



# FUNDRAISING TOOLKIT

We're thrilled to have your support as we continue to invest in the next generation of women in theatre.

This toolkit can help you through the process of planning, promoting and running your fundraising activity.



[hello@katieleesfoundation.com.au](mailto:hello@katieleesfoundation.com.au)



[katieleesfoundation.com.au](http://katieleesfoundation.com.au)



# THINK ABOUT IT



There are so many ways to raise funds – choose something fun and meaningful to you.

Host an Event: Comedy night, play reading, trivia or a live music gig.

Run a Campaign: Birthday fundraiser or artist raffle

Take on a Challenge: City2Surf, marathon or an adventure.

Rally Your Community: Morning tea, bake sale, garage sale or a BBQ

Make it joyful. Make it yours.



# AUTHORISE IT



Before you start promoting or collecting funds, you'll need approval from the Foundation.

Submit your application to fundraise at [katieleesfoundation.com.au](http://katieleesfoundation.com.au).

If approved, we'll issue you an Authority to Fundraise Certificate, which:

- Gives you formal permission to fundraise in our name
- Helps protect you and the Foundation legally
- Allows us to provide you with branding, resources and support



# PLAN IT

Here are the five stages to help you stay on track:

1. Set Your Goal - How much do you hope to raise? Set a clear target.
2. Choose the Date & Format - Will your fundraiser be in person, online or hybrid?
3. Create a Budget - Keep costs low so more funds go to the cause. Ask for in-kind support.
4. Get the Word Out Early - Start spreading the word in advance.
5. Wrap It Up - Send funds to the Foundation, and share your story with us & Thank your supporters!





# TALK ABOUT IT



The more people connect with, the more impact you'll make.

- Share your reason for fundraising with friends, family, colleagues, and networks
- Invite people to attend, donate, or share your fundraiser
- Ask others to contribute in-kind support: a venue, catering, raffle items, or social reach
- Don't be afraid to ask – people want to help

You're not just raising money. You're building a community.



# BRAND IT

Proudly Supporting



Proudly Supporting



Proudly Supporting



Proudly Supporting



Once you're approved, we'll send you our "Proudly Fundraising in Support of the Katie Lees Foundation" logo pack.

Make sure your event is clearly promoted as a fundraiser in support of the Foundation, not organised by the Foundation.



# PROMOTE IT

Download our ready-to-use templates:

- Poster – perfect for local cafés, noticeboards and theatres
- Social Media Tile – share across your personal and event pages
- Media Release Template – let your local paper know about your event

Don't forget to tag us on socials  
[@katieleesfoundation](#)





# ABOUT US



The Katie Lees Foundation was created to honour the memory and legacy of Katie Lees — a bold, funny and creative force of nature.

The Katie Lees Fellowship supports young women (aged 34 and under) in theatre by:

- Providing financial and professional support to emerging female creatives
- Amplifying new work that might not otherwise be made or seen
- Fostering a more inclusive, dynamic, and representative theatre community.

Your impact is real.





Thank You!  
You're make a difference in  
the lives of so many emerging  
female creatives.

