



# Your Guide to Fundraising for Destiny Rescue



WELCOME

# You can play a vital role in the fight against child sex trafficking

**Raise awareness and donations while having fun and making a real and lasting impact!**

Use your time, talents and creativity to create a fundraiser that shares the mission and vision of Destiny Rescue and raises funds to rescue kids. Push back against the atrocities of child sex trafficking by using the tools in your hand and the power of your compassionate voice.

You could organise dinners, chocolate drives, charity tin placements, sausage sizzles, or make presentations at nearby schools or churches.

There is no limit to how you can raise money to rescue the enslaved. Whether you use our online fundraising page, run a garage sale or a lemonade stand, your kindness and determination can lead to freedom.

## **THANK YOU**

Before you get started fundraising, we want to take a moment to say thank you!

**Your efforts will directly translate into the rescue, recovery and reintegration of children trapped in the sex trade.** There is no easier way to get involved in the fight against child sex trafficking and exploitation than doing what you love or wish to achieve.

Our survivors may never get to thank you personally, but please know they are grateful for freedom, dignity, hope – and people like you.

We appreciate you too! If you have any questions or needs, please reach out . We will help wherever we can.

Until they are all free,



A handwritten signature in black ink, appearing to read 'Paul Mergard'.

**Paul Mergard**  
CEO Destiny Rescue Australia

# Did you know, child sex trafficking is the world's fastest-growing crisis?



## FACTS

- More than 1 million children are exploited each year in the commercial sex trade.
- 70% of the children trafficked are from the Asia Pacific region.
- The average age of a child trafficked into sexual slavery is 15 years.
- \$99 billion is generated each year by trafficking.

Destiny Rescue finds and rescues children caught in the sex industry and helps them stay free. Our agents relentlessly search some of the darkest corners of the planet to identify sexually exploited children – to liberate them – and support their journey of recovery and reintegration.

The process of keeping a child in freedom starts immediately after her rescue. Our caseworkers aim to support whatever she needs to take vital steps toward recovery. Every survivor's path looks different because each child is in a unique situation.

### Overcoming specific vulnerabilities may include support such as:

- A safe place to live
- Urgent health care
- Temporary economic assistance
- Education/Vocational training
- Emotional health & wellbeing
- Job placement

It is because of our supporters that we can continue this work and rescue more children.

## Identify/Assess

We identify children in sexually exploitive trafficking situations

## Rescue

We work relentlessly to bring her to freedom.



Raids



Covert



Border

## Reintegration



Family Home



Transitional Home



Residential Home

## Path to Freedom

We address her unique vulnerabilities...

- Safety.
- Urgent health needs.
- Economic assistance.
- Educational / Vocational Plan.
- Emotional health needs.

## Protection

We cultivate relationship and support for the survivors, their families and communities.

# YOUR CHECKLIST

**To get you started, we created this Fundraising Guide, which includes tips and advice on how you can develop an engaging and successful fundraising plan.**

Firstly, read through these ideas to establish a fundraising plan that will work for you. The key to success is to be organised, so don't delay. **Get started today!**

To begin, here is a short checklist of some quick, easy things you can do to help set your fundraiser up for success. Tick  them off as you go.

## **Set your fundraising goal**

Stretch yourself and set an ambitious fundraising goal. You will be surprised what you can achieve.

## **Customise your fundraising profile**

1. Upload a photo of you or your group (if you are doing this as a group).
2. Write a personal bio about why you are taking on the challenge.
3. Share your page on your social media.

## **Donate to yourself**

Kickstart your fundraising by making the first donation. Set the bar high, and others will follow. Research has shown that people that donate to their own campaigns see a 33% increase in their fundraising.

## **Spread the word**

- Send an email to friends and colleagues with a link to your fundraising page.
- Share your fundraising page on your social media. Include a personalised message on why this is important to you.

## **Keep everyone updated**

- Update your profile with stories from your fundraiser and progress on reaching your challenge goal.
- If you are participating in a physical challenge, don't forget to download the Strava App to track your activities. Your supporters will be encouraged and impressed by your progress.

## **Share about Destiny Rescue**

Not everyone will know about Destiny Rescue or the significant outcomes we are achieving. Feel free to share/repost/retweet our updates, as well as links to interesting stories, blogs, and videos. Explain the problem of child trafficking. Tell people about the work Destiny Rescue is doing to fight it. Ask for donations to help you reach your fundraising goal.

## **Invite your family**

Invite your family, friends and colleagues to fundraise alongside you.

## **Let us help you**

Share your fundraising idea with us – and we will help you set up your fundraiser online. We might even be able to help get the word out.

# FUNDRAISING IDEAS

**Get creative! Your options are endless! Here are a few helpful ideas:**



## Trivia Night

Do you enjoy a good trivia night? Get people to donate to participate in the fun. This can be in person or online.

## Movie Night

A movie night is a low-stress fundraiser that can be held at any time of the year. Hosting and watching one of our professionally produced documentaries is an easy way to gather friends and family, raise money and awareness, all while having a great time. These screenings are an opportunity for you and your friends to experience the fight against child sex trafficking. You can also add some simple and affordable catering to make the evening fun and enjoyable for everyone.



## Dinner Party

Why eat alone when you can dine with friends. Set up a dinner party and invite your guests to donate to Destiny Rescue. Go all in and make it a dress-up party! We have some short inspiring videos you could show to add to your description of Destiny Rescue.

## Sausage Sizzle / BBQ

The sausage sizzle is an Aussie institution. Get some volunteers behind the BBQ and fry up some onions and snags.



## Chocolates, Anyone?

Everyone loves an afternoon pick-me-up! Purchase boxes of chocolates and make them available for people to buy. Feel free to visit <https://www.fundraising.com.au> to purchase chocolates online.

## FUNDRAISING IDEAS



### Homemade Sale

What can you create, build or grow? Crafts, carpentry or agricultural goods are just a few ideas. Invite your community to buy items and support your cause.

### Baked with Love

Mmmmm – freshly baked goods are irresistible! Get baking and ask your friends and family to help out by donating their signature cake or sweet treat.



### Cater Breakfast or Lunch at Work

Cater snacks, drinks, or a meal for your workmates. Take the hassle out of them providing their food – and help raise money and further awareness.

### Fancy Dress / Mufti Day / Casual Friday

Choose a **theme** (sporting heroes, celebrities or book characters) and then ask people to dress up for a day. Every person can gift a gold coin (or more) as a donation.

If you are a **school**, students can have an out-of-uniform day: **Free Dress for Freedom!** You might decide on a colour or style of clothing to advocate freedom and opportunity for the children you are rescuing.

For your **workplace**, ask your boss if they can relax the dress code rules in your workplace for a day (the best day is a Friday) – in exchange for a donation per person - **even ask the boss to match the donations.**



### Art Exhibition

Host an Art Exhibition and fundraising auction with donated works of art from local artisans. If it is a school fundraiser, artworks from students could get auctioned too. Charge a door fee, and people can also purchase some treats.

## FUNDRAISING IDEAS



### Garage Sale

Try on your Marie Kondo and go minimal! Declutter and turn your unused items into the treasure of freedom.

### Car Wash

Connect with water, suds, elbow grease and your community to wash vehicles and rescue kids.



### Auction Your Strength & Skillset

Offer people the opportunity to bid for your services for a day. You can allow them to access your professional services or your skills and help them fix their car, paint a room, spring clean their home or clean up their garden.

### Digital Detox

Gather sponsors for a social media blackout day. 24 or 48 hours without your phone, iPad, laptop or TV. Guaranteed, your family will be wholeheartedly supportive!



NOTE

**Don't forget to thank people for their donations, purchases and support.**

### Encourage supporters to follow Destiny Rescue on social media.

They will be excited to see how their contribution has made a tangible impact.

### CONNECT WITH US

Please keep a lookout for our updates through email and social media. We regularly celebrate rescue outcomes and inspirational stories of freedom and rehabilitation.



[instagram.com/destiny\\_rescue/](https://www.instagram.com/destiny_rescue/)



[facebook.com/destinyrescue/](https://www.facebook.com/destinyrescue/)



[twitter.com/destinyrescue](https://twitter.com/destinyrescue)

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