrens \$500
- Zonta Club of Alice Springs \$500
- Zonta Club of Bendigo \$500
- Zonta Club of Bunbury \$500
- Zonta Club of Devonport \$500
- Zonta Club of Dunsborough Area \$500
- Zonta Club of Fleurieu Peninsula \$500
- Zonta Club of Frankston \$500
- Zonta Club of Kyneton \$500
- Zonta Club of Melbourne on Yarra \$435
- Zonta Club of Peel Region \$500
- Zonta Club of Perth Northern Suburbs \$500
- Zonta Club of Port Lincoln \$500
- Zonta Club of Riverland \$500
- Zonta Club of Swan Hills \$500
- Zonta Club of Wangaratta \$500
- Zonta Club of Para Area \$250

Partners:

- Zonta Clubs of District 23
- Mowanjum Community, through the community steering group
- Mowanjum Aboriginal Spirit of the Wandjina Artists Cooperative
- Family Planning Association of WA
- United First Peoples Australia
- The David Wirripunda Foundation
- Department of Health, WA
- Kimberley Public Health Unit
- WA Child Health Service
- Beyond Blue

Attachment 5

ANNOTATED BIBLIOGRAPHY: Fundraising

On-line information on fundraising is extensive and ranges across larger n-f-p organisations relying solely or wholly on fund-raising through to voluntary community service organisations such as Zonta. There is also a proliferation of organisations that have been set up as professional fee-for-service fundraisers.

Several things stand out:

- Even a cursory scanning of the websites indicates that there are many fundraisers competing for what is probably a diminishing fund source.
- Many of the fundraising ideas still involve the traditional fundraisers such as raffles, dinners, auctions, bequests etc. At the same time, there is an emerging on-line fundraising push.
- While most sites focus on specific fundraising activities, some are directed at a more strategic level and focus on longer-term strategic planning.

Zonta International Foundation. *Introduction to Fundraising*⁷

This Zonta International Foundation guide is a short (1-page) introduction to fundraising, indicating the purpose of fundraising is to develop relationships with donors and potential donors and raise financial support for:

- Zonta International Foundation
- Local club service and advocacy projects

It lists the following fundraising Ideas (without elaboration):

- Walk-a-thon, bowl-a-thon, dance contest
- Group shopping trip, transportation and lunch included
- Create and sell advertising space in a local networking directory
- Golf tournament
- Special dinners (themed parties, champagne brunch)
- Silent or live auctions
- Raffles
- Dinner and event (comedy show, fashion show, musical performance)
- Art auctions
- Working with sporting/performance event concession stand
- Parade of cars – tour local scenery, have entries for decorated car contest.

The page also includes a brief comment about finding and benefiting new donors and to help overcome the aspect of always asking the same group of people to donate to club fundraisers.

This is only what it claims in the title (an introduction to fundraising) but as it is a Zonta International Foundation site, worth being aware of.

⁷ <http://www.zonta.org/LinkClick.aspx?fileticket=wXvBollsh5E%3D&tabid=86>

Soroptimist International of the Americas, 2007. Event Ideas: Successful Soroptimist Fundraisers. SI of the Americas⁸

An 11-page guide “designed to help Soroptimist clubs maximize their fundraising efforts by creating events that leave lasting impressions. The guide contains several examples of successful fundraisers selected from Soroptimist Celebrating Success entries”. The guide describes:

- Bras for a Cause (the cause being breast cancer)
- Chair-A-Tea
- Concert for a Cause
- Lobster Fest & Dance
- Margarita Mixoff
- Red Hat Fundraising Luncheon
- The Biggest Pajama Party in Bucks County
- The One Dollar Challenge
- Used Book Sale
- Winter Golf

Apart from its practical focus around fundraising ideas, several other aspects are of interest: the guide as an example of sharing of fundraising ideas across Soroptimist International of the Americas with an invitation for clubs with outstanding fundraisers to be included in the manual; the rating scale used for each activity, namely the following example for ‘Bras for a Cause’ (below).

Scale	1 (low)	2	3	4	5 (high)
Investment of club money					X
Return on investment					X
Investment of volunteer time					X
Community exposure					X

Number of volunteers needed	Entire club
Number of people participating or attending	100
How many months preparation time	6 months
Nett Income (Revenue less club expenses)	\$27.000

Public Relations: Bras for a Cause was announced at a city council meeting in October. An article with a photo of a decorated bra graced the pages of the club’s local newspaper.

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser? If so: How many? The majority of the bras made were contributions from individuals and businesses.

⁸ <http://www.soroptimist.org/members/fundraising/FundraisingDocs/GeneralInfo/EventIdeasFinal.pdf>

Tennis West Fundraising Ideas⁹

A basic local site with some good tried-and-trusted ideas that would be familiar to most people involved in organising or contributing to fundraising activities. It is also a reminder that local sporting clubs, along with schools, churches and other community groups are all out there competing for the fundraising dollar

<http://www.tennis.com.au/wa/clubs-and-associations/grants-funding/fundraising-ideas> cited 30.11.2011

Community and Voluntary Service, Raising Your Own Funds The A to Z of Ideas For Successful Fundraising

Another A to Z. this one from Bedfordshire, interesting to get a glimpse into how it's done similarly or differently in Great Britain. The ideas range from:

- **Abseil** scale the dizzy heights of a local landmark or office block, through to
- **Zodiac evening** - with a guest astrologer

Oxfam Australia's Fundraising Ideas¹⁰

This site is like a brainstorming of ideas about fundraising. Starting with general tips such as: 'Be comfortable with asking and getting a "no" – don't let it put you off your fundraising campaign! The site suggests there is never any harm in asking, especially when the cause is a charitable one. It goes through a range of categories of fundraising, namely:

Small Speedy Spinners ("ideas that don't require too much time and effort but are still good ways to get people involved in raising money for a great cause!")

Medium Money Makers (e.g. custom labelled wine – "an alternative to the usual chocolate drive and is just as easy to organise")

Think Big Bucks ('larger events that require a great deal more planning and in most cases larger running costs than smaller fundraisers')

There is also a section with specific examples of successful fundraisers with details of how they were organised and costed. An A-Z of fundraising ideas goes from

A ... "Auction off Promises! Try to get people to donate a promise of their time, use of their belongings, or to donate a gift. You can even ask people to donate themselves and auction them as 'slaves for the day'... to ...

Z ... "Your own fundraising idea beginning with Z!"

Finally the article concludes with a section on securing sponsorship and offering useful tips on how to approach and work with sponsoring businesses or organisations.

The Our Community Group Building Stronger Communities through stronger

⁹ http://www.voluntaryworks.org.uk/cvsmidandnorthbeds/documents/FundraisingToolkitA-ZoffFundraisingIdeas_000.pdf cited 1.12.2011

¹⁰ <http://www.oxfam.org.au/site-media/pdf/OAus-CommunityFundraisingPack-0708.pdf> cited 30.11.2011

Community organisations¹¹

The Our Community Group provides advice, tools and training for Australia's 600,000 community groups and schools, and practical linkages between the community sector and the general public, business and government. As indicated on the Group's website:

The Our Community Group has developed a community hub www.ourcommunity.com.au, a hub that assists community organisations that make up the social infrastructure of Australia to become strong, influential, vibrant and more able to achieve their greatest potential and most creative dreams.

Apart from a range of practical supports from broad-scale governance issues to practical grants management and fundraising approaches, the Group also has a newsletter. This is a very comprehensive site worth visiting just to appreciate the breadth of activity surrounding community organisation endeavours.

consumerplace.com: Resource Center For Mental Health Consumers¹²

This comprehensive site is auspiced by the Our Community group and funded by the State Government of Victoria with an introductory comment suggesting:

Asking for money is never easy but it is nonetheless a necessity for most community groups. Although it's undoubtedly hard, fundraising can - and should - be a fun and exciting experience. It is also an experience that should be shared. For leaders of community organisations one of the challenges is ensuring that everyone in the group has some involvement in raising money.

The site suggests key steps towards a fundraising strategy, emphasising the need for a strategy that is developed annually and checked or tweaked constantly with flexibility to be able to react to new opportunities or curtail activities that are either not practical or not profitable. The strategy is built around the following:

- Outlining goals. What do you hope to achieve?
- Researching past fundraising activities - what has worked and what hasn't?
- Working out who your friends and potential friends are and who is willing to support your organisation - businesses, government departments, individuals, families, philanthropic trusts and foundations
- Conducting market research with members, friends, etc., collecting their good ideas and examples of what has worked in their groups to raise money
- Detailing a case to support each prospective fundraising activity
- Describing and deciding on the methods you plan to use to raise funds
- Setting an estimated target for each method
- Setting a timeline and a year planner noting good times for the organisation to raise funds. Pay attention to grant deadlines
- Documenting progress so that if you are struggling, the bells start ringing early enough to change tack
- Establishing an evaluation strategy.

¹¹ http://ourcommunity.com.au/general/about_us.jsp cited 3.12.2011

¹² <http://www.ourconsumerplace.com.au/helpsheet?id=3505> cited 3.12.2011

Fundraising options suggested by the site include:

Grants - federal, state or local government, philanthropic and corporate grants. (with further information sources noted)

Sponsorship - Identifying possible major and minor sponsorship arrangements your group could pursue, e.g. naming rights arrangements to sponsorships for projects and programs

Membership fees - Tiered and differing levels of membership with corresponding fees

Bequests - Providing general information or personal approaches to long-time benefactors and supporters for ongoing gifts

In-kind support - In the form of goods, services or resources

Donations - Setting up the organisation to receive online donations (with further information sources noted)

Special events - Fundraising opportunities such as functions, dinners, awards nights, fetes, fairs, grand openings, launches, walkathons, rideathons, laughathons, etc.

Sales/merchandising - Selling goods and services, or products carrying organisation's name and logo.

These specific forms of fundraising are discussed in greater detail in other help sheets in this section of the Our Consumer Place website.