



Circular

Title:	2020 BeachSAFE Campaign
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Department:	Fundraising
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Audience:	Club Administrators
Summary:	This circular outlines SLSWA's Club based BeachSAFE Campaign activities including a 'Street Appeal' and 'Giving Day'
Action:	<ul style="list-style-type: none"> Review 2020 BeachSAFE Campaign information below Complete and return attached Participation Form to SLSWA by COB Friday 2 October 2020
Attachments:	BeachSAFE Appeal Club Participation Form

Summary

The BeachSAFE Campaign 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 4th December 2020
- BeachSAFE Giving Day – Wednesday 9th December 2020

To indicate what activities your club would like to participate in this year, **please return the attached *Participation Form* as soon as possible, but no later than Friday 2 October 2020.**

BeachSAFE Street Appeal

Friday 4th December 2020

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 4th 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, 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 29 November.

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**.

BeachSAFE Giving Day

Wednesday 9th December 2020

The inaugural BeachSAFE Giving Day will give clubs wishing to participate in the BeachSAFE Summer Appeal 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 and under the existing promotion of the BeachSAFE Appeal utilising a unified digital strategy.

Clubs participating in the BeachSAFE Giving Day will receive:

- A dedicated landing / donation page to direct supporters to
- Guidance on setting your club fundraising target
- A way to engage corporate supporters
- Platform to publicly recognise supporters
- Ability to reach a new supporter base
- 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 and Giving Day

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

All funds collected during the online Giving Day will be disbursed to the collecting club, less any donation transaction fees deducted during online processing.

Questions?

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

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James O'Toole
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