

O|T
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OUTSIDE THE LOCKER ROOM

COMMUNITY FUNDRAISING PACK



Thank you.

Outside the Locker Room is a registered charity founded in 2015 by ex-AFL player, Jake Edwards.

We provide critical mental health education and welfare support to community sporting clubs across Australia.

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To find out more about who we are, what we do and why we do it, please visit our website: www.otlr.org.au.



FUNDRAISING OPTIONS

Mental health matches

Mental health matches are by far our most popular option as they provide the opportunity for two clubs to show their support for their individual, team and broader community's wellbeing.

We can help you run a successful day that brings to light the strength of your sporting community and the support that exists for anyone who might be experiencing mental health challenges.

On the day, fundraising can include:

- Donation collection tins
- Selling commemorative jerseys
- Selling OTLR's merchandise

The day can be made extra special for your club through BOG medals and a commemorative cup, turning an amazing community game into an annual event.

FUNDRAISING OPTIONS

Club functions

Galas, season lunches, and best and fairest – sporting clubs have a wonderful social calendar! Make the most of this by adding an inbuilt donation into your next club event, with funds going to OTLR. A \$10 on-the-door donation at a club event can be an extremely successful fundraiser to support your OTLR partnership.

Raffles

Raffles can be held on game days, during Thursday night dinners, and after games in the club rooms or at club functions.

Raffle prizes can be donated by local businesses.



FUNDRAISING OPTIONS

Merchandise

Selling OTLR merchandise is a great way to fundraise while also showing your community and players your club's commitment to their wellbeing.

Our merchandise has a standard design across all our community partners and clubs. We have items suitable for training to game day, from the sidelines to the forward pocket, for players, support staff and community members.

Ordering OTLR merchandise is easy through our partners Tribal Sport. To order our merch, please express interest via [our fundraising form](#).

We'll then be in touch with order forms and sizing.



COMMEMORATIVE JERSEYS

Item	Minimum order	Turn around Once order placed	Cost Per product
Casual t-shirt Available in black, white or light grey	20	3 weeks	\$30
Sports singlet	10	4 weeks	\$25
Beanie	100	4 weeks	\$29
Hoodie Available in black or light grey	20	3 weeks	\$70
Socks	72	4 weeks	\$10

Our partners at Tribal can also assist clubs to design commemorative jerseys for their mental health matches.

Please note: Some leagues have strict clothing regulations and branding contracts. It is your team's responsibility to get clearance from your league to wear alternative clothing.

FUNDRAISING OPTIONS

Cash donations

We can supply donation collection tins for you to display on your club's bar or take around on game days. Options like this allow your club's supporters and other clubs to donate and grow the community's welfare support.

Card donations

Card donations can be made directly to OTLR via our website: www.otlr.org.au/donate. The donor will receive a tax deductible receipt.

Other

If you have your own event ideas or are looking for suggestions, please get in touch with Ebony via ehoiberg@otlr.org.au.



KEYS TO SUCCESS

Spread the word

Regular reminders of upcoming fundraisers and your club's involvement with OTLR will ensure your community is aware of your fundraising event and will signal that your club is an inclusive place already working to reduce the stigma of mental ill-health, illnesses and suicide.

Some ideas include:

- Coaches and captains reminding players at training, club dinners and games of the club's involvement with OTLR
- Getting your leadership team to show their commitment through wearing OTLR merchandise around the club
- Posts on your club's social media about your involvement with OTLR
- An OTLR club medal at the end of the season, similar to a coach's award, for the player that has best supported your club members's wellbeing
- Posters everywhere! In locker rooms, club rooms, back of toilet stalls, at the canteen...

KEYS TO SUCCESS

Matched funding

Many businesses have a 'match funding' program, where they'll match the amount you raise dollar for dollar. Why not ask the businesses connected to your club (e.g. your players's workplaces or your club's sponsors) to support you in your fundraising for OTLR?

Embrace your club!

Each club across Australia is unique and has its own things that make it tick. Think back on previous club and community events and think about what would assist to make this event the most successful it could be!

Branding guide

We would love you to spread the word far and wide about OTLR and all the work that your club is doing to look after your community's well being.

To help with designing social media tiles, event posters and more, here are OTLR's logos, hashtags and brand colours.



Logo pack: <http://bit.ly/otlrlogo>

#otlr #stigmastopshere
#morethanjustagame



#EE312F



#00133A



#231F20



#C9CBC7

Getting started...

1. Read through this document – we have tried to include as much information as possible.

2. Allocate a person to take charge of organising your event! This will be OTLR's go-to person for everything to do with your fundraising endeavour.

3. Set a goal, think about what sort of fundraiser would be most suited to your club and pick a realistic time frame you want to work with.

4. Express your interest via our [fundraising form](#). After you express interest, we'll be in touch within 1 week to discuss your fundraising needs, chat through your plans with you and provide a letter of authority to fundraise.

5. Merchandise orders! Merchandise can take longer than expected, so try to get your order in as soon as possible. If buying jerseys, you'll need to get sizing back from club members and once the order has been placed production and delivery will take 6-8 weeks.



... Home stretch!

6. Once your fundraising details are locked in, get social – share your fundraiser on Instagram, Facebook and club emails. Spread the word as much as possible.

7. Your fundraiser! The time has come! It's important that you take a deep breath at this point and enjoy your fundraiser. Talk about the amazing work your club is doing to support OTLR and the wellbeing of your players. Remember to grab some photos of everyone getting amongst the fun and in the spirit of your fundraiser!

8. The job's not done! Make sure to thank your supporters and update your club on the amazing job they have done to support OTLR.

9. Lastly, submit your donations through [our website](#). Make sure to include the reference number provided to you in your letter of authority to fundraise.

The nitty gritty

Letter of authority to fundraise

A letter of authority to fundraise will be sent to you once you have expressed your interest via our [online form](#). This letter verifies that you are officially fundraising on behalf of Outside the Locker Room.

Public liability insurance

You may be required to obtain public liability insurance for your fundraising event or activity. Unfortunately we cannot provide insurance. Your venue may be able to put you under their public liability insurance policy depending on what type of coverage they have.

Third party permits

You may be required to obtain permits for your events or fundraising activities. Check with your relevant authority and local council to ensure you have all the paperwork needed to serve food, alcohol, hold an event in a public place and conduct all the fundraising for your event.

Ethical fundraising

All fundraising for Outside the Locker Room must comply with all relevant national, state and territory laws and adhere to our values:

- Community
- Compassion
- Courage
- Innovation

Tax-deductible donations

All donations over \$2 are eligible for a tax-deductible receipt. Please note that the following cannot be issued with tax-deductible receipts:

- The purchase of goods or services
- Raffle tickets
- Auction items
- Goods or services donated for the event
- Monies received on behalf of others

Money management

You are responsible for all financial aspects of your activity or event, including record keeping, management of funds and ensuring that all funds raised online and offline are received by Outside the Locker Room within 28 days of completion of the

event. Expenses incurred for your event cannot exceed more than 30% of the total funds raised. Please be aware Outside the Locker Room will not be able to pay or reimburse any expenses incurred.

OTLR staff involvement

Due to the amazing number of community fundraisers held, our small team is not always able to be present at community events. Our fundraising team will be in touch throughout your fundraising process but we have limited capacity to attend events. We are, however, happy to talk through the feasibility of any ideas or request you have if you contact Ebony at ehoiberg@otlr.org.au.

Outside the Locker Room

In Western Australia, Outside the Locker Room has been funded by the Australian Government Department of Health under the Community Health and Hospitals Program.

Please note we are not an emergency response service. If at any point you are concerned for your safety, or the safety of someone else, please call 000.

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Outside the Locker Room Charity Ltd is registered as a charity with the Australian Charities and Not-for-profits Commission | ABN 45635277762

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