

HEY THERE!  
WELCOME TO YOUR

## FUNDRAISER TOOLKIT

Consider this booklet your Live Below the Line best friend - here, you'll find every tip, resource and meal idea you'll need to make your fundraising experience the best ever.

We've got recipes and stories from long-time Live Below the Line-ers, epic cooking fails, a fundraising plan guaranteed to rake in the bucks, and advice on how to maximise every aspect of your experience - so, whether you take Challenge Mode or get hashtag happy...

**GET READY TO MAKE YOUR LIVE BELOW THE LINE TOP-NOTCH!**

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# FOUR STEPS TO TAKING THE LIVE BELOW THE LINE CHALLENGE

## STEP ONE: SIGN UP AND GET STARTED

Thank you for signing up - you are already halfway through this step! Now it's time to have some fun getting to know your participant Dashboard and customise your profile. Add your own profile and cover photo, and set your fundraising target. We'll be with you every step of the way to provide you with tips and advice.

## STEP TWO: RAISE MONEY AND AWARENESS

Reach out to your family, friends, classmates and coworkers and ask them to sponsor you. Take to social media, send emails, and chat face-to-face. Once people know why this issue is important to you, they will support you. And remember, every dollar counts. See page 4 for fundraising tips!

## STEP THREE: EAT ON \$2

In May live on \$2 a day for 2 or 5 days. Trade in your brunches and caffeine fixes to help provide educational opportunities for young people in Cambodia and Timor-Leste. See page 6 for recipes, meal plans and nutritional tips.

## STEP 4: CREATE CHANGE

The money you raise by Living Below the Line will help empower young people to end poverty both here in Australia and in the Asia-Pacific. See page 3 to learn about the change you will help create.



# THE RULES

First of all, Live Below the Line's main aim is to amplify awareness about poverty and raise money to help empower those who live in it. If you accomplish this, even without following all the rules, you're a champion in our eyes! The rules exist to set guidelines and create a shared experience for our participants.

1. You have \$2 per day to spend on all your food and drink. You don't need to factor tap water into this - it's counted as 'free' and we'd encourage you to drink as much as possible and stay hydrated!
2. You cannot accept 'free' food. If a friend offers you some, encourage them to donate instead!
3. You can use food already in your house but only if you factor in the full cost of an item, e.g. if you have a bag of flour in your cupboard and only use 200g, you should factor in the cost of the whole bag.
  - a). Teaming up with friends helps you bulk buy!
  - b). If you've got plants growing you can definitely use them, either factor in the cost of the seeds or the actual plant/ fruit/ veg from a local market.
4. You don't have to do the challenge in Live Below the Line Challenge Week - if that week doesn't work for you, you can do it any time in May or June. Don't forget though, donations close on June 30th!



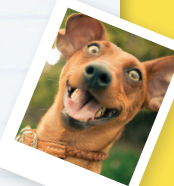
## YOUR DASHBOARD

So that you can add your own personal touch to Live Below the Line we have set you up with your own personal fundraising page and dashboard. Think of your dashboard as your Live Below the Line control panel - it's where you'll manage all aspects of your Live Below the Line journey. Grow your campaign, hit your fundraising targets, post a blog, download resources and activate Challenge Mode to push your donors further (find out more below).

1. **Upload a photo** and add your own profile pic and cover photo - never underestimate the impact of a personal touch!
2. **Tell people why you are taking the Challenge** by adding your own personal message, blog posts and photos.
3. **Share your page** via Facebook, Twitter or email directly from your Dashboard. If you are on your mobile, you can even sms your friends your page!
4. **Activate Challenge Mode** by creating up to five challenges that you will happily (and possibly embarrass yourself doing in the process) take on during the campaign.
5. **Discover all the resources** that are available at your fingertips!

We are here to help.

Check out [www.livebelowtheline.com.au](http://www.livebelowtheline.com.au), email us at [hello@lbl.com.au](mailto:hello@lbl.com.au) or contact us via Facebook at [www.facebook.com/LiveBelowtheLine/](https://www.facebook.com/LiveBelowtheLine/) We'll respond quickly, we promise!





## PART ONE

# WHAT IT'S ALL ABOUT

## OAKTREE'S STORY

Live Below the Line is an annual fundraising campaign run by Oaktree, one of Australia's largest youth-run organisations. We're young people leading a movement to end poverty. We believe that poverty is unjust, and that it can and will be ended in our lifetimes.

To see that happen, we're championing young people, both in Australia and

overseas, as key changemakers in the fight against poverty. We started Live Below the Line in 2010 as a way of enabling Australians to engage with the issue of poverty and to take meaningful action on it.

Since then, over 50,000 Australians have raised \$10 million for education and campaigning initiatives that help fight poverty.

## THE CAUSE POVERTY

Poverty can be a pretty complicated issue to wrap your head around.

When we say poverty, we're not just talking about people earning a pittance, or going to bed with empty bellies - we're also talking about the lack of opportunities people have when they live in poverty due to circumstances beyond their control. That's things like kids not being able to

go to school or uni because they have to work to support their families, or a would-be Einstein dropping out in primary school because civil war disrupted their education.

Living in poverty affects people's ability to access basic human rights - like the right to education - **which makes poverty not just an issue of hunger, but an issue of justice.**

Through Live Below the Line, you're taking action to help end the injustice of poverty.

For us in Australia, Live Below the Line is about creative cooking, rationing and caffeine deprivation; we know it's just a glimpse into what life is like for people in poverty, not a real experience of it. **But we know what we do has a real impact.**



## EDUCATION TRANSFORMS LIVES

We believe education is the most powerful tool we have in creating change on a massive scale. Think about it - if a young person can access their basic right to education, they can amplify their voice, and start to have a say in the things that matter to them.

We partner with carefully chosen organisations in Cambodia and Timor-Leste who create change on an individual, community and systemic scale, to provide educational opportunities for more young people to break out of the poverty cycle. And here in Australia, we're changing the way Aussies talk about poverty, through our own education programs and political campaigns - maybe you've seen us campaigning in your city?

## TIMOR-LESTE STUDENT PROFILE

Come home, crash on the couch and tune into ABC Kids - it's been the quintessential after school routine of Australian students for decades. Can you imagine heading to work and attending to your own business as soon as that school bell rings?

That's reality for Otilia, a student at Nicolau Lobato High School in Timor-Leste. When the school books are closed, her business opens, and she's busy selling sanitary pads. The profit she makes isn't pocket money either: Otilia can't afford to pay her school fees without it.



Otilia

She's determined to stay in school and reach her dream of going to university to study accounting. She's already achieved so much on her own. Now you can help her go further.



## PART TWO

# FUNDRAISING TIPS

Getting your pals, significant other, family, housemates, neighbours, colleagues, pets - basically everyone and anyone in your life - to donate money to your Live Below the Line is a pretty tough and daunting gig. But follow these simple steps and you will be smashing your target in no time!

**Donate to yourself.** Never underestimate the power of leading by example! Its also a great way to show people how much to give. Your loved ones will be influenced by how much others give, so why not set the bar high? And don't forget you can always donate anonymously.

**Share your journey. Everywhere.** Instagram, Facebook, Twitter, Snapchat, smoke signals: whatever your preferred method is to communicate, start sharing your journey. Use our hashtag #changeisonthemenue. Try creating a Facebook event, like "Alex gives up coffee" or include your profile link as the event "location", and invite all your mates.

Did you know that participants who write one blog post raise on average \$150 than people who don't blog. Creative juices, start flowing! Share your journey through blog posts by sharing recipes, shopping lists, food reviews (triumphs and failures!).

Join Live Below the Line Connect on Facebook. Just like life, Live Below the Line is all about the connections you make. Connect with other participants in our Facebook group. share stories and tips, get motivated and raise more money. People in this group raise on average \$107 more than people who aren't. Check it out here: [bit.ly/LBLconnect](https://bit.ly/LBLconnect)

**Thanks a million.** Try thanking your donors in an extra special way, so more people want in on it, too! So thank your donors publically, Facebook is a great platform for this, and see how others will donate in response. There are heaps of great graphics on your Dashboard to help with public declarations of thanks. You could even draw your donors a picture, write them a poem or send them our special thank you card.

## FUNDRAISING TIPS from an EXPERT

Shane has been one of Live Below the Line's top fundraisers, amassing \$46,827 since 2012 when he first took the Challenge. Shane became passionate about ending poverty the first time he visited Myanmar, where his family come from. "Seeing the conditions they live in made me realise how easily that could have been me," he says.



SHANE THAW

### HE SHARES WITH US HIS TOP 4 FUNDRAISING TIPS:

**1. Ask, ask, ask!** So many people are happy to give to worthy causes and support you, but they honestly need to be told over and over and OVER!

**2. In follow up to that - don't be shy about it.** You are not asking for money for yourself, you are representing the people whose voices we can't hear, so SHOUT, and shout loud and don't hold back.

**3. Get creative!** We have access to all sorts of media formats these days. Use pictures, videos, drawings, poems, raps, music: whatever you're good at (or even not so good at!), get creative!

**4. Use every single resource available to you.** Brainstorm every network you possibly have; work, school, university, sport clubs, church, friends, friends of friends, family, extended family. And get word out on as much social media as you possibly can.



**Try it the old fashioned way.** Talk to people face to face about Live Below the Line and why you are taking the Challenge.

For more tips head to: [lbl.com.au/blog](https://lbl.com.au/blog)



## CHALLENGE MODE

**Reckon your friends could give a little more?** Activate our new Challenge Mode through your online dashboard and put them to the test! You'll assign different donation amounts to different "rewards", crowdfunding-style - but your pals aren't getting prizes here.

What challenge would you take to push your friend to give a little more - a week without a phone? Your LBL ingredients in their hands? A home-cooked meal while you're taking the challenge? You choose your four challenges, set donation amounts to activate them, and leave it up to your friends.

### CHALLENGE IDEAS

**\$35** - I'll film you a karaoke thank you video

**\$50** - I'll let you choose one of my Live Below the Line ingredients

**\$100** - I'll do 50 cartwheels and live stream it

**\$150** - I'll write you a personal thank you song, and lobby to get it played on triple j

### OFFLINE DONATIONS

Got a granny who doesn't believe in bank transfers, or a mate who's just handed you their morning coffee cash? No worries - we also accept offline donations.

The easiest way to add an offline donation to your fundraising total is to visit your own profile and donate to yourself (under your friend's name!), then pocket the cash, but no dramas if you're not keen for that. You'll see an A5 offline donation form on the 'My Donations' tab of your participant Dashboard. Just fill it in and return via post. Unfortunately we can't issue receipts for these donations!

Oaktree, Level 3, 33 Lincoln Square South, Carlton, VIC 3053.

## DO IT IN A TEAM

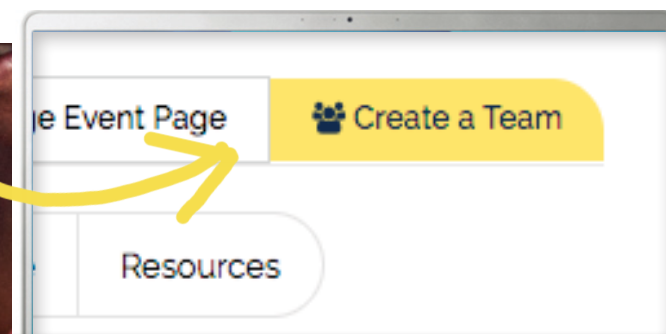
Did you know that participants in teams raise on average \$142 more than LBL-ers who go it alone?

We all need someone to help us through the tough times, and rice and beans taste a lot better on the fourth consecutive day when you've got a mate to support you through it, trust us! Why not go shopping together, and suddenly your \$10 shopping budget becomes \$20, or \$30 - it's a great way to add a more variety to your LBL diet. Recruit a friend or join a team to add some flavour to your Live Below the Line experience.

### How to create a team online

Once you have signed up, head to your Dashboard and find the 'start a team' tab. The hardest thing about starting a team is picking a team name! Once you have created your team you become the team captain and can customise your team page and invite your friends.

**TEAM RICE BOWL**



### WHY DONATE ONLINE?

- It's faster, neater, and requires a whole lot less paperwork
- Your fundraising total will be updated instantly
- It reduces our admin costs (and makes our finance team happy!)
- Your donors get their receipts straight away
- No printing = better for the environment



# COOK LIKE A MASTERCHEF

ON JUST \$2

## WHY \$2?

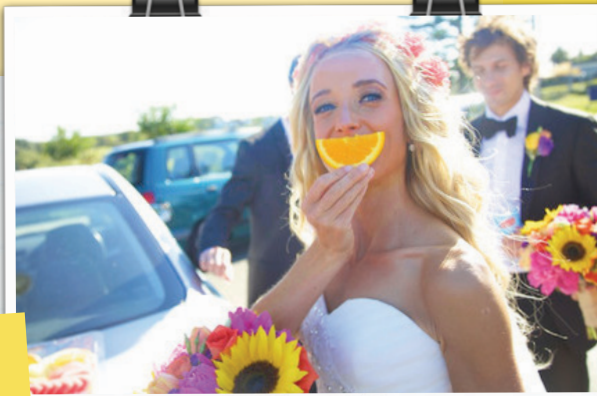
Imagine what it would be like going about your everyday life with just \$2 to spend on everything. That's food, accommodation, transport, medicine - \$2 for every single cost. That's the reality for people who live below the extreme poverty line. \$AU2 is the Australian equivalent of the extreme poverty line, adjusted to reflect the real cost of items in Australia.

## NUTRITION

This year practising dietitian and accredited nutritionist Rebecca Gawthorn is taking the Live Below the Line Challenge.

REBECCA GAWTHORN SHARED WITH US SOME OF HER TIPS AND TRICKS.

1. Lentils and beans are a great source of protein, so grab a few tins for the week. You can usually get these for less than \$1.
2. Choosing quality carbs that have a low GI (Glycemic index) are important for Live Below the Line as they will help you stay fuller for longer and have more energy throughout the day. Quality carbs include whole grains like wholemeal bread, brown rice and even brown pasta. It might be hard with the budget but you're better off avoiding white bread & choosing whole grain instead.
3. I recommend buying oats, beans and lentils. These are are high fibre, low GI foods that will keep you feeling full for a long time.
4. Ensure you get plenty of protein, water, carbohydrates and an adequate salt intake.
- 6 5. It's super important you keep hydrated!! Drink plenty of water.



## SHOPPING TIPS

- Do your shop in one go - it's easier to find a few bargains in a \$10 budget than it is to set out with \$2 every day.
- Head to a market near closing time - there'll be heaps of discounted bags of fruit and veggies.
- Buy as much as you can in bulk! Think loose rice, flour, herbs and seasoning from grocers' bins and supermarkets. That way, you're only paying for what you use.
- Anything you can split with a friend? If you both want butter but can't fit it into your budget, split a stick for half the price.



## PREP AND STORAGE

Having to compost something that's gone bad is heartbreaking during Live Below the Line. Don't forget to store vegetables in a crisper and buy dairy, meat and eggs with a long use-by date.

Cook most of your food early on, and freeze individual portions - your future self will thank you for the organisation, and you avoid stuff going off!



# RECIPES

We asked participants to share with us their favourite recipes. Which will you try this year?

## PUMPKIN RISOTTO

**Ingredients**  
400g pumpkin, peeled and cubed  
1 tbsps canola spread or margarine, melted  
1/2 onion, diced  
1 cup dry white rice, rinsed and drained  
2 stock cubes  
**Serves:** 4  
**Cost per serve:** 47c

Preheat oven to 220 degrees. Spread pumpkin on a lined baking tray and cook for 20 minutes or until soft. Heat canola spread in a large frypan over medium heat. Add the onion and cooked pumpkin and cook until golden-brown, then add the dry rice and stir. Crumble stock cubes over the mixture and top with water to cover the pumpkin (about 500mL). Cook for 15-20 minutes or until the liquid is absorbed and rice is tender. If you want, add sage leaves in the last minute of cooking for extra flavour.

## PUMPKIN AND COCONUT SOUP

300g pumpkin, cut into 3 cm cubes  
1 stock cube  
1 tin coconut milk (400ml)  
**Serves:** 5  
**Cost per serve:** 61c

Fill a saucepan with water and bring to the boil. Once boiling, add the stock cube and mix until dissolved. Add pumpkin and boil until soft. Add two cups of cold water and blend the liquid with the pumpkin in a blender until smooth and creamy. Pour back into saucepan and add coconut milk and heat for around 4 minutes or until warm.

## GNOCCHI

**Ingredients**  
1kg potatoes  
115g plain flour  
**Serves:** 4  
**Cost per serve:** 90c

Place potatoes in a saucepan and cover with cold water. Bring to the boil, reduce heat to low and simmer for 30 mins or until spuds are soft when pierced with a knife. Let cool for 30 mins. Peel potatoes, mash til smooth, then press a quarter of the potato mixture through a sieve into a bowl. Repeat, a quarter at a time, until smooth. Add flour as required to make a firm, slightly sticky dough, then cut into four even portions. Roll each portion on a lightly floured surface into a 2cm thick log. Using a lightly floured knife cut each portion into 2cm pieces. Gently press the sides of each piece to form little pillows. Bring a large shallow saucepan of water to the boil. Cook the gnocchi in batches of a quarter for 2-3 minutes each, or until pillows rise to the surface.

## BAKED POTATOES

**Ingredients**  
4x medium-sized potatoes (about 100g each)  
1 tsp salt  
Your choice of toppings  
**Serves:** 4  
**Cost per serve:** 66c

Preheat oven to 180 degrees. Pierce each spud a couple of times with a knife, then wrap each one in a piece of foil and place in the oven. Bake for about an hour, or until potatoes are tender. Unwrap each parcel and sprinkle potatoes with salt. Eat the hot spud as a snack, or top with any of the following for a classic baked potato: beans, sliced veggies, corn, tuna, or pasta sauce.

## GET CONNECTED

We're posting even more tips, stories and meal ideas online - **make sure you head to our website, add us to your email address book and chuck us a follow to avoid missing out.**

[facebook.com/livebelowtheline](https://facebook.com/livebelowtheline)  
[twitter.com/lblaus](https://twitter.com/lblaus)  
[instagram.com/livebelowtheline](https://instagram.com/livebelowtheline)  
[youtube.com/Livebelowthelineaus](https://youtube.com/Livebelowthelineaus)  
[livebelowtheline.com.au](https://livebelowtheline.com.au)  
[hello@lbl.com.au](mailto:hello@lbl.com.au)

## WANT MORE?

Head to [livebelowtheline.com.au](https://livebelowtheline.com.au) for even more tips, resources, fundraising ideas and info about the cause. You'll also find this booklet there, and a stack of free downloads!

**HEAD TO: [LIVEBELOWTHELINE.COM.AU](https://livebelowtheline.com.au)**