



YOUTH  
ADVOCACY  
CENTRE INC



**'TEAM YAC':**  
Fundraising for  
YAC



YOUTH ADVOCACY CENTRE INC

## Welcome to Team YAC!

Thank you for choosing to support Youth Advocacy Centre. Your support is appreciated by everyone at YAC, and the money you raise will go towards our work in helping some of Brisbane's most vulnerable young people.

We are grateful for your support, and would like to help you in any way we can with your fundraising endeavours!

We have compiled the following information with the help of Everyday Hero to help you with your fundraising and give you some ideas. If you would have any questions or would like some help at any stage, please contact us at [admin@yac.net.au](mailto:admin@yac.net.au) or [tarryn@socialmoney.com.au](mailto:tarryn@socialmoney.com.au).

Thank you again – and good luck!

## Getting started

We have partnered with online fundraising platform Everyday Hero ([www.everydayhero.com.au](http://www.everydayhero.com.au)) as it is a quick, easy and effective way for you to raise funds for YAC.

If you haven't already done so, set up your personal fundraising page on Everyday Hero:

<http://www.everydayhero.com.au/charity/view?charity=2771>.



You can set up two types of YAC fundraising pages:

- A personal fundraising page for an upcoming event (such as a local fun run or marathon)
- A general Supporter page (you can create your own event or campaign).



## Maximising your online fundraising

Once you're signed up, here are a few simple tips to help you maximise your online fundraising:

- Personalise your Everyday Hero fundraising webpage with a photo or YouTube video, and explain why you are passionate about raising funds for YAC
- Include pictures of yourself - people want to see who they are donating to
- Set an achievable target that isn't too low – you may be surprised by people's generosity!
- Email your family and closest friends first, then other potential supporters
- Ask to be included on your company intranet/website or newsletter
- Change your work or home email signature to include a link to your fundraising page
- Post or Tweet about your fundraising efforts on Facebook or Twitter, including the URL of your page
- Consider dressing up, or doing something novel for your colleagues (ie. making them tea and coffee for a week) if you hit a certain fundraising target
- Update your supporter page! Keep your donors and potential donors updated with your progress. How is the fundraising going? What obstacles have you come across? What are you really enjoying? etc.
- If you hit your target, or you are less than \$100 away from reaching it – increase it! If people think you are close to meeting your target they may not donate the \$200 they were going to if you are only \$75 off your goal
- Thank your donors! Let them know their donation has been noticed and appreciated
- Finally – ask again! People often need reminding, if you asked them once and they haven't donated – ask again, they may have just forgotten and won't begrudge a friendly reminder.





## Tips for raising money using email

- Update your email signature to include your Supporter page link, and ask your friends to do the same. It is a simple, free way to reach more people (aka potential supporters) with every email you send
- Send an email out to your address book. Write your story, and include your Supporter page link. Let everyone know what you are doing whilst giving them the opportunity to share in your passion AND help you raise money
- Thank your sponsors! Send them an email to show your appreciation, keep them in the loop, let them know how much their sponsorship will make a difference
- Send more than one email. Don't bombard your email contacts, but don't give up after one attempt. People often need reminding of the awesome cause you are raising money for and how you are doing it! We would recommend sending about two emails before your event, and 1 email after
- Send all of your sponsors one final email once your event has passed – let them know how it went, send a few photos and a video if you have one. Make them feel proud of supporting you – because they should be!



## Tips for raising money using Facebook

1. Create an event on Facebook (or if your activity isn't happening at a particular time, create a group) and invite all of your friends to join – remember to include a personal message in your invite so they don't just feel spammed. This is a great way to gather all your supporters and potential supporters in one area
2. On your event/group page, don't forget to suggest sponsorship amounts to your audience – take the pressure off them to just know how much to donate, be bold – tell them how much a few different amounts will help your cause (some high amounts, some low amounts)





3. Post your Supporter page link on Facebook. Let your friends know what you are doing and if they can't donate – ask them to simply share the link to their network of friends – you want the most exposure possible for your Supporter page.
4. Include your story on your event/group on Facebook! Tell people what you are doing for YAC and the reasons behind your endeavours. People will want to know. What you are doing is brilliant, and you needn't be shy about sharing it with your friends
5. Upload photos, show your Facebook friends you in action, show them pictures of the cause you care about – share your passion with them
6. Make a video! With the amount of camera phones around it is now very simple create a short video (two minutes is plenty) to show your face and speak to your willing audience! Really inspire them to want to help you raise as much as possible
7. Make sure you like Youth Advocacy Centre's Facebook page!

## Tips for raising money using Twitter

1. Tweet your Supporter page link to your followers! Include in your tweet 'Please ReTweet' to encourage them to do so. You can tweet your page link more than once, don't bombard your followers but make sure you don't let them forget about the fantastic effort you are putting into raising money for YAC and for vulnerable young people
2. Update your Twitter 'bio' to include your fundraising story, and whilst you are editing your profile why not add your Supporter link in as your dedicated website
3. @message your friends, celebrities (and your charity if they are on Twitter) – ask them to retweet your link – this way you are getting exposure to their followers as well! (you will be surprised at how many people will agree to do this!)
4. Compose a 140 character message to 'direct message' your followers on – you can make this more personal as it won't be public and you can choose who you send it to. Tell them about your Supporter page and cause, ask for their support – get their help to spread your inspiring venture

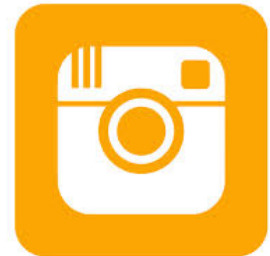






## Tips for raising money using Instagram

1. Capture your passion: Take photos that show the reason behind your decision to raise funds, images that represent the cause you care about and why. Let your donors/potential donors be aware of the importance of what you are doing
2. Behind the Scenes: Keep your followers in the loop with your preparation – if you are running a marathon, show them all those mornings and evenings you are sacrificing with humorous pictures and captions.
3. Map your progress: Geotag your Instagram posts, it's a great way to showcase where you've taken photos and also make them available for others who visit the same area to see you were there and find out what you were doing – really fun to use at large events like marathons!
4. Show what you are doing: Upload photos of your event, this will really help when you are asking for donations after your event has taken place – proof of what you did (and hopefully the fun you had doing it!)
5. Share socially: Link your Instagram account to Twitter and Facebook so that when you upload a photo all your friends across all your networks can see and enjoy it.
6. Screenshot your Supporter page! Putting up a photo of your Supporter page is a brilliant way to show your followers how they can donate! (also don't forget to include your page link in your accompanying comments)





## Other fundraising ideas

As well as the online fundraising methods, there are other ways you can raise funds to help boost your total. You are only limited by your imagination!

Some ideas include:

- Hosting a movie night
- Organising a trivia night
- Organising a raffle (nb. please check with YAC whether you will need a license, depending upon the size of the raffle)
- Organising an event – a morning tea, dinner, picnic in the park
- Making YAC the beneficiary of a dress-down day at your workplace
- Asking your employer if they have a matched giving scheme you could participate in
- Organising a sausage sizzle
- Asking local businesses that you frequent whether they would have a collection tin on their counter
- Organising a car wash



If you would like some further ideas, or some help with your fundraising, please email [admin@yac.net.au](mailto:admin@yac.net.au) or [tarryn@socialmoney.com.au](mailto:tarryn@socialmoney.com.au).



## Helpful scripts about YAC

Here are some words about YAC you might find useful in your fundraising endeavours:

### ***Short version***

Youth Advocacy Centre (YAC) offers free legal services to 10-18 year olds in trouble with the law in the greater Brisbane area, and partners that with free youth support and/or family support services to help address the issues that caused a young person to offend in the first place. They're all about social justice for young people, and trying to help solve underlying issues rather than just 'band-aiding' young people through the justice system.

### ***Longer version***

Youth Advocacy Centre, known affectionately as YAC, is a legal and social welfare agency for young people generally aged 10-18 years living in the Greater Brisbane area. It provides more limited services to young people in other parts of the State.

YAC is dedicated to delivering social justice for young people, and to transforming the lives of those caught in the youth justice and/or child protection systems. They do this in a number of ways – by providing free legal services to young people in trouble with the law, and by providing free youth support and family support to help address the issues which caused a young person to offend in the first place. YAC also delivers community legal education across the State to people working with young people; an accommodation service for young people on bail; and advocates for youth rights.

YAC believe that young people in trouble with the law are not “bad kids”. They know it is much more complex than that – from their own experience and from the wealth of research about young offenders. They know that young people entrenched in the criminal justice system often have significant social, welfare and relationship problems. And they believe that positive intervention while people are still young can help transform lives, for the good of the whole community.

## How your support helps young people

On the following pages, we've shared some stories about some of the young people we've helped recently. Thank you so much for your support to help us keep doing this.





# PAUL'S STORY

Paul\* met a YAC lawyer at court. He told him that he had a poor relationship with his father and that he struggled to feel safe at home. As a result, Paul often stayed away from home which led to him mixing with other offending peers. The lawyer suggested he meet with YAC's Family Support Advocate (FSA), and Paul agreed to do so. The FSA met with Paul who agreed she could engage with his father.

Paul's father advised that he (the father) had some mental health issues due to the breakup of his marriage and the floods in 2011. The family was living in confined space because flood repairs were yet to be completed and this was causing Paul a high level of stress but Paul had always had issues and was hard to engage. As he got older, he was more and more difficult and did not get on with his siblings. Paul fell out of education as he would not conform with school rules and was rude to teachers. He had liked art and his father was proud of Paul's paintings.

The FSA discovered that Paul had been diagnosed with Autism Spectrum Disorder (ASD) a few years previously but had received no support for this and his father had little understanding about the condition and saw it simply as unruly behaviour.

The FSA made contact with other professionals who could help the family. She identified and separated out the needs of Paul, his father and the family as a whole. This included contacting Autism Qld to arrange sessions for the young person as well as for the father so that both could better understand what having ASD means and identify strategies to deal with this from their perspective. The FSA wrote a letter for the magistrate at court and actively advocated for Paul with other professionals to appropriately support Paul and his needs.

The FSA encouraged Paul's father to seek mental health counselling which led to a mental health plan being established for him. She had one to one sessions with him to make him more aware of his own behaviours and responses to Paul and coach him in appropriate parenting strategies. She also encouraged Paul's father to participate in the YAC parent support group.

As a result of all these strategies, Paul's relationship with his father improved immensely. Paul's community service was structured to promote positive outcomes for him. He was allowed to paint and visit art galleries with his youth worker. Paul started to understand his ASD condition and to find strategies to manage it for himself. His self-esteem improved and he liked being at home more because of the improved relationships and so spent more time at home. He stopped offending.

Paul's father felt that he was back in control as a parent and his mental health improved. This enabled him to work more - and more work meant more money for getting the house back in order. The FSA explored possible setbacks, and strategies to manage these, with Paul's father before closing the case.

\* Name has been changed to protect the identity of the young person.





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# EMILY'S STORY

Youth Justice referred a young person, Emily\*, who had been in custody for over 12 months. Emily had limited community and family supports and YAC identified that she had nowhere to go once released. The Youth Support Advocate met with Emily whilst she was in custody and provided information and options around housing and support within her community. Emily expressed a need to succeed and that she wanted to address the issues of why she initially ended up in custody- homelessness, family conflict and limited support. With Emily's consent, a referral was made to an appropriate housing service for accommodation. A collaborative case plan was developed over a number of stakeholder meetings with Emily and the agencies (including youth justice and the detention centre) to ensure appropriate supports, such as counselling and employment options and housing were in place once Emily transitioned from detention.

Emily is now maintaining her housing situation, has linked in with an employment agency to undertake a course and attending is regular counselling. The Youth Support Advocate continues to provide ongoing support to ensure Emily continues to be connected with appropriate supports within the community, successfully completes her youth justice order, continues to maintain her housing and learn the necessary living skills to transition to long term housing. This pooling of specialist support and housing has ensured the delivery of an integrated, holistic and client focused response for Emily.

*\*Name has been changed to protect the identity of the young person*

*"[The YSA] is very helpful and caring.  
She has been there for me 100%."*

*Female client*

