



# BUTTERFLY FUND RAISING GUIDE



**Butterfly**  
Foundation for Eating Disorders

A purple circular graphic with a white background. The text "THANKS FOR YOUR SUPPORT" is written in a bold, light blue, sans-serif font, centered within the circle.

**THANKS  
FOR YOUR  
SUPPORT**



## Thank you for choosing to support the Butterfly Foundation

You are now part of the Butterfly Effect - joining together to do good for eating disorders. Any contribution, no matter how big or small will generate awareness and help make a much stronger impact on the prevention and treatment of eating disorders.

**Approximately one million Australians today** are battling an eating disorder. They not only cause psychological impairment and distress but serious physical impairment, potentially damaging every major organ of the body.

**20% of Australians with an eating disorder will end up losing their lives** to these devastating illnesses, however with support there is always hope for recovery.

Butterfly Foundation is Australia's leading national voice of the lived experience and those impacted by eating disorders.

**Our support services** are essential, however without sufficient funds, Butterfly is restricted in the help and support we can offer.

**With your help**, we can reach our goal of ensuring all sufferers and their loved ones are aware of and have access to the support services they need.

## About the Butterfly Foundation

The Butterfly Foundation strives to be a catalyst for change: to value people for who they are rather than for their looks and to provide effective treatment options and support for people with eating disorders and their carers.

In addition to advocacy to raise awareness about eating disorders at all levels of government and community, Butterfly offers a range of services to support those experiencing, at risk of or caring for someone with an eating disorder, including:

- **The National Helpline** providing counselling support, referrals and information by telephone, email and online – **1800 ED HOPE (1800 33 4673)** or [support@thebutterflyfoundation.org.au](mailto:support@thebutterflyfoundation.org.au)
- **Recovery Support Services** including online counselling, support and education groups
- **Education programs** in schools and for professionals
- Coordinating the **National Eating Disorders Collaboration (NEDC)**
- **Intensive Outpatient Program** which provides unique and specialist treatment.

For more information, visit [thebutterflyfoundation.org.au](http://thebutterflyfoundation.org.au)



## Donations turn lives around

**\$20**

Can enable the parents of an eating disorder sufferer the opportunity to attend a Butterfly facilitated support group

**\$50**

Can help an eating disorder sufferer attend a Butterfly workshop

**\$100**

Can enable the loved ones of an eating disorder sufferer the opportunity to attend a Butterfly family counselling session

**\$250**

Can enable an eating disorder sufferer the opportunity to attend a 6 week recovery program

**\$500**

Can provide a profession training session for teachers and school counsellors.

**\$1,000**

Can enable a rural or remote community to have access to Butterfly's recovery and carers support programs

## Take action and become Butterfly effective

### What can you do?

Organising a fundraising event can help change the life of someone suffering from an eating disorder or negative body image. Below are some suggestions for what you can do depending on whether you choose to fundraise through your organisation, community or individually.

#### Schools:

- Engage in our Plate Up the Positives school campaign [thebutterflyfoundation.org.au/support-us/plate-up-the-positives-campaign/](http://thebutterflyfoundation.org.au/support-us/plate-up-the-positives-campaign/)
- Casual clothes day or themed dress up day at school, with a gold coin donation for participating
- Bake sale or Soup kitchen
- Trash and treasure sale
- Hold a movie day / night, show a feel good / positive movie
- Hold a fete selling all different food and craft items
- Spray paint your hair day, with a gold coin donation

#### Corporates:

- An auction at a work event or a raffle
- A themed day in the workplace, with a gold coin donation
- Hold a movie night and show a feel good / positive movie
- Host a cocktail function
- Set up a regular donation via the workplace

#### Community:

- A bake sale or a raffle
- Organise a themed walk - have friends and family sponsor you
- Hold a movie night or Trivia night
- Car boot sale

#### Individual:

- Participate in a running event & support Butterfly through the setup of an Everyday Hero Supporter page
- Request a donation as your Birthday or Christmas gift
- Invite friends over for dinner, instead of eating out & everyone donate the amount they would have spent on dinner to Butterfly
- Set up a monthly donation with Butterfly
- Bonbonniere donation - Donate the amount you would have spent on a bonbonniere gift for your wedding day to Butterfly

Whatever you choose to do, your actions are valuable.





## Fundraising Tips and Resources

Here are some great tips to help you raise awareness, reach your fundraising target and of course have lots of fun along the way.

### How will you fundraise?

If you are hosting a fundraising event you can collect funds and then donate directly via credit card through Butterfly's website: [thebutterflyfoundation.org.au](https://thebutterflyfoundation.org.au). You can also send a cheque or credit card payment in the post.

Another great way to raise funds would be to start a fundraising page for yourself, your organisation or your community group through [Everyday Hero everydayhero.com.au](https://EverydayHero.everydayhero.com.au). You can set up a profile with a photo and keep a tally of how much you raise.

### Get your fundraising started

To kick start your fundraising you could make a contribution to your own event, taking the first step in reaching your target.

### Use social media and emails

Share you Everyday Hero page with family, friends and colleagues through Facebook, Twitter and Instagram and emails. for social media don't forget to use the [hashtag #thebutterflyeffect](https://twitter.com/thebutterflyeffect).

### Media support

Get local media such as your local paper or radio station on board to support you and/or your team.

### Say thank you

Its easy to forget but saying thank you to your supporters is really important in showing your gratitude and gaining support for future years.

**#thebutterflyeffect**

Your support will make an enormous difference to the many lives severely affected by eating disorders.

For further information contact Fundraising Coordinator

Email: [elizabeth.herd@thebutterflyfoundation.org.au](mailto:elizabeth.herd@thebutterflyfoundation.org.au)

Phone: (03) 9040 1591

Thank you again and best of luck with planning your fundraising event!



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