



COMMUNITY FUNDRAISING

TOOLKIT



WHAT IS THE COMMUNITY FUNDRAISING TOOLKIT?

The Community Fundraising Toolkit includes helpful guides and tools to support your fundraising. Whether you need poster templates to promote your event, guides on how to run different activities or communication templates - you'll find a range of easy-to-use resources in this toolkit that have been developed by fundraising experts and tested by communities.

The toolkit includes:

- An overview of fundraising activity guides available
- How your fundraising activities make a difference
- Information about New Zealand Red Cross' humanitarian programmes
- General health, safety and wellbeing information
- Banking information

The six activity guides currently available are how to run your own:

- Sausage sizzle
- Raffle
- Quiz night
- Bake sale
- Street Collection site
- Morning tea

All activity guides include event planning and equipment checklists, poster, email and social media templates, as well as health, safety and wellbeing information.

AVAILABLE ACTIVITY GUIDES

1



How to:
**RUN A SAUSAGE
SIZZLE FUNDRAISER!**



2



How to:
**RUN A MORNING
TEA FUNDRAISER!**



3



How to:
**RUN A BAKE SALE
FUNDRAISER!**



4



How to:
**RUN A QUIZ NIGHT
FUNDRAISER!**



Downloadable resources and links are at the end of this toolkit

AVAILABLE ACTIVITY GUIDES



5

How to:
**RUN A RAFFLE
FUNDRAISER!**



6

How to:
**RUN A STREET
COLLECTION**



Downloadable resources and links are at the end of this toolkit



Why support New Zealand Red Cross?

New Zealand Red Cross is proud to be part of the world's largest humanitarian movement, working to meet the needs and improve the lives of vulnerable people.

We help people facing the challenges of disaster, emergency, conflict or crisis. Every day our humanitarian network of more than 10,000 members, volunteers and employees provide relief, comfort and support, wherever we are needed in New Zealand, the Pacific and around the world.

Our Fundamental Principles—humanity, impartiality, neutrality, independence, voluntary service, unity, and universality—guide everything we do. This means we are here to help, wherever the need is greatest.

Humanitarian needs around the world are growing. Red Cross is there in some of the most urgent, devastating and difficult situations. As a volunteer movement and a charity, our work is only possible thanks to those who generously give time and donations.

When compassionate people like you fundraise for New Zealand Red Cross, you are helping:

- Provide practical and emotional support to people affected by disasters and emergencies
- Support former refugees as they settle into their new lives in New Zealand
- Deliver nutritious meals to people who find it challenging to cook for themselves
- Train and deploy our International Delegates on lifesaving missions



THANK YOU for the important role you are playing to help New Zealand Red Cross continue deliver humanitarian impact for vulnerable people where the need is greatest.

MAKE A *difference*

We desperately need donations to our Where the Need is Greatest Fund, which is critical for enabling all our humanitarian services and programmes. Every single programme we deliver relies on donations made to this fund. Money raised from local fundraising activities helps ensure support reaches thousands of vulnerable people every year.

Our Community Fundraising team is here to support you with your fundraising activities. If you have questions about local or national fundraising activities, you can contact us at getfundraising@redcross.org.nz.

THANK YOU

Here are some examples of how the funds you raise can help:



\$10

Could provide an emergency blanket to keep someone warm during an emergency



\$25

Could ensure an elderly neighbour in need receives a daily meal delivery for one week



\$60

Could cover the costs of a volunteer working for three months to support a newly arrived former refugee family



\$100

Could help deploy specialist delegates to the Pacific to work alongside and support communities affected by an emergency



Your support makes a lifechanging difference through our programmes

SUPPORTING PEOPLE IN NEW ZEALAND

We support many vulnerable communities here in New Zealand. We have a humanitarian network of more than 10,000 members, volunteers and employees working to support people from Northland to Southland.

DISASTER AND EMERGENCY RESPONSE

We help communities to prepare for, respond to, and recover from disasters and emergencies across Aotearoa New Zealand.



We don't know when or where the next disaster will strike. But we do know that Red Cross will be there wherever we are needed. Across the country, we train and equip teams in 20 locations to be ready to respond to floods, earthquakes, landslides, severe weather, and other emergencies.

New Zealand communities are vulnerable to many natural hazards, and climate change is causing more frequent and intense weather events. Red Cross is being called upon more than ever before. Our volunteer teams meet regularly and undertake comprehensive deployment training to strengthen local community resilience and build skills in first aid, psychosocial support, and to support the coordination of emergency operations.

- Prepositioned **emergency supplies, equipment and trained personnel**
- Teams in **20 locations** ready to provide **emotional support, emergency shelter, welfare supplies, and local outreach**
- We may also raise **financial support** to help meet exceptional needs
- We're **part of local communities** and we're still there **helping people and families** after the immediate response ends

MEALS ON WHEELS

Each year New Zealand Red Cross delivers over 700,000 meals to people who find it challenging to cook for themselves.

The meals are delivered by more than 3,000 volunteers who cover thousands of kilometres around the country every day. Since the 1950s we've been providing communities with more than a food delivery service, our volunteers provide regular social connection and an opportunity to check that everything is okay.



- Coordinating **over 700,000 meal deliveries** in over **30 locations**
- **Vital connection for vulnerable people** in our communities
- Delivering **nutritious meals** for people unable to cook for themselves
- **Independence for elderly, unwell or isolated people** living in their homes

REFUGEE SETTLEMENT SUPPORT

We support former refugees on every step of their journey to settle and find work as they begin their new lives here. We also assist convention refugees and other vulnerable migrants.



With over a decade of experience working with people from refugee backgrounds, our tailored programmes are informed by the communities we serve. We have supported tens of thousands of people and families to build brighter futures that are safe from conflict and persecution.

Our multicultural teams include social workers, cross-cultural caseworkers, youth workers, specialist mental health professionals, employment liaisons, and trained refugee support volunteers who support people on their settlement journey for up to two years.

- Helping **set up homes, build community connections** and **navigate everyday life**
- Sourcing items such as **homewares, school uniforms and car seats**
- Increasing **access to work, education and training opportunities**
- Providing youth and people coping with trauma access to **specialist care and support**
- **Vital connections and practical assistance** for convention refugees
- **Family reunification** support



SUPPORTING PEOPLE OVERSEAS

Our international work has a strong focus on the Pacific, building resilience and supporting our neighbours during disasters. We also respond to humanitarian emergencies around the world.

THE GLOBAL RED CROSS RED CRESCENT MOVEMENT

We're connected through National Societies in 191 countries, the International Committee of the Red Cross (ICRC) – focused on conflict and international humanitarian law; and the International Federation of Red Cross Red Crescent Societies (IFRC) – focused on disaster and National Society coordination.



New Zealand Red Cross plays an important role contributing to humanitarian relief efforts for crises around the world – from devastating conflicts in Ukraine and the Middle East to major earthquakes in Morocco, Türkiye and Syria, to severe floods in Libya and Pakistan and disasters in Vanuatu, Tonga and Papua New Guinea. We're ready to help wherever we're needed next.

- Trusted **advocate for humanitarian needs** without taking sides or discrimination
- Support for **most vulnerable, in need and hard to reach people**
- **Local knowledge, global reach**



INTERNATIONAL PROGRAMMES

We train and deploy skilled personnel and resources to save lives, alleviate suffering and maintain human dignity, often working in some of the most challenging environments.



Our International Delegates include nurses, logistics and operations experts, emergency communications specialists and much more. They work alongside local teams to provide humanitarian aid and capacity development through their technical expertise.

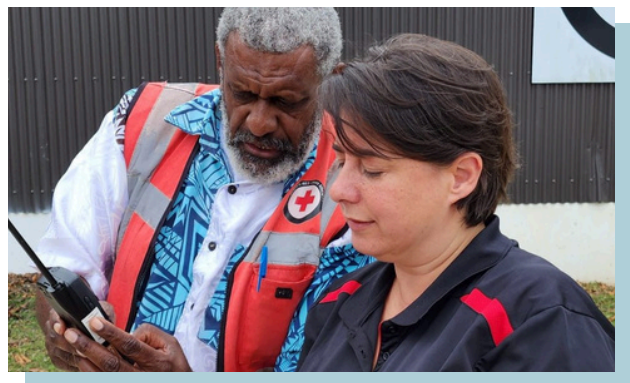
We supply emergency relief items and resources around the world where it is needed. When loved ones are separated by migration, disaster or conflict, we work to find information about their whereabouts through our global Restoring Family Links service.

- **Over 100 International Delegates** ready to deploy to share Kiwi expertise
- One of five global Red Cross **IT & Telecommunications Emergency Response Units** that can be sent into disaster zones within 72 hours to **coordinate operations**
- **IT and telecommunication technology** to communities across the Pacific and Asia to support effective emergency response communications
- Global network to **reconnect and reunite** people all over the world

PACIFIC PROGRAMMES

We provide bilateral support to strengthen Red Cross National Societies and build resilience in vulnerable communities' after 'Societies such as Cook Islands, Fiji, Kiribati, Samoa, Tonga, Tuvalu, Solomon Islands, and Vanuatu.

- **Up to 10,000 people** equipped with lifesaving first aid skills every year
- **Cyclone relief** including **shelter toolkits, jerricans, kitchen sets**, from warehouses in Auckland and Fiji
- Capacity building through **National Society development** to increase resilience



INTERNATIONAL HUMANITARIAN LAW

Red Cross is the guardian of the 1949 Geneva Conventions, which is international legislation that minimises the harm caused by war.



- **196 states** party to the **Geneva Conventions**
- International treaties to **eliminate nuclear proliferation**
- **Rules of War:** protects civilians, ensures humanitarian access, limits force
- **International Humanitarian Law education** and dialogue to ensure all parties to conflict **understand these important rules**



FUNDRAISING COMMUNICATIONS TIPS

We know there is a lot of information about all the great work that New Zealand Red Cross does – and there is much more that we have not covered here that is happening every day in communities.

- We recommend checking out the **stories on our website that give real examples of people receiving life changing help and support**
- **Think about your personal motivations for getting involved** – sharing your reasons for supporting Red Cross is a powerful and authentic way to engage people with your fundraising
- **Remember that donations support a range of important humanitarian work** so be mindful that you do not guarantee a specific purpose. With so many important programmes, it would be ineffective to fundraise for each one individually. The **Where the Need is Greatest Fund** ensures we have the resources and flexibility to **meet the greatest humanitarian needs**



EVENT PLANNING TEMPLATES

The templates on the following pages have been created to make event planning as easy as possible.

EVENT PLAN

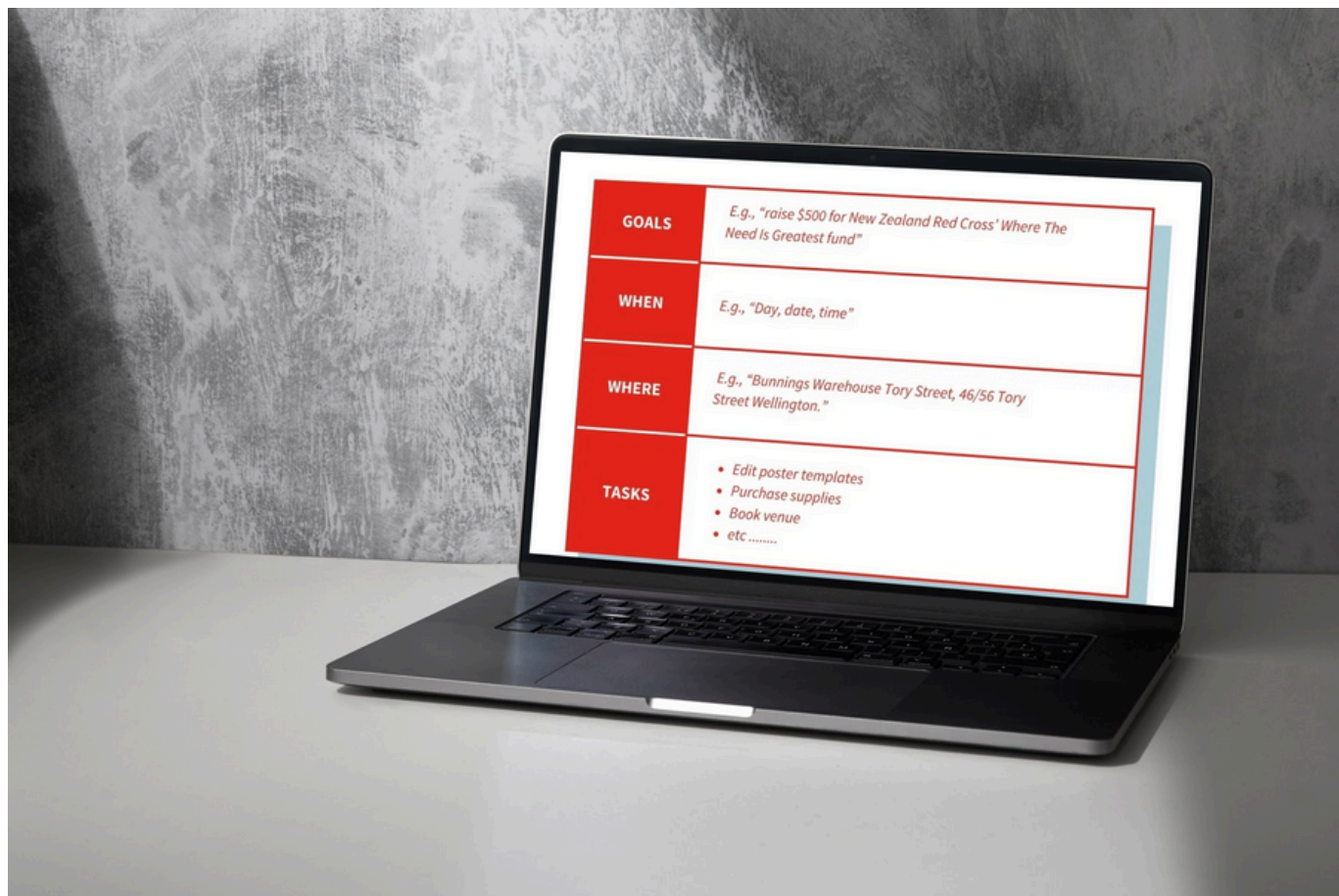
Details your budget, goals, logistics, development, promotion, delivery, wrap up and evaluation.

TASK MANAGER

Streamlines management of your pending tasks and completion dates.

BUDGET AND EXPENSES RECORD

Keep track of costs – especially important if costs need to be reimbursed.



EVENT PLAN

Fundraising event: *Sausage Sizzle fundraiser*

Budget: \$250

Date: *Saturday 17th January 2026*

GOALS	<i>E.g., "raise \$500 for New Zealand Red Cross' Where The Need Is Greatest fund"</i>
WHEN	<i>E.g., "Day, date, time"</i>
WHERE	<i>E.g., "Bunnings Warehouse Tory Street, 46/56 Tory Street Wellington."</i>
TASKS	<ul style="list-style-type: none">• <i>Edit poster templates</i>• <i>Purchase supplies</i>• <i>Book venue</i>• <i>etc</i>

Table continued over next page...

STAGES Planning often involves four stages:	TASKS <i>(What will you do to achieve your goal? E.g. create posters, find volunteers, etc.)</i>	BY WHOM	BY WHEN/ DATE COMPLETED	RESOURCES AND SKILLS REQUIRED
DEVELOPMENT What do you need to do to put the event in place?				
PROMOTION How are you going to promote the event? What tools will you use?				
DELIVERY/ IMPLEMENTATION What do you need to do to make the event happen?				
EVALUATION How are you going to measure the success of the event?				
HEALTH, SAFETY AND WELLBEING What hazards could harm people involved in the event? How will you prevent injuries and illnesses?	Example: <i>People could be burnt by BBQ for sausage sizzle. We will cordon off BBQ from the public.</i>	Example: <i>Name of Individual organising fundraiser.</i>	Example: <i>Week before sausage sizzle</i>	Example: <i>Participants asked to advise coordinator during planning phase (before the sausage sizzle) if they are experienced and confident using BBQ (or not).</i> <i>As BBQs are different models, someone familiar with that model and area to ensure it's set up safely and monitor use during the activity and ensure it has been tested prior.</i>

TASK MANAGER

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TASK	Confirm Sausage sizzle location											
	Begin creating posters											
	Confirm team shifts											
	Delegate float organiser											
Health, safety and wellbeing	Identify hazards and plan to manage these											

Further guidance about identifying and managing hazards is provided further in this toolkit. Please contact getfundraising@redcross.org.nz for more support.

BUDGET AND EXPENSES RECORD

Item	Expense	Payment Method	Payment Due	Paid
5x 60 pack sausages	\$200	Sandara's Eftpos card	25.10.25	<input checked="" type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
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				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

Downloadable copy of Event Template, Key Tasks and Deadlines, and Expense Checklist:

[Community Fundraising Toolkit templates](#) ⁷

Downloadable resources and links are at the end of this toolkit

USEFUL MATERIALS

This toolkit provides useful templates for your fundraising activities.

We encourage using approved templates featuring the Red Cross logo. Any custom materials must be approved by one of our friendly Community Fundraising Advisors to ensure proper logo use. To reach out please email getfundraising@redcross.org.nz.

The Red Cross emblem is a protected humanitarian symbol, and its correct use is vital for maintaining trust in its purpose. Misuse can lead to confusion and diminish its protective significance. Misuse includes unauthorised use of the emblem or any symbol that may be mistaken for it.

For more information, please visit the New Zealand Red Cross website: [Red Cross Emblems](#).⁸

While using the New Zealand Red Cross logo, it is important to engage with people in a sensible and friendly manner.

EVENT PROMOTION TEMPLATES

You can use these posters to promote your fundraising events. Place them in your local supermarkets, libraries, and on community notice boards.



Downloadable resources and links are at the end of this toolkit



SAUSAGE SIZZLE FUNDRAISER

Date:
Time:
Place:

All proceeds go to New Zealand Red Cross in its mission to help improve the lives of vulnerable people here in Aotearoa New Zealand and overseas.



MORNING TEA FUNDRAISER

Date:
Time:
Place:

All proceeds go to New Zealand Red Cross in its mission to help improve the lives of vulnerable people here in Aotearoa New Zealand and overseas.



BAKE SALE FUNDRAISER

Date:
Time:
Place:

All proceeds go to New Zealand Red Cross in its mission to help improve the lives of vulnerable people here in Aotearoa New Zealand and overseas.



RAFFLE FUNDRAISER

Date:
Time:
Place:

All proceeds go to New Zealand Red Cross in its mission to help improve the lives of vulnerable people here in Aotearoa New Zealand and overseas.



QUIZ NIGHT FUNDRAISER

Date:
Time:
Place:

All proceeds go to New Zealand Red Cross in its mission to help improve the lives of vulnerable people here in Aotearoa New Zealand and overseas.



ANNUAL STREET COLLECTION

Date:
Time:
Place:

All proceeds go to New Zealand Red Cross in its mission to help improve the lives of vulnerable people here in Aotearoa New Zealand and overseas.

Community Fundraising Toolkit templates ⁷

Downloadable resources and links are at the end of this toolkit

GENERAL HEALTH & SAFETY

Keep the health and safety of yourself and others in mind throughout your activities. The best time to do this is while planning the event. Keeping privacy in mind, check whether there are any pre-existing conditions for team members that need some preparation or awareness, for example, asthma. Talk with the other volunteers about the things that could cause harm, and what steps you'll take to keep people safe.

1 Think about potential sources of harm, such as:

- Tripping and slipping hazards
WorkSafe guidance on managing slips, trips and falls ⁹
- Sharp objects
- Lifting/transporting heavy or awkward items
WorkSafe guidance on lifting, carrying, pushing and pulling ¹⁰
- Vehicle movements (e.g. if in a carpark)
- The environment - heat, cold, sun or rain
WorkSafe guidance on temperature at work ¹¹
- Emergency situations such as extreme weather, a fire, earthquake or a medical emergency. Do you know where your evacuation area is, where to find first aid equipment and where the closest fire extinguishers are located?
- Injuries and illnesses – it's good practice to have a first aid kit on hand.
WorkSafe also has comprehensive guidance on managing risks at events ¹²

2 Dealing with abuse or aggression from the public

Very rarely, volunteers carrying out fundraising activities may experience negative behaviour from members of the public. If you experience this type of situation:

- Keep your own safety front of mind. You should immediately leave the activity and seek assistance from others if you feel unsafe at any point.
- If fearful for your or others safety, ask someone else to call the police - either **111** if the behaviour is **currently happening**, or **105** to report it **after the fact**.
- Direct any specific questions or challenges about New Zealand Red Cross to the website and let the person know there is lots of information there. You can say you are just fundraising for New Zealand Red Cross and that you do not have all the information they're after.

Downloadable resources and links are at the end of this toolkit

- Wherever possible, try to always have at least two volunteers on duty at your activity.

3 Hygiene and food safety

- There are strict health and safety rules for holding a fundraiser and handling/ serving food to the public. Learn more about Food Health and Safety
- **Ministry for Primary Industries guidance on fundraising, community, and social event food safety.** ¹³
- When handling food, you will need to wear gloves and always use hand sanitiser where you cannot wash your hands. Make sure all surfaces are sanitised and wiped down before and after the event. Food will need to be in a fridge to be kept at an optimal temperature the entire day, when not out on tables. Even when on tables be conscious how long food has been out for. Ensure food is labelled and dietary information is clearly marked. Allergies are common, so you will need to ensure there is no cross contamination, and use different tongs, gloves and serving platters. Read more information about **food allergies and intolerances** ¹⁴ from the Ministry for Primary Industries.

4 Familiarise yourself with the Food Act

You do not need to register under the Food Act if you are selling food:

- To fundraise less than 20 times a year
- Once in a calendar year at an event like a local fair
- Provided by members of sports or social clubs – where food is not the event's purpose.

5 Money handling

- When swapping shifts with other fundraisers, please ensure they are aware of where the money is. Someone will need to always watch the collection bucket.
- When handling/ counting money ensure you do it in a non-crowded area with a buddy.
- When traveling with money ensure it is in an opaque non-identifiable bag and preferably travel with a buddy to deposit it.

Downloadable resources and links are at the end of this toolkit

Common hazards and risks

Some examples of common hazards are below, as well as external links (such as WorkSafe and MPI) with useful information when planning your activity.

Hazards	Additional information
Tripping and slipping hazards	<u>WorkSafe guidance on managing slips, trips and falls</u> ⁹
The environment Heat, cold, sun or rain. This includes for volunteers travelling to/from an activity	<u>WorkSafe guidance on temperature at work</u> ¹¹
Manual handling Lifting, carrying and transporting heavy or awkward items	<u>WorkSafe guidance on lifting, carrying, pushing and pulling</u> ¹⁰
Emergency situations such as extreme weather, a fire, or earthquake or a medical emergency. Do you know: <ul style="list-style-type: none">• The weather forecast?• Where your evacuation area is?• Who your first aiders are – which volunteer/s have a current first aid certificate?• Who will provide a first aid kit?• Where the closest fire extinguishers are?	<u>Civil Defence NZ – Learn about hazards</u> ¹⁵ <u>Fire and Emergency NZ – What to do in the event of a fire</u> ¹⁶

Continued over next page...

Downloadable resources and links are at the end of this toolkit

Injuries and illnesses

It's good practice to have a first aid kit on hand, as well as someone trained in first aid. You should check in advance where the nearest AED (defibrillator) is located.

Keeping privacy in mind, check whether there are any pre-existing conditions for team members that need some preparation or awareness, for example, asthma.

To reduce the risk of infectious diseases such as COVID-19 or influenza – encourage good hygiene practices and send volunteers home if they appear unwell, practice good hygiene

[Get the Red Cross First Aid app](#)¹⁷

[AED locator website](#)¹⁸

[Health New Zealand – Infectious diseases guidance](#)¹⁹

Volunteering alone

Wherever possible, try to always have at least two volunteers on duty at your activity.

[Worksafe Guidance on Lone Working](#)²⁰

Important: If you have any major accidents, please report them to [**getfundraising@redcross.org.nz**](mailto:getfundraising@redcross.org.nz)

Downloadable resources and links are at the end of this toolkit



How to donate funds from your fundraising

Banking at an ASB branch

If you would like to safely and securely deposit your donation at an ASB Bank, find our handy step-by-step guide to safely banking donations below. To find your nearest ASB branch, [visit the ASB website](#).²¹

- 1 Before your fundraiser** you will need to obtain some coin bags, or a sealable bag to place your earnings into from the day. It would be best to keep a second nonidentifiable opaque bag with you, so you are able to carry the money after the fundraiser in a discrete manner.
- 2 If you are unable to deposit the donations straight away**, please keep the money in a locked, safe place until you can. And if travelling with money, always keep it out of sight and, where possible, have a 'buddy' come with you!
- 3 Bank the cash directly with the cashier.** Let them know you have just completed a fundraiser for New Zealand Red Cross and that you would like to deposit some funds. You will need to give the cashier at the ASB branch the details on the next page before proceeding with the donation.

Downloadable resources and links are at the end of this toolkit

Account name: NZRC Fundraising

Account number: 12-3192-0043737-00

Particulars (Limited to 12 characters): *[school or community group name]*

Code: Donation or Appeal Name

Reference (limited to 12 characters): Fundraiser

***Important:** You will need to show the cashier photo ID to be able to deposit the money. This can be a driver's license or passport.*

Bank Transfer

If you would like to donate via bank transfer, then please use the details below when transferring from your Branch bank account to New Zealand Red Cross.

Bank Name: ASB Bank Ltd

Account Name: NZRC Fundraising

Account Number: 12-3192-0043737-00

Particulars (limited to 12 characters): *[school or community group name]*

Code (limited to 12 characters): Donation or Appeal Name

Reference (limited to 12 characters): Fundraiser

Happy Fundraising!

LINKS AND RESOURCES

- 1 <https://www.redcross.org.nz/assets/Uploads/Files/Get-Involved/Fundraising-toolkits-and-templates/Sausage-sizzle-toolkit.pdf>
- 2 <https://www.redcross.org.nz/assets/Uploads/Files/Get-Involved/Fundraising-toolkits-and-templates/Morning-tea-toolkit.pdf>
- 3 <https://www.redcross.org.nz/assets/Uploads/Files/Get-Involved/Fundraising-toolkits-and-templates/Bake-sale-toolkit.pdf>
- 4 <https://www.redcross.org.nz/assets/Uploads/Files/Get-Involved/Fundraising-toolkits-and-templates/Quiz-night-toolkit.pdf>
- 5 <https://www.redcross.org.nz/assets/Uploads/Files/Get-Involved/Fundraising-toolkits-and-templates/Raffle-toolkit.pdf>
- 6 <https://www.redcross.org.nz/assets/Uploads/Files/Get-Involved/Fundraising-toolkits-and-templates/Street-collection-toolkit.pdf>
- 7 <https://newzealandredcross.sharepoint.com/sites/CommunityEngagementPMER/Shared%20Documents/Branch%20Fundraising%20Toolkits>
- 8 <https://www.redcross.org.nz/about-us/what-we-stand-for/red-cross-emblems/>
- 9 <https://www.worksafe.govt.nz/topic-and-industry/slips-trips-falls/>
- 10 <https://www.worksafe.govt.nz/topic-and-industry/manual-handling/lifting-carrying-pushing-and-pulling-whats-the-problem/>
- 11 <https://www.worksafe.govt.nz/topic-and-industry/temperature-at-work/>
- 12 <https://www.worksafe.govt.nz/topic-and-industry/event-management/managing-risks-at-events/>
- 13 <https://www.mpi.govt.nz/food-safety-home/fundraising-community-and-social-event-food-safety/>

LINKS AND RESOURCES

- 14 <https://www.mpi.govt.nz/food-safety-home/food-allergies-intolerances/>
- 15 <https://www.civildefence.govt.nz/get-ready/learn-about-hazards>
- 16 <https://www.fireandemergency.nz/home-fire-safety/in-the-event-of-a-fire/>
- 17 <https://www.redcross.org.nz/first-aid/about-first-aid/first-aid-app/>
- 18 <https://aedlocations.co.nz>
- 19 <https://info.health.nz/conditions-treatments/infectious-diseases>
- 20 <https://www.worksafe.govt.nz/topic-and-industry/work-related-health/violence-at-work/lone-working/>
- 21 <http://www.asb.co.nz/location>