



**The School  
of St Jude**

Fighting poverty  
through education

# Fundraising Kit

Thank you for your interest in supporting The School of St Jude.  
We are so grateful you're taking the time and effort to help  
us fight poverty through education.



[www.schoolofstjude.org](http://www.schoolofstjude.org)

# We are here to help

Fundraising for St Jude's is a fun and rewarding way to contribute to our cause. You can raise money and awareness through your workplace, school, community group, or as an individual.

In this kit you will find everything you need to make your fundraiser a success!

Please first register your event on The School of St Jude website ([www.schoolofstjude.org](http://www.schoolofstjude.org)) or by completing the [event registration form](#) provided.

If you have any questions about hosting an event for St Jude's please contact [donorrelations@schoolofstjude.co.tz](mailto:donorrelations@schoolofstjude.co.tz)



## Step 1

Choose your event/activity



## Step 2

Register with us



## Step 3

Prepare for your presentation



## Step 4

Promote



## Step 5

At your event/activity



## Step 6

After your event/activity

# STEP 1: Choose your event/activity

Our supporters have come up with lots of interesting ideas over the years. Some join existing activities and fundraise for The School of St Jude and others organise events themselves. Be creative, but remember to choose an event or activity that best works for you and your schedule.

Here are some important things to think about before you start organising your event.

## Audience and expectations

Are you appealing to a broad public audience? A select group of family and friends? A church, sports, work or community group? Are you hosting the event by yourself or with others? Answering these questions will help you determine a fundraising goal and strategically plan a suitable, successful event.

## Date

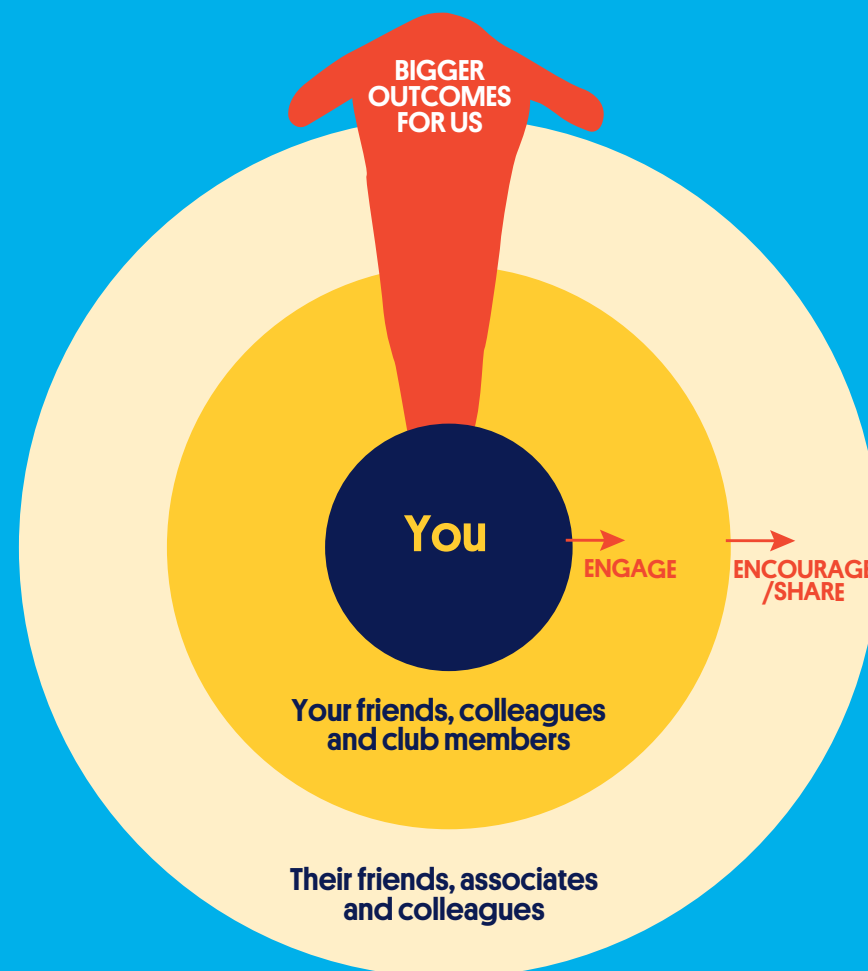
Choosing an appropriate date to host your event is important. Consider the time of year and if there are other significant activities being held in your area around the same time.

Allow yourself plenty of preparation time, especially if planning a large event.

## Place

The location may depend on budget, demographic of attendees, whether the fundraiser is public or private, and when it's taking place.

If you require a venue, you may wish to enquire first with local community centres, schools and church groups, depending on your needs. Think about potential audiovisual requirements and whether your venue of choice has adequate facilities.



Encourage people to spread the word within their own networks!  
Sharing the story of St Jude's can have a huge impact.



## Some ideas

### Challenge yourself

Enter a team in an organised sporting event, run a marathon, complete a tough obstacle course, skydive or even climb Mount Kilimanjaro (and pay St Jude's a visit). Ask friends to sponsor your activity and have some fun while making a difference.

### Host a trivia or games night

Get your friends together to see who has the greatest general knowledge, best poker face, or is the ultimate Monopoly champion. Have contestants pay a fee to play.

### Celebrate a special event with us

Birthday, wedding, graduation, anniversary or any other big event coming up? Why not ask friends and family to support St Jude's instead of buying gifts? This is also a great way to share the St Jude's story!

### Bake sale

Everyone loves to eat cake, especially for a good cause. Charge a small fee for some delicious treats and donate the profits to St Jude's.

[Click here](#) to check out more ideas some of our Super Supporters have undertaken. Or for some inspiration have a look at this website [www.fundraisingideas.com](http://www.fundraisingideas.com).

## How your funds may be used

By making donations to The School of St Jude, you are helping us in fighting poverty through education. Our friendly Donor Relations team will work with you to determine where any funds raised can be allocated. [Click here](#) to download a pdf file.

<b>Nutrition pack</b> <b>\$30</b> Fruit for a student for a school year	<b>Transport a student</b> <b>\$66</b> One student for a term	<b>Upcycle furniture</b> <b>\$120</b> Maintain/refurbish furniture for a class
<b>Security</b> <b>\$600</b> Secure a campus for a month	<b>Kitchen Kit</b> <b>\$260</b> A week's kitchen supplies across three campuses	<b>Keep us connected</b> <b>\$875</b> Internet for a class for a year
<b>Lab kit</b> <b>\$2,000</b> Stock a science lab	<b>Support the journey</b> <b>\$5,000</b> Maintain a bus for a year	<b>Quality teachers</b> <b>\$10,000</b> Secondary teacher for a year
<b>Keep us connected</b> <b>\$25,000</b> Provide a campus with internet for a year		



## STEP 2: Register with us

Once you decide on the type of event or activity, be sure to complete the brief **registration form** so we are aware of your fundraising and can support you.

Once you've registered, a member of St Jude's Donor Relations team will contact you to assist and answer any questions. This St Jude's representative will be available to support you prior to and after your fundraising.

### Check fundraising rules

Remember to consider the legalities.

Depending on the type of event you wish to host or activity you are participating in, it may be necessary to inform local authorities and seek advice about rules and regulations in your area. We want your fundraising to be as successful, enjoyable and safe as possible! [Click here](#) for more details about things to consider.







# STEP 3: Preparation

## Resources

We have lots of resources that will help you talk about St Jude's in any situation and bring the school to life. You'll find these in the [Appendix](#) or [in our Dropbox folder](#) and if you think there might be something else that's useful, just email us.

We will also send you a resource file including our annually updated [fact sheet](#), [school logo kit](#), a [blurb about Gemma Sisia](#) and some [information about the school](#).

You can also request for printed brochures and USBs to be sent to you that you can share at your event, contact Emily at [australia@schoolofstjude.org](mailto:australia@schoolofstjude.org).

## Ready to use presentation

We have a PowerPoint presentation ready for you to use! The presentation has general information about St Jude's and we've also added a couple of blank slides so you can customise it with your company logo, photos if you've visited St Jude's or contact details. You can [find it here](#).

If you are presenting to a Rotary club, we have a tailored [Rotary Powerpoint Presentation](#) too.

We also have a slideshow of images that you may like to have running in the background at the start or end of your talk. [Find it here](#).



# STEP 4: Promote your event/activity

Once you've set a date and found a location you'll want to think about how best to make sure people know about it! Generate enthusiasm for your fundraiser by sharing links to our online newsletters and blog posts, [found here](#).

You might want to make a plan for how and when you'll inform and remind people about your fundraiser, [click here](#) for a basic communication calendar to get you started.

## Social media

Be sure to follow St Jude's social media channels

-  @schoolofstjude
-  @schoolofstjude
-  @schoolofstjude
-  SchoolOfStJude
-  school-of-st-jude

Creating a page on Facebook is a great way to spread the word and keep track of who's interested in your fundraiser. Be sure to keep the page updated. You're welcome to upload photographs and videos from St Jude's Facebook page to your page.

Just remember, if you sponsor a student's scholarship and want to share this, **please only use their first name**.

## Tag us

Tag @schoolofstjude if you want to promote your fundraiser through social media. This encourages people to find out more about our organisation, and it makes it easy for us to show support and spread the word about your wonderful efforts.

## Use Hashtags

Using hashtags will expose your fundraising to a wider audience, and help our Marketing team keep track of your progress. St Jude's commonly used hashtags are:

#schoolofstjude #stjudes #education #charity #donate  
#sponsor #breakthecycle #fightingpovertythrougheducation

Encourage people to spread the word within their own networks!

If your event is open to the public, we are happy to promote it on our website's events page and share information about your fundraising on our social media platforms too.

## News media

Local newspapers, television and radio stations often take interest in positive stories about people who are making a difference. You can reach out to the media to promote your fundraiser, and/or send photographs from the event or activity to follow up.

If you'd like support with contacting local media, please email our Marketing team at [marketing@schoolofstjude.co.tz](mailto:marketing@schoolofstjude.co.tz) and we'll gladly discuss further promotional options with you. We can also write a press release on your behalf which you can send to relevant news outlets, along with photos.



# STEP 5: At your event/activity

## Set up early

Preparation is the key to success. Rope in a couple of your friends or family to come and help you set up. Once everything is prepared you can pause for a cup of tea before the fun begins!

## Test any equipment

Nobody wants to find out when it comes time to speak that the microphone isn't working! Have a quick run through before anyone arrives so that you can be confident everything will go to plan.

## Engage people

Be sure to chat with as many people as you can that have come to support your fundraising. Make sure they know the cause you have made all this effort for! You are our biggest asset and sharing your enthusiasm and passion for St Jude's is what will inspire others too.

## Collect supporter details

Keep a count of the number of people at your event so that you can include it in your event report. Take the names and email address of anyone interested in hearing more about us and submit these with your report so we can follow up with them.

## Enjoy yourself

Sit back, relax and enjoy all the hard work you put into planning the perfect event - or have lots of fun participating in your chosen activity! Take photos, we'd love to see them and share them with our other supporters through social media and our newsletter. Remember to use St Jude's hashtags.





# STEP 6: After your event/activity

## Deposit funds

Making your donation to St Jude's after your fundraising is easy! You can donate by cheque or direct debit. Details for each option are listed below.

If your guests ask you about sponsorship, please direct them to our website ([www.schoolofstjude.org](http://www.schoolofstjude.org)). We ask for sponsors to make a minimum three-year commitment. If this is not possible, please instead consider allocating funds as a general donation. Any money raised during, before or after your fundraiser can be deposited using one of the following options.

### In Australia

**Please make your cheque payable to:**

"The Public Fund of East Africa Fund Ltd"

**And mail to:**

The School of St Jude Australian Financial Coordinator  
PO Box 82  
Kew East  
VIC 3102

**Please include a note advising the following:**

Your (or the donors) full name  
The postal address of the donor  
The email address of the donor  
The event name and date

**By direct deposit:**

To make a direct deposit to St Jude's Australian bank account:

Bank Name: National Australia Bank  
Account Name: The Public Fund of East African Fund Ltd  
BSB: 083-166  
Account Number: 41-201-1750



If you choose this option, please include your event and full name as the transaction reference. Also please email [accounts1@schoolofstjude.co.tz](mailto:accounts1@schoolofstjude.co.tz) to advise the date and amount of the transaction/s. Both of these actions help us to identify deposits into the bank and to allocate the money correctly

### Outside Australia

We have lots of amazing supporters all over the world. If you are outside Australia see [how to make donations in your local currency](#) and claim tax deductibility for donations from New Zealand, America, Canada and the United Kingdom.

Or simply contact our friendly accounts team and they can assist you personally. Email: [accounts1@schoolofstjude.co.tz](mailto:accounts1@schoolofstjude.co.tz)

## Issuing tax deductible receipts

Often people request a tax deductible receipt for their donations. Although you are not able to issue one on the spot, please inform them that they will be issued a tax deductible receipt if they provide you with the following details: donor's full name, postal address, email address and amount of the donation.

This information will need to be recorded in the "Issue me with a tax receipt" [Excel spreadsheet](#), found in the Appendix. Then email it to [accounts1@schoolofstjude.co.tz](mailto:accounts1@schoolofstjude.co.tz) along with the date of the transaction and total amount deposited.

## Send report

Once your fundraiser is complete, fill out the [event report](#) found in the Appendix. This is a really simple document where you can record the details of your event, how many people came, any feedback or highlights and how much you raised.

# Appendix

## Super Supporters

Be inspired by some of St Jude's Super Supporters  
— you could be our next one!

### Miles of love

Students and staff at St Aloysius College in Adelaide strapped on their sneakers to raise over \$5000 for our school.

Funds raised from their annual walkathon and school carnival serviced and maintained a St Jude's bus for an entire year.

Year 12 students Maddie, Clare, Dimiti and Anna went the extra mile, making and selling blue and yellow ribbons to their peers.

### Heady success

Students from Domincan Wicklow College in Ireland raised an incredible AU\$56,000 by hosting 48 fundraising events between October 2017 and July 2018.

Some of the events included school science and sports camps, a moonlit ball, mountain yoga and taking on chores within their neighbourhoods.

They got their whole school and community involved in their events which was a key factor in their fundraising success.







## Talking It up

Our long-time friend, Noela, makes her mark by sharing the St Jude's story with anyone who'll listen.

She has spent the last two years speaking at Rotary clubs on behalf of St Jude's, helping to raise thousands of dollars.

"Of course I get nervous on each occasion; however, I am telling the story for the students. It is my duty to encourage anyone who'll listen."

Recently, the Gladstone Rotary Club generously presented Noela with a cheque for \$1090.

"With hundreds of local charities requiring Rotary's support, it's an honour to accept donations for St Jude's!" Noela said.

## Fundraising in the bag

Long-time supporter, Jill, from Queensland, Australia, has been sewing reusable shopping bags and donating the profits to St Jude's.


"It really is easy to promote the wonderful work of St Jude's, the staff and students. If I can sit at my sewing machine doing what I love for such a good cause, knowing every cent is being spent wisely, others should try it too!" Jill explained.

Can you think of a way to use your skills to fight poverty through education?



# What your donation could do

Click on the image to download the PDF file.

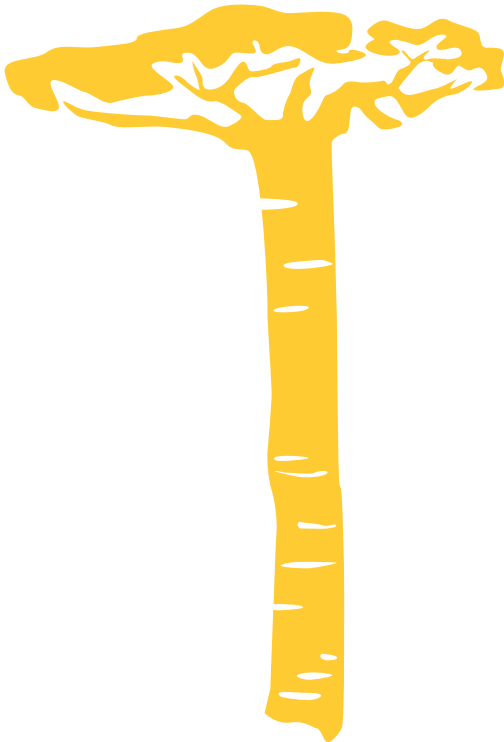
<b>Nutrition pack</b> <b>\$30</b> Fruit for a student for a school year	<b>Transport a student</b> <b>\$66</b> One student for a term	<b>Upcycle furniture</b> <b>\$120</b> Maintain/refurbish furniture for a class	<b>Kitchen Kit</b> <b>\$260</b> A week's food across all campuses
<b>Security</b> <b>\$600</b> Secure a campus for a month	<b>Keep us connected</b> <b>\$875</b> Internet for a class for a year	<b>Lab kit</b> <b>\$2,000</b> Stock a science lab	<b>Support the journey</b> <b>\$5,000</b> Maintain a bus for a year
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# Event registration form

Click on the image to download the registration form.



The School  
of St Jude

## Fundraising event registration

### About You

Title	Name
Company / Group / Organisation	
Address	State / Province
Post or ZIP code	Country
Telephone (include country code)	Mobile (include country code)
Email	

### Please tell us about your involvement with St Jude's

☐ I have previously hosted a fundraising activity and / or event for St Jude's

☐ I am a current sponsor ☐ I have donated to the school

☐ I have visited St Jude's Date  ☐ I am planning to visit St Jude's Date

☐ I am a new supporter and this is my first involvement

### About your fundraising activity

Event / activity name
Proposed date Location
Description
How many people do you expect to attend

☐ I would like my event promoted on the events page of the St Jude's website.  
(Please provide us with your event flyer and all of the details that are to be listed on our website.)

### Which area of St Jude's would you like to raise funds for?

<input type="checkbox"/> General maintenance	<input type="checkbox"/> Bus maintenance	<input type="checkbox"/> Nutritious meals
<input type="checkbox"/> Other	<input type="checkbox"/> Teacher resources	<input type="checkbox"/> School uniforms

Details
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### Will any other organisation/s benefit from your fundraiser?

☐ Yes ☐ No

Email: [info@schoolofstjude.co.tz](mailto:info@schoolofstjude.co.tz)

Web: [www.schoolofstjude.org](http://www.schoolofstjude.org)

# The legals

## Risk assessment

You should conduct a risk assessment of the venue (whether public or private) to ensure any risk of damage to the property or to people's health and safety is minimised in as far as possible. Develop a plan to ensure potential hazards are managed appropriately. You may need first aid cover, or assistance from medical staff at the event, in case of an emergency.

## Insurance

You may need public liability insurance to host a public event. Please enquire with your chosen venue, as they may have this already. Also verify that organisations (i.e. caterers, performers, technicians etc) helping to run the event already have the required insurance and risk management plans.

## Alcohol

If you serve or allow alcohol at your public event, you must clarify with local liquor licensing authorities as to whether you need a specific license or permission to do so.

## Raffles and gambling

As with alcohol, you may encounter restrictions or regulations surrounding lotteries. Be sure to abide by national, state and local rules.

## Public collections

You must seek permission from your local council before collecting for charity in a public place (i.e. at a shopping mall or on the street). Some areas require charity collectors to have a special permit, so, if necessary, please obtain this before collecting funds in the name of The School of St Jude.



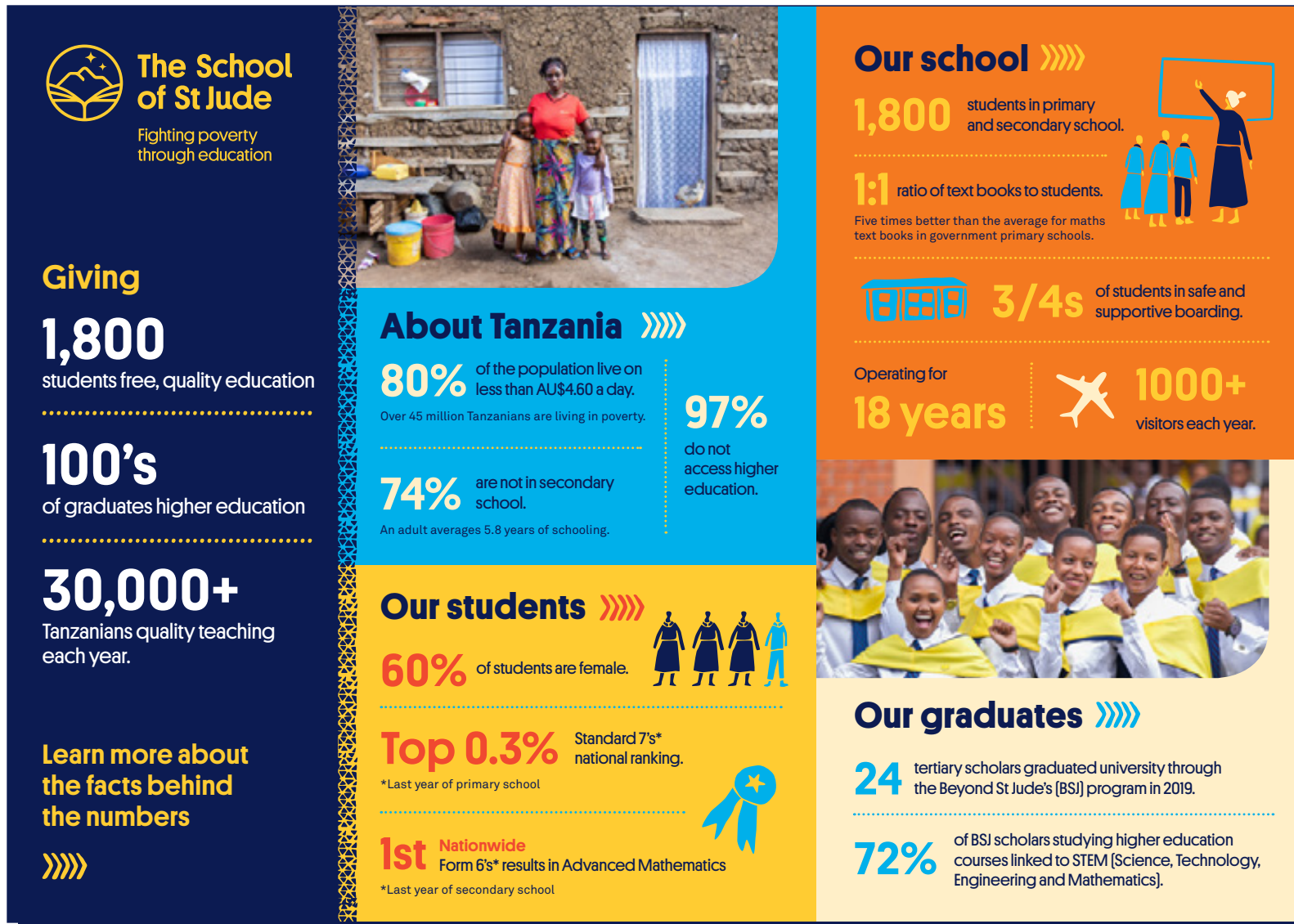
The School of St Jude does not accept responsibility for supporters or fundraisers who violate local, state or national fundraising or charity awareness regulations. The school reserves the right to ask you to stop fundraising on our behalf if rules and regulations are ignored or breached, or if our brand, logo, resources and promotional material are used inappropriately.





# St Jude's factsheet

Click on the image to download the PDF file.





# Gemma's bio

Click on the image to download the PDF file.

 **The School of St Jude**  
Fighting poverty through education

## Gemma Sisia

### Making dreams reality

.....

In 2007, Gemma's achievements were honoured by an Order of Australia medal. Her story has been featured twice in the ABC TV documentary program Australian Story, in 2005 and a follow-up in 2009. In 2012, Gemma was named one of The Australian Financial Review and Westpac's 100 Women of Influence, nominated in the Global category and was also a finalist in New South Wales for Australian of the Year. In 2000 and 2019, Gemma was awarded a Sapphire Paul Harris Fellow by Rotary International.

  
[www.schoolofstjude.org](http://www.schoolofstjude.org)



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# About The School of St Jude

Click on the image to download the PDF file.



**The School of St Jude**

Fighting poverty through education

In 2002, Australian woman, Gemma Sisia, opened The School of St Jude with three students and a big dream to bring the opportunity of a 100% free, quality education to children living in poverty.

Today, St Jude's is a pioneering leader in charitable education within Africa. We educate 1,800 students across a primary and two secondary schools, achieving among the top results in the country. We support 100's of graduates through higher education and provide 30,000+ Tanzanians with quality teaching each year.

St Jude's offers academic scholarships to students that combine academic promise with a desperately poor background and a great attitude to work.

We feed them, house them, educate them, and do everything possible to ensure our students' wellbeing and future success. As a result, we have three campuses filled with happy and healthy students in a country where over 70% of school-aged children will not be enrolled in secondary school.

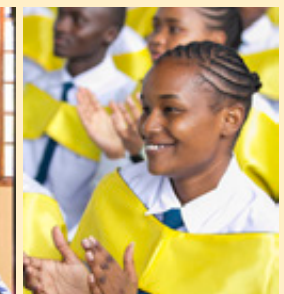
In January 2020, to have an even bigger impact, we opened a secondary school for over 400 girls. In Tanzania, girls from a poor rural background will only receive four years of schooling on average, we wanted to change this by stacking the odds in their favour. Educated women ensure their children are educated, healthy and empowered to change the world.

Here at St Jude's, we encourage Tanzanian youth to do more than just succeed – we empower them to transform their community, challenge the status quo and find solutions for the 45 million Tanzanians living in poverty.

Thanks to a quality education, our graduates are role models in their community and their families are able to overcome extreme poverty.



Together, we will do more  
[www.schoolofstjude.org](http://www.schoolofstjude.org)



# 8 weeks for planning



# Issue me with a tax receipt

Click on the image to download the Excel spreadsheet.

The image shows a screenshot of an Excel spreadsheet titled "Tax Deductibility Receipt Spreadsheet". The spreadsheet is open in the "Home" tab, showing the ribbon with various formatting options. The spreadsheet has 8 columns: A (Name (Individual or Organisation)), B (Address 1), C (Address 2), D (Town/City), E (State), F (Postcode), G (Email Address), and H (Total AU\$). The rows are numbered 1 to 39. The first row (row 1) is highlighted in yellow and contains the headers for each column. The rest of the rows are empty.

	A	B	C	D	E	F	G	H
1	Name (Individual or Organisation)	Address 1	Address 2	Town/City	State	Postcode	Email Address	Total AU\$
2								
3								
4								
5								
6								
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through education

# Thank you

It's because of the efforts of supporters like you that we are able to continue fighting poverty through education.

**Asante sana** [thank you very much in Kiswahili].



[www.schoolofstjude.org](http://www.schoolofstjude.org)

