



Circular

Title:	2022 Street Appeal & Giving Day
Date:	8 September 2022
Document ID:	23, 2022/2023
Department:	Fundraising
From:	Ellaine Hislop, Fundraising & Philanthropy Supervisor Ph: 08 9207 6677 (SLSWA Office Hours Monday to Friday, 8.30am to 5pm) Email: fundraising@slnwa.com.au
Audience:	Club Presidents, Club Administrators
Summary:	This circular outlines SLSWA's Club Summer 2022 Appeal activities
Action:	<ul style="list-style-type: none"> Review 2022 Summer Appeal information below Complete and return attached Participation Form to SLSWA by COB Sunday 2nd October 2022
Attachments:	Club Participation Form

Summary

The BeachSAFE Street Appeal is an opportunity for Clubs to be involved in the largest annual fundraising campaign for the Surf Life Saving movement in WA, at a time of year when beaches and the vital service Clubs provide for our communities will be front of mind.

Club based campaign activities will include:

- BeachSAFE Street Appeal – Friday 2nd December 2022
- Be a Lifesaver for a Day Giving Day – Thursday 1st December 2022

Please return the attached **Participation Form** as soon as possible, but no later than Sunday 2nd October 2022.

BeachSAFE Street Appeal

Friday 2nd December 2022

The BeachSAFE Street Appeal is Surf Life Saving WA's (SLSWA) primary community fundraising activity. We are allocated a permit for one street collection date per year.

The Street Appeal activity not only raises funds from people in our community for essential lifesaving activities in WA, but the presence of our members in the public also raise awareness of the important role Surf Lifesaving plays in the community and creates opportunities for long term support.

It remains a chance for our volunteers to head out into our communities. Within the Perth metropolitan area, this is the only day we are permitted to carry out any street collection activity.

It is encouraged that regional clubs (not in Perth Metropolitan area from Wanneroo to Rockingham) speak with local councils to secure this date, or as close as possible to 2nd December. This will enable all clubs to leverage any marketing activity carried out by SLSWA. Should this date not be suitable for some regional areas, please advise SLSWA of the date you will be doing your Street Appeal in order for your activity to be covered under the SLSWA charitable Collections Licence, and so we can promote it through our various marketing channels.

Please indicate on the **Participation Form** (attached) if your club will be participating in the Street Appeal activity. Those clubs will then be sent further information, including how to access resources.

**** Any club wishing to collect at shopping centres or local stores e.g. Bunnings, Local Shopping Centres, will need to liaise directly with the management of those businesses, and advise SLSWA where they have been given permission to collect.**

Please be advised that Surf Life Saving WA may not be the only charity collecting in the metro area on the day. Up to three charities are issued permits to collect each Friday by the Department of Commerce. However, at this stage, SLSWA is the only organisation collecting on Friday 2nd December.

The stronger the “red and yellow” presence in the CBD and surrounds on the Street Collection Day the more successful this event will be. Collectors aren’t required to participate for a whole day. An hour or two is plenty.

Regional Collections

The street collection permit that allows the BeachSAFE Appeal to be undertaken only covers collections within the Perth metropolitan area (approximately Wanneroo to Rockingham). If your club wishes to collect outside this area, either on the date of the BeachSAFE Street Appeal or another date, permission will need to be received from your local council. However, you will still need **to return the attached Participation Form**.

Be a Lifesaver for a Day Giving Day

Thursday 1st December 2022

The 2022 Giving Day will give clubs wishing to participate a means to collect donations from their local community in a way that is less reliant on volunteer participation during school and work hours.

SLSWA would like to support clubs to engage new and existing donors to support their local surf life saving club. In a time when more fundraising is taking place online, an online Giving Day will provide a platform for each club to undertake online fundraising with support from SLSWA utilising a unified digital strategy.

Clubs participating in the Be a Lifesaver for a Day Giving Day will receive:

- A club specific link to direct supporters to
- Guides and schedule with all the information needed to participate
- Social tiles, digital resources and email templates
- Support during the campaign

Charitable Collections Licence

Any activity by a club as part of the BeachSAFE Appeal is undertaken under the Charitable Collections Licence of Surf Life Saving Western Australia.

Funds Raised by Clubs During BeachSAFE Street Appeal & Be a Lifesaver for a Day Giving Day

100% funds collected during the Street Appeal will be allocated and disbursed to the club that collected the funds.

BeachSAFE Street Appeal Resources

SLSWA will liaise with Clubs who return the attached Participation Form regarding ordering resources for the street appeal.

Questions?

For any further information on BeachSAFE Summer Appeal activities, please contact:

Ellaine Hislop, Fundraising & Philanthropy Supervisor

Email: fundraising@sllswa.com.au or

Phone: (08) 9207 6677



James O'Toole
Chief Executive Officer