

Your School's Fundraising Toolkit

Become an Alannah & Madeline Foundation

School Buddy!!



Everything your
students need to
help children in our
community to live
happy safe
and strong!



Welcome to the Alannah & Madeline Foundation community!



We're thrilled you've decided to join a dedicated group of schools helping to ensure that all children and young people can live safe and inspired, with the freedom to flourish.

The Alannah & Madeline Foundation is dedicated to keeping children and young people free from violence and trauma at home, school and at play and, through our eSmart programs in schools, by empowering positive digital citizens and preventing online harms, such as, bullying.

This toolkit doesn't just offer ideas and inspiration to fundraise and support the Foundation's work with children.

It also includes engaging classroom activities that can help your students care for others, and understand their right to feel safe, seen, heard and valued. **And each activity is curriculum aligned!**

Our goal is to reach a day when all young people can be free from violence and trauma, wherever they live, learn and play. Thank you to your school community for sharing our vision and for fighting for the rights of children and young people to be safe, so their future is strong!



Sarah Davies AM
CEO
Alannah & Madeline Foundation

The Alannah & Madeline Foundation acknowledges the Traditional Owners of the land and waterways throughout Australia, and their continuous connections to land, waters and community. We pay our respects to all Elders past and present, and with their guidance, we are committed to working to ensure all children and young people are safe and inspired with the freedom to flourish.



We strive to create a respectful and inclusive space for people of all cultures and identities.



We are proudly Child Safe.



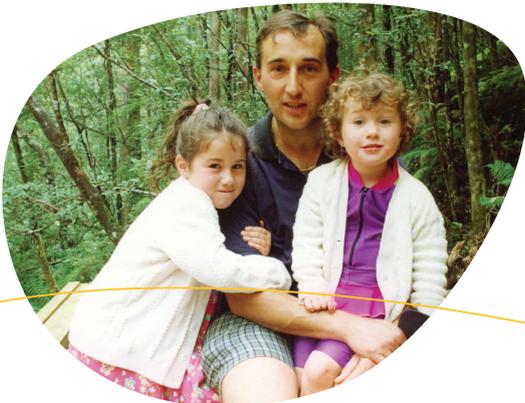
About the Alannah & Madeline Foundation

Twenty-six years ago, Walter Mikac AM started the Alannah & Madeline Foundation on the belief that “all children should have a safe and happy childhood without being subjected to any form of violence”.

What is remarkable is that he did this in honour of his daughters, Alannah and Madeline, who were killed alongside their mother in an unspeakable act of violence at Port Arthur one year earlier.

The form of violence and its effects may have changed, but our founding belief has not. The Foundation remains dedicated to keeping children and young people free from violence and trauma wherever they live, learn and play.

Through care, prevention and advocacy, we want to help create a world where all children and young people can be safe and inspired with the freedom to flourish. The activities in this toolkit are each underpinned by our belief that every child has the right to live a life that is **happy, safe** and **strong**, no matter their circumstances.



“I wanted to ensure my daughters’ names would never be forgotten. I know now that their names are read and spoken around the country and even around the world.”

Walter Mikac AM

How you’ll make a difference

Every dollar your students raise will help give children and young people in our community the best chance to live happy, safe and strong.

We know the growth and development of many children has been disrupted by trauma and violence, but the generosity of your students, families and teachers will truly go where it is needed most – to support young people to recover, heal and grow.

\$50 can give a Buddy Bag to a child entering emergency care, filled with essential and comfort items including a special teddy bear.

\$128 can fund one anti-bullying school workshop for Year 9 students.

\$256 can provide one intensive therapy session for a traumatised child, helping them recover, heal and grow.

When you raise over \$300, we will reward you!

Raise over \$300 and we’ll send you three Alannah & Madeline Foundation tote bags with a pencil pack. These can be used as incentive or spot prizes for your students.

Tilly's story

Your school's incredible fundraising efforts will help a child like Tillie*.

When Tillie was seven, her father became violent towards her. Tillie's mother fled with her little girl to a refuge.

There, Tillie received a Buddy Bag. Inside were pyjamas, a game, toothbrush and a soft teddy bear to cuddle. Tillie's mum says: "It meant so much to Tillie to have things to call her own".



*Child's name has been changed to protect their privacy.

Let's get started!



Step 1 – Choose how your school will fundraise

We have some fun ideas that might work for your school on pages 5-6. To create a school fundraising page, sign up via:

support.alannahandmadeline.org.au/fundraise-at-school



Step 2 – Teach your students about the important work we do

It's so important that your students understand why they are fundraising. Explore and choose from the curriculum-focused learning activities for lower and upper primary on pages 7-14.



Step 3 – Promote your fundraising activity

Get your students, staff and families on board so you can make the biggest difference possible.



Step 4 – Hold your fundraiser

Remember while you make a difference to HAVE FUN and create some unforgettable memories with your students!

Inspiring fundraising options

Impact in action



Take the Club Catch Challenge

- Challenge your students (and teachers!) to catch as many balls as they can to help keep other children safe in a set amount of time.

Learn more about fundraising with [Club Catch Challenge](#)

Amazing Buddies in action!

Kindness and cricket came together on a suburban oval in Melbourne as a caring group of children dedicated an afternoon to catching for a very special cause.

They had arrived that day ready to help keep other children safe from violence and trauma by catching as many balls as they could in [Club Catch Challenge](#).



Experience the bright buzz of a Colour Run

- Rally your students and families for a Colour Explosion Buddy Run, where participants are doused in bright non-toxic powders on your event course.

Learn more about fundraising with [Colour Explosion Buddy Run](#)

Schools discover a bright way to show children they care

Children from one Queensland school, along with their educators and families, came together to experience the thrill and excitement of the Colour Explosion Buddy Run. While making beautiful memories, they raised vital funds to support young people who've experienced devastating violence and trauma.



Go purple to help keep children safe

- Invite your students to bring a gold coin donation to school and wear purple - our signature colour! We can provide student appreciation certificates and prizes to add to the fun!

Learn more about fundraising with a [Purple Day](#)

Purple Day offers fun for everyone!

A Tasmanian school held a Purple Day to help children live happy, safe and strong. Students dressed in purple for a gold coin donation, there was a catwalk for those who wanted to show off their amazing outfits and the canteen sold purple cupcakes to raise awareness and funds.



The difference you make

You support children in crisis

When children leave a violent home, they often leave with nothing. Your support helps give these children a Buddy Bag. They're backpacks full of essentials like toiletries and clean clothing, and a cuddly toy to bring comfort.

120,000 Buddy Bags delivered

You keep children safe online, and beyond

Your support helps fund the world-leading eSmart program. It delivers a range of workshops, resources and support to teach children about internet safety, bullying and wellbeing. Which helps children stay safe online, and in life.

81,600+ children reached through wellbeing workshops

You help children heal

Without expert support, trauma can impact every part of a child's life. You help fund Children Ahead – an intensive, one-on-one therapy program. It helps children process their trauma, and learn the skills they need to recover and thrive.

350+ children received one-on-one therapy



You're transforming schools and kinders

If trauma goes undetected, it can limit a child's learning – and their life's potential. Your support helps our Trauma Consultancy Service teach educators how to spot the signs of trauma, and give children extra support.

5,800+ children supported at school

Curriculum-focused learning activities



Activity 1: Happy

Victorian Curriculum alignment	
English	Responding to literature
Ethical understanding	Examine values: reason and make ethical decision

Outcomes:

Activity 1 gives students and their teachers a chance to reflect on a real-life example of how students are helping the Alannah & Madeline Foundation deliver its care, prevention and advocacy programs.

Students answer comprehension questions, and brainstorm ways that they could also help.

Lower Primary	Upper Primary
<p>Introduction</p> <ul style="list-style-type: none"> Begin with an explanation of what a charity is. Invite a discussion of any experiences that students have had with charities. Read aloud the provided comprehension passage and worksheet. 	<p>Introduction</p> <ul style="list-style-type: none"> Begin with an explanation of what a charity is. Ask students why they think charities are important organisations.
<p>Activity</p> <ul style="list-style-type: none"> Individually, students complete the comprehension passage and worksheet, on the following pages. 	<p>Activity</p> <ul style="list-style-type: none"> Individually, students complete the comprehension sheet, on the following pages.
<p>Follow-up</p> <ul style="list-style-type: none"> Introduce your Alannah & Madeline Foundation fundraising activity to the class. 	<p>Follow-up</p> <ul style="list-style-type: none"> Share with your class the list of suggested fundraising opportunities and pick your favourite option.

Activity 1: Happy (continued)

Resource: Comprehension activity

Suitable for lower and upper primary

How do Alannah & Madeline Foundation supporters help children live strong and inspired with the freedom to flourish?

The Alannah and Madeline Foundation is working to ensure that all children and young people can live happy, safe and strong, whatever their circumstances.

The Foundation fights for the rights of children and young people to be safe. The right to be safe at home. At play. At school. The right to be seen and heard and valued. The right to safely navigate the digital world. The right to go to sleep without fear. The right to heal. The right to grow. And sometimes, the right to the unconditional love of a teddy bear when needed most.

As a charity, the Foundation relies on donations from kind people in the community to help fund its care, prevention and advocacy programs for children and young people.

Student activity

Read Avril's story and complete the comprehension questions below:

Avril's story

One morning, 8-year-old Avril was on her way to school with her mother. On the radio, she heard a news story about a family experiencing very tough circumstances.

Avril, who was in Grade 3, was touched by the story, and had a conversation with her mum about how some children do not have the support they need to thrive.

It was nearly Avril's birthday, and although she had a plan for her party, the conversation made her stop and think.

"I feel grateful for what I have, and I want all children to have the things they need, so I decided I'd give up my birthday presents and ask my friends and family to donate to help children in need." Avril told us.

After discussing this plan with her mother, together they researched some charities Avril's party guests could donate to, instead of bringing her presents. Avril decided on the Alannah & Madeline Foundation as she loved the idea of helping other children.

On the day of her party, held at the zoo, Avril and her guests had great fun meeting the animals and exploring. But instead of bringing gifts, everyone made a donation to the Foundation, to support children and young people who were doing it tough.

Avril's mum was so proud of her and said: "It was a big decision for Avril not to get any presents and give that gift to others. I think everyone was amazed and probably thought about other ways they could help!"

Avril also felt proud of herself, saying, "It feels so good to give!"

Activity 1: Happy (continued)

Suggested comprehension questions

Lower Primary

1. What did Avril do to make her mum proud?
2. Draw or write about a time that you were kind to someone. Circle the face that best shows how this made you feel.



happy



surprised



cool



excited



proud

3. Let's chat - together, let's share ideas on why we might like to raise money for a charity.

Upper Primary

- Why did Avril want to donate money?

- How did Avril choose the Alannah & Madeline Foundation?

- How does the Alannah & Madeline Foundation ensure young people can be safe and cared for?

- What does it mean to 'thrive'?

- Think of a time that you were generous and gave something.

Write about this, and how it made you feel.

- How might you choose to raise money for a charity?

Activity 2: Safe

Victorian Curriculum alignment	
HPE	Being healthy, safe and active
Digital literacy	Practicing digital safety and wellbeing: managing online safety
Critical and creative thinking	Generating ideas, possibilities and actions: imagine possibilities and connect ideas

Outcomes:

Activity 2 helps students reflect on what it is to be and feel safe, whether online or at home, school or at play. Students will be guided from ‘immersion’ into the subject, by doing an activity for personal reflection and then sharing/having a discussion with their classmates.

Lower Primary	Upper Primary
<p>Introduction</p> <p>Together as a class, ask and discuss with the students, the following questions:</p> <ul style="list-style-type: none"> • What does it mean to feel safe? • Who makes them feel safe? 	<p>Introduction</p> <p>Together as a class, watch the video and and discuss with the students, the following questions:</p> <ul style="list-style-type: none"> • Explain to students that the content we share online can be seen by others. • As a class watch the ‘follow the digital trail’ video: https://www.youtube.com/watch?v=7bRZdUtmH8k • Ask students, what is digital identity?
<p>Activity</p> <ul style="list-style-type: none"> • Print each student a copy of the hand outline from the resource on page 11. • Give students the hand template and ask each of them to think about five people in their life who keep them safe (at the top of each finger and thumb). In the middle of the palm, ask students to write how these five people make them feel safe. • Choose some students to share what they wrote. 	<p>Activity</p> <ul style="list-style-type: none"> • Print each student a copy of the digital footprint hand out from the resource on page 12. • Ask them to use words or images to complete their own future digital footprint . • Reflection time: Choose some students to share what they have drawn.
<p>Follow-up</p> <ul style="list-style-type: none"> • During the week of your Alannah & Madeline Foundation fundraiser, pin up everyone’s safety hands, to remind your student about why they are fundraising. 	<p>Follow-up</p> <ul style="list-style-type: none"> • During the week of your Alannah & Madeline Foundation fundraiser, pin up everyone’s digital footprint, to remind your students about why they are fundraising.

Important safeguarding reminder for teachers

When completing this activity, students should be reminded that everyone has the right to feel safe and be protected. If they feel threatened, unsafe, or uncomfortable about how someone is touching them, talking to them, or treating them, they should tell a trusted teacher or any adult at their school. For more guidance, educators should refer to their school’s own safeguarding policies and processes.

Activity 2: Safe

Lower Primary: Resource



Who makes me feel safe?

At the top of each finger and thumb write the names of five people in your life who **keep** you safe. In the middle of the palm, write how these five people make you **feel** safe.

Activity 2: Safe

Upper Primary: Resource



The footprint I want

Use words or images to showcase your future digital footprint.

Activity 3: Strong

Victorian Curriculum alignment	
English	Expressing and developing ideas
Personal and social	Social awareness: contribute to civil society
Intercultural understanding	Interact and empathise with others: empathise with others

Outcomes:

Activity 3 helps students reflect on the importance of supporting those in our community who are going through tough times. Students explore how, through a simple act of kindness, like sending someone a caring message, they can boost that person’s mood and help them feel more positive and hopeful. In this activity, students can write or draw a message on a card that could be placed in a Buddy Bag a vulnerable child will receive.

Buddy Bags are backpacks thoughtfully packed with comfort items and essentials for children across Australia experiencing crisis, trauma, or doing it tough. To find out more, [visit: www.alannahandmadeline.org.au/what-we-do/care-programs/buddy-bags](http://www.alannahandmadeline.org.au/what-we-do/care-programs/buddy-bags)

Lower Primary	Upper Primary
<p>Introduction</p> <ul style="list-style-type: none"> • Show the Buddy Bag photo on page 14 with the items in it. Ask students to think about the things that they use each day that help them feel protected and prepared for the day. Brainstorm a list of these things. Prompt with ideas if necessary. • Explain that, through providing Buddy Bags, the Alannah & Madeline Foundation is helping children just like them who are going through something tough, so they know they are not alone. Show the picture of what goes into a Buddy Bag. 	<p>Introduction</p> <ul style="list-style-type: none"> • Show the Buddy Bag photo on page 14 with the items in it. Ask students to think about the things they use each day that help them feel protected and prepared for the day. Brainstorm a list of these things. Prompt with ideas if necessary. Looking at the illustration of the Buddy Bag and its items, ask the class why they think each item is important to include. • Explain that, through providing Buddy Bags, the Alannah & Madeline Foundation is helping children just like them who are going through something tough, so they know they are not alone.
<p>Activity</p> <ul style="list-style-type: none"> • Print out the activity resource on page 14. • Ask students to create a drawing that represents support, love and encouragement for a child receiving a Buddy Bag • Explain to the students how their caring drawings can give other children much-needed support as they get through a tough time. 	<p>Activity</p> <ul style="list-style-type: none"> • Print out the activity resource on page 14. • Ask students to write a short message of support, love and encouragement for a child receiving a Buddy Bag • Explain to the students how their caring messages can give other young people much-needed support as they get through a tough time.
<p>Follow-up</p> <ul style="list-style-type: none"> • During the week of your Alannah & Madeline Foundation fundraiser, display the students’ Buddy Bag Message Cards to remind your students why they are fundraising. 	<p>Follow-up</p> <ul style="list-style-type: none"> • During the week of your Alannah & Madeline Foundation fundraiser, display the students’ Buddy Bag Message Cards, to remind your students why they are fundraising.

Activity 3: Strong

Lower Primary: Resource



My drawing filled with love, hope
and encouragement from me, to you.

From

.....



Suggestion to link with fundraising activity:

Each class to write one final message of support and send it back to AMF to include in a Buddy Bag.



Thank you for being amazing School Buddies!

Thanks to your school's incredible fundraising, children and young people who have experienced violence and trauma will get the chance to heal, thrive and have the strong future they deserve.

We hope you feel so proud of how you are upholding the rights of children and young people to be safe. Remember, as you are raising funds and awareness, to have loads of fun with your school community!

If you can, we'd love you to send us your favourite photos so we can experience the joy and excitement of your fundraising event too! With consent, we may even share some of your photos on social media, so that everyone can see the incredible difference you've made!



Send your photos to
community@amf.org.au



alannah & madeline
foundation

Get in touch

Alannah & Madeline Foundation
Ground Floor, 387 City Road
South Melbourne Vic 3205

Phone: 1300 720 747

Email: community@amf.org.au

Stay connected

alannahandmadeline.org.au



For their right to be safe