



# FUNDRAISER PACK

OUR HOW TO GUIDE

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2023

# ABOUT BLUE TREE PROJECT



Our mission is to help spark difficult conversations and encourage people to speak up when battling mental health concerns.

We're doing this by giving trees a 'blue lease on life' and bringing people together to create safer spaces and places to talk about mental health. Our project has now spread right across Australia and other parts of the world with these trees acting as visual reminders to check in on your loved ones and yourself.



## MESSAGE FROM THE CEO

**Kendall Whyte**

“ I am proud that Blue Tree Project has started from a community grass roots level - it's here that the conversations need to start! I also acknowledge that our project is only as widespread because of the individuals that go out of their way to help us spread our message. Thank you for helping us have a lasting impact and building a mentally healthy future.



## INSPIRATION AND IDEAS

### WHERE DO I START?

Awesome to hear you want to make a difference to your community!

You can make your fundraiser as big or as small as you want. It could be a day where conversations are started in the community or it may be a fundraiser contribution a large donation. Both are equally as important!

### SMALL-MEDIUM FUNDRAISER IDEAS:

- Sausage Sizzle
- Baking sale
- Movie night
- Morning Tea event
- Free dress day
- Tin coin collection
- Raffle or Auction
- Yoga session

### LARGER FUNDRAISER IDEAS:

- Sporting day/ charity match.
- Host a lunch or dinner with a key speaker (ticketed event)
- Colour Fun Run
- Quiz night
- Concert or festival
- Garden day



## COMMUNITY TREE PAINTING DAY

A great way to bring people together is by organising a painting day and getting your hands dirty. It's an activity that can be done with a small or large group of people. Rally the tribe and get the paintbrushes out!

### Who can get involved?

Sporting clubs, community groups, schools, nursing homes - you name it! There are no limits for those who can get together to paint a tree.

### What's typically involved?

- Tree Painting
  - We can supply the paint upon request. (Collection will be required.)
- Local support service stalls
- BBQ

### Add a little something extra:

- Key Speaker/s
- Fundraising
- Blue Tree Project Merchandise

### Want some tips and trick on how to paint a tree blue?

Read [here](#) or visit our [FAQ's](#)





## DONT HAVE A TREE TO PAINT?

There are many ways you can get involved without painting a dead tree!

Some of our community have found very creative ways to champion the message of Blue Tree Project. People have yarn bombed, wrapped trees in blue fabric, constructed a steel sculpture, painted branches and planted them in pots and some have even painted murals. Head to our [social pages](#) for more inspiration!





## COLOUR FUN RUN

### What's involved?

- Blue powder dye used to throw during fun run event.
- Run length can be of varying distances for different abilities or age groups.
- Tree painting at the end of run
- BBQ meal



Paraburdoo Colour Run

## CHARITY SPORT MATCH

### What's involved?

- Host a friendly match to help raise awareness of mental wellbeing while staying active.
- BBQ or food van
- Fundraising (raffles or auction)
- kids small tree painting
- Merchandise



Jurien Bay - Blue Tree Footy Round

## GARDEN DAY

### What's involved?

- Tour around garden
- Plate of finger food
- Key speaker
- Fundraising
- Tea & chit chats



Mukinbudin Garden Day



## MUSIC EVENT

### What's involved?

- Local music acts
- Entertainment activities
- Local support services
- Food Vans
- Silent Disco



## SHARING OUR STORY

### KEY SPEAKERS

Sharing the personal story behind the Blue Tree Project is important to us. We have spoken at schools, corporations and other events helping change the way we think and talk about mental health. Openly talking about our experiences helps empower others but also helps us raise funds for the project.

Please contact us to enquire about having one of our blue tree team members speak at your event.



## CONTAINERS FOR CHANGE

Donate the cash that's in your containers!

Just use our scheme ID number C10601791 or QR code when you return your containers. We'll get 10 cents for each one.

With your help, we can make a change!



Visit [containersforchange.com.au](https://containersforchange.com.au) for more information.



## HIRE A TREE

Need a blue tree for your event, but finding it difficult to paint one? We've got you covered, you can hire one of ours! Choose from a flat pack tree or a laser cut metal tree.



Get in contact with us for hire rates and availability!



## HOW TO DONATE FUNDS

### GOFUNDME

You can donate directly to our GoFundMe account [here](#).

Or if you choose to start a fundraiser you can set up a GoFundMe account with Blue Tree Project as the beneficiary.

Start fundraising [now](#)!

### PAYPAL

You can donate on PayPal's Fundraiser Hub, in the PayPal app or at checkout using Give at Checkout.

Alternatively, you can provide our QR code or click [here](#).



### DIRECT TRANSFER

Blue Tree Project is a registered charity with DGR status. Please email us if you need a donation receipt.

Direct bank transfer (details below)

**Name:** Blue Tree Project Inc

**BSB:** 036030

**ACC:** 205773



You can also send a cheque (please email us for our address).

Thank you for your support - we really appreciate your time and effort to help our cause.





## WHERE DO THE FUNDS GO?

Your donations will help us dream bigger and have a lasting impact on making our communities feel safer to speak up when struggling with mental health concerns.

Donating to the project will help us organise community events and activations, promotion of mental wellbeing and educational seminars.

## YOUR IMPACT





## OTHER USEFUL MATERIALS

[Frequently Asked Questions](#)

[Tree Painting Recommendations](#)

## GET IN TOUCH

Please feel free to get in touch with our team - we're here to help!

E-mail: [info@bluetreeproject.com.au](mailto:info@bluetreeproject.com.au)

Website: [www.bluetreeproject.com.au](http://www.bluetreeproject.com.au)



We acknowledge and pay respect to the past, present and future Traditional Custodians and Elders of the land and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander people.