

Giving Day Fundraising Guide

bluecaregivingday.org.au



Proudly part of the UnitingCare family





Thanks for joining us

It's people like you who make BlueCare's dementia support services possible across Queensland. That's something truly special, thank you.

Before you dive into fundraising, take a moment to flick through this guide. Whether it's your first fundraiser or your fiftieth, you'll find a bunch of bright ideas, handy tips, and a clearer picture of the difference your support will make.

We're so grateful to have you on this Giving Day journey with us – and we're here for you every step of the way.

Get in touch

 fundraising@bluecare.org.au

 **1800 001 953**
(9am to 4pm AEST, Mon - Fri)

Personalised care, every step of the way

At BlueCare, we understand that every journey with dementia is unique. No two experiences are the same and every family brings their own story, challenges and strengths.

Dementia is more than just memory loss. It's a progressive condition that can affect how someone thinks, communicates, behaves and lives day to day. For families, these changes can be confusing and distressing.

If you're caring for someone with dementia, it can feel overwhelming, especially as your loved one's behaviour, routines and abilities change. But you don't have to walk it alone.

Our dedicated dementia specialists take the time to understand your loved one – their life story, their preferences and the support they need. And we're here for you too, offering guidance, reassurance and care tailored to your specific needs.

Every journey is unique and so is our support. Your donation helps us continue to provide compassionate, personalised care across every stage of the life journey.



Why your support matters



Over 433,000 Australians are living with dementia in 2025 — including more than **85,000 Queenslanders**¹.



#2 cause of death in Australia
Dementia is now the second leading cause of death nationwide, and the leading cause of death for women.



It's set to more than double
From 411,100 in 2023 to over 849,300 by 2058, dementia diagnoses are rising fast.



1.7 million carers
Across Australia, 1.7 million people are providing care for someone with dementia.

¹Dementia Australia



How **your** support helps

Every dollar you raise on Giving Day helps make life brighter for people living with dementia and those who care for them.

From small gestures of care to life-changing programs, your support helps with:

Personalised dementia support

From home visits to specialist programs, BlueCare provides personalised care and connection for people living with dementia so they feel supported and valued every day.

Support for carers

Caring for someone with dementia can be challenging. Your fundraising helps provide resources, respite, and emotional support to those giving so much of themselves.

Meaningful moments and memory support

Your efforts help create moments that matter. From nostalgic activities, social groups, to life story books or therapeutic tools, your gift will bring comfort and joy to the lives of people living with dementia.

\$95

can help create sensory spaces in aged care homes to reduce agitation and anxiety.

\$300

can help fund specialised dementia training for teams across Queensland.

\$1,000

can help fund a full set of therapeutic tools like weighted companions, sensory items, music therapy resources and memory kits.

\$8,000

can fund innovative technology like VR headsets that reduce stress and bring joy to people living with dementia.

Ideas and inspiration

Host a garden party, high tea or morning tea

Gather your people for a cuppa, a slice of something sweet, and a whole lot of good. Ask guests to make a donation to attend – every contribution counts.

Paint it yellow

Host a sunflower-themed sip and paint or a crafty get-together with friends and neighbours. You don't need to be van Gogh – just bring the colour, the laughs, and a donation jar.



Throw it back together

Host a memory-sparking fundraiser: share old photos, cue up a playlist from a favourite era, or recreate a nostalgic meal. It's a beautiful way to honour the past while helping the future.

Get your neighbours involved

Encourage your workplace, community group or school to go yellow or blue for the day. Gold coin donations, sunflower planting, or a themed art class can all help raise awareness and support.

Host a quiz or trivia

Set a ticket price and ask local businesses for a prize. The best part? Writing the questions. *Do you know what kind of bees recognise human faces?*



Make a plan

☐ Set a time

While BlueCare events like Giving Day have a set day, you can fundraise any day and time that works for you.

Remember to give yourself time to set up and feel organised.

☐ Choose a location

Choose somewhere with the facilities and equipment you need. Remember to think about wellbeing and any legal requirements like needing a permit or insurance for a market stall. We've attached some things to think about on the next page.

☐ Register your fundraiser

Once you have your plans, make it official. Register your fundraiser and let us know what you're up to. After you've registered, you'll have a fundraising page you can personalise and share for easy donations online.

☐ Send your invites

Whether you're hosting an event or asking people to donate online, get personal with your invites. Check out our downloadable resources to help you get started.

☐ Send in the funds you've raised

If you've collected donations through your fundraising page, that money goes straight to BlueCare, no need to do anything else!

If you've collected donations another way, you can donate those through your page or over the phone with our fundraising team using a debit or credit card.

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 1800 001 953



Keep it legal

Before diving right in, let's get the boring but important stuff out of the way. Here's some things to think about:

Collecting donations

If you're seeking support from local businesses, you can ask BlueCare's fundraising team for a letter of authority to show that you're collecting for us. Get in touch using the details on the last page.

When counting any physical cash you've raised or collected, make sure another person is with you. This is to ensure you both agree on the totals and avoid any confusion. Keep it secure and bank it as soon as possible after your event/activity.

Consent

You'll need guardian permission if children are helping at your event or if you're taking photos of children under 18. It's always best to ask for permission before taking photos of anyone and posting them online too.

Do you need a permit?

If you're raising money, selling or doing something in a public place, you'll probably need to get permission and insurance. There are permits to cover a whole host of things - including public entertainment, collections, and food. Contact your local council or the owner of the venue for advice on requirements.

Insurance

BlueCare can't accept liability for any event or fundraising activity you undertake. If you're planning an activity that involves the general public, you should consider public liability insurance. Insurers will need to see a risk assessment.

If you're holding an event at a venue which already has liability insurance (pubs, venue hire, sports halls etc.), their insurance may cover your event, so check that they have the appropriate level of cover for your activity.



Fundraising Tips



Set a target

This is a great way to give yourself a goal. It's a good idea to aim for something to share such as 10 weighted companions for comfort, or 5 dementia activity kits to spark connection and reduce anxiety.

Share your story

No matter your reason for supporting BlueCare's dementia support services, people want to hear about it. Let them know why you're raising funds for dementia support services, as well as what and how you're going to do it.

Share what donations do

It's a good idea to give your supporters an idea of what their money will be making possible. The *How Donations Help* poster is a great place to start. Knowing that \$49 can help recruit and train dementia specialists to provide in-home support, could encourage people to dig a little deeper.

Get in touch

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Share your journey

Whether you're baking hundreds of cupcakes, painting a mural or rallying supporters online, share updates to show the hard work you're putting in.

Donate

Giving what you can from your own pocket can help show your commitment to providing comfort, care and connection to those living with dementia. It's also a good way to increase donations and set the benchmark for others donating. If you can't make the first donation, that's ok. Try asking the person you're most comfortable with to lend a hand.

Keep track of your funds in one place

Add cash donations to your online page. This helps to show exactly how close you are to your goal. You can do this by adding it as an offline donation, or add it straight into your page.

FAQs

You can find more FAQs on our Giving Day website.

Can I get a letter confirming I am fundraising for BlueCare?

Get in touch with our Fundraising team on 1800 001 953 or at fundraising@bluecare.org.au and we will email you a copy.

Where do the funds I raise go?

The funds you raise will go towards BlueCare's dementia support services across Queensland.

Can someone from BlueCare attend my event?

Let us know using the details below to get in touch. Sometimes we might not be able to make that happen (as much as we'd love to!), but we'll do our best to get someone from the team at BlueCare to your event.

Are donations tax deductible?

Donations of \$2 or more to BlueCare are tax deductible and donations made to your online fundraising page will automatically receive a personal 'thank you' and a receipt for tax purposes via email.

However, if someone is receiving something in return for money (e.g. purchased food, event entry), this is not tax deductible and BlueCare will not be able to provide a tax- deductible receipt.

Can I use the BlueCare logo for promotional material?

Once you have registered, we can discuss how you plan to use our logo. If the use is approved, we will provide you with the right files and guides for use on promotional materials.

Don't forget that anything you'd like to use the logo on will need to be sent to our Fundraising team for review to ensure it is used correctly before it is shared publicly.



You did it!

Take a breath. Pour yourself a cuppa. Enjoy that feel-good moment. You've just made a real difference.

When you're ready, here are a few simple steps to wrap things up:

Share your good news. People who donated will love to hear how it all went, and you might inspire a few more donations from those who missed out.

We'd love to hear about your experience and see your photos too! If you're happy for us to keep and maybe share them, send them our way.

Pop any offline donations onto your fundraising page, or call our friendly Fundraising Team on 1800 001 953 and we'll help you pay them in another way.

Thanks for making Giving Day brighter, one sunflower at a time.

bluecaregivingday.org.au

 **BlueCare**
Live life your way