

#MAYDAYS2019 #CARERSNEEDCARETOO

**RAISING THE ALARM:
CARERS NEED CARE TOO**

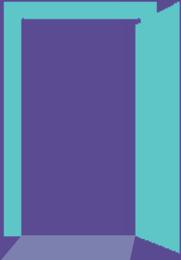
FUNDRAISING KIT
INDIVIDUALS, COMMUNITY AND WORKPLACE

MAYDAYS
FOR EATING DISORDERS



Butterfly
Foundation for Eating Disorders

DONATIONS: THEBUTTERFLYFOUNDATION.ORG.AU/MAYDAYS



HELP BUTTERFLY OPEN DOORS TO CARER SUPPORT

ABOUT THE CAMPAIGN

CARERS NEED CARE **TOO**
MAYDAYS
FOR EATING DISORDERS

Did you know there are more than 2 million carers supporting people with an eating disorder? That's alarming!

Help us raise the alarm and open doors to carer support this MAY.

MAYDAYS for Eating Disorders is Butterfly's annual awareness and advocacy campaign which takes place nationally throughout the month of MAY.

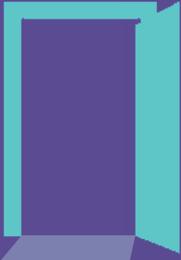
This year, the focus is on CARERS and the impacts an eating disorder has within the home on supportive others. Often, a sense of secrecy is attached to the realities for families (STIGMA), so we want to unveil this and normalise conversations.

Butterfly conducted a consultative survey asking Australians to share their experiences on caring for a loved one experiencing an eating disorder. The results were alarming!

We're asking all Australians to join the conversation and share the campaign message through **donations, fundraising activities** and on **social media** using #MAYDAYS2019 #CARERSNEEDCARETOO.

Funds raised will go to the programs and support services that Butterfly provides –the Butterfly National Helpline, school workshops on positive body image and self-esteem, support groups for sufferers and their families and intensive counselling sessions.

Check out the whole campaign and download resources at:
thebutterflyfoundation.org.au/maydays



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CHOOSE YOUR CHALLENGE FOR EATING DISORDERS

Get involved and support the campaign by signing up for the MAYDAYS peer to peer challenge.

Butterfly calls on you to challenge yourself to choose a personal goal you have always wanted to achieve and encourage your friends and family to support you through sponsorship.

Set your target and you have the whole month of May to achieve your goal!

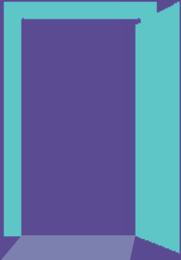
What could you do?

Everyone has their own personal challenges, and we want to encourage you to share these in support of the campaign. Below are some suggestions if you are struggling to come up with an idea:

- **Participate in a walking event**
- **Volunteer your time and get friends or family to sponsor you doing this**
- **Cycle-a-thon. Get sponsorship for every km you cycle**
- **Buy nothing new for the month**

Follow these easy steps to start the challenge and sponsorship journey today.

- 1. Visit www.everydayhero.com.au/MAYDAYS2019**
- 2. Follow the instructions to set up your fundraising page**
- 3. Share your page with friends and family and encourage them to support you through donations**



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OTHER FUNDRAISING IDEAS

There are other ways you can fundraise for MAYDAYS. Here is a list of just some of the ways you can get behind the campaign and raise funds to fight eating disorders, enabling Butterfly to continue the vital work they do!

To help you with your fundraising efforts, we have created a variety of downloadable resources for you to use, including posters, an infographic and fact sheets.

Check them out at www.thebutterflyfoundation.org.au/MAYDAYS

1. Host an event

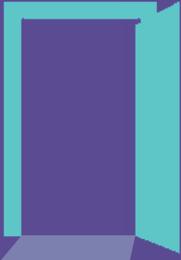
Open your doors (home, community group or office) to your family, friends or colleagues by hosting an event in support of carers & those experiencing eating disorders. You could have a dinner party, lunch or brunch, pamper session, high tea, movie night or BBQ to mention a few.

All donations and gifts over \$2 are tax deductible. ABN: 42 102 193 582.

2. Event ideas

There are other ways the community and individuals can raise funds for MAYDAYS. The focus will be on 'Open your doors for Carers':

- Give it purpose – dedicate an already planned event in May to the campaign to raise funds for Butterfly
- Give it up – instead of a night out or purchase of a regular luxury item, give it up for May and donate what you would have spent towards MAYDAYS.
- Hold a carer pamper day (mani / pedi day)
- Set up a regular giving donation on Butterfly's website. Set & forget!



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MORE FUNDRAISING IDEAS

- Challenge yourself to nail a personal goal that you have always wanted to achieve & have people sponsor you
- Hold a raffle in your workplace & donate proceeds to Butterfly's campaign

If you are hosting a fundraising event you can collect funds and then donate directly to the MAYDAYS campaign via thebutterflyfoundation.org.au/MAYDAYS or in person at your local bank.

If you're hosting a large event with your community or sporting group, get local media such as your local paper or radio station on board to support you and/or your team.

3. Give it purpose

Dedicate an already planned event in May to the campaign and encourage everyone there to get involved and donate.

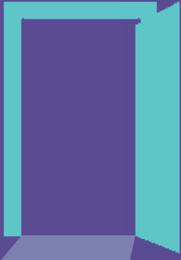
Some planned events that you could give a different purpose to include:

- A book club
- A sports night
- A regular date night
- A playgroup/mothers group catch up
- A birthday (friends donate in lieu of a birthday gift)

4. Give it up

Re-purpose your cash for the month of May!

Instead of that dinner out, movie or theatre with friends, regular manicure/pedicure or any kind of luxury, give it up for May and donate what you would have spent towards the campaign.



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FUNDRAISING TIPS

There are some great ways to not only make your fundraising efforts more fun, but also more successful!

Here are our top five tips!

1. Be bold and creative

The sky's the limit, so let your creative side help drive your opening doors event.

Aside from pure fun, the more interesting your event, the more curious people will be and the more opportunities you will have to share the campaign message and talk about why you are involved.

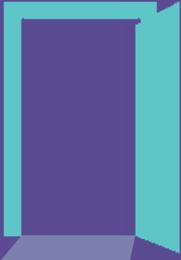
2. Share, share, share!

The impact of your involvement in the campaign is so much greater when you share it – both online and offline!

You can share through social media – take fun pictures of your fundraising activity and post them on Facebook, Instagram and/or Twitter. Encourage people to join you and share why the campaign is important. Remember to **use the hashtags #MAYDAYS2019 #CARERSNEEDCARETOO**

Never miss an opportunity to tell your friends, family, colleagues and clients about your involvement in the campaign. Encourage them to make a donation or sponsor you in your efforts.

You could also explore the possibility of sharing information about the campaign through your workplace's or community's internal and external channels.



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FUNDRAISING TIPS

3. Double the love

Make your donation go further by getting it matched!

Many companies have a charity matched giving program, so make sure you ask and see if your company will match you or your staff donations.

You can also ask friends, family and colleagues to match your donation.

Remember; don't forget to thank your supporters!

4. It's better together

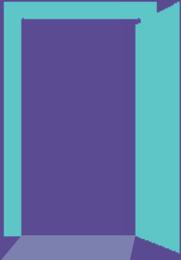
Fundraising is fun, especially when you do it with others! Why not coordinate a group of friends or colleagues to participate together, in whatever way you decide to get behind the campaign.

You could even harness some healthy competition. Run a challenge for the team that can raise the most funds.

5. Just go for it!

Every dollar given, and every voice that shares the seriousness of eating disorders is equally important in the fight to end this terrible mental illness and save lives!

Whatever your capacity, make the most of your involvement and know that it is awesome and deeply appreciated.



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EVERY DOLLAR COUNTS



\$20 funds a support group for a carer supporting someone with an eating disorder



\$50 goes toward the development of resources for carers contacting the Helpline



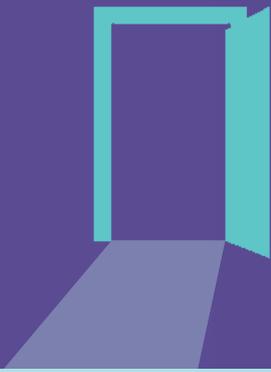
\$250 Could enable a couple who are supporting someone experiencing an eating disorder to attend an 6 week face to face carer program



\$360 could provide a course of 10 individual face-to-face counselling sessions for someone suffering from an eating disorder

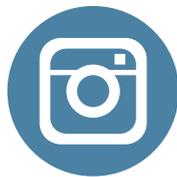


\$1,200 could pay for a carer to attend 10 face-to-face counselling sessions



HELP BUTTERFLY OPEN DOORS TO CARER SUPPORT

SUPPORT US ON SOCIAL MEDIA



Use the hashtag #MAYDAYS2019 #CARERSNEEDCARETOO to join the conversation and promote your involvement on social media.

There are many ways you can promote the campaign online. Here are just some ideas but feel free to add your own.

Facebook & Twitter

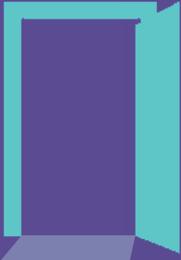
- Share a selfie doing your fundraising activity.
- Post a status about your participation in the campaign and ask other to donate.
- Post a link to the campaign webpage thebutterflyfoundation.org.au/MAYDAYS and encourage your friends and family to join the campaign.

Instagram

Share a selfie doing your fundraising activity. Don't forget to tag #MAYDAYS2019 #CARERSNEEDCARETOO

YouTube

Post a video about the campaign and encourage others to join you in the fight against eating disorders.



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NEWSLETTER PROMOTIONS



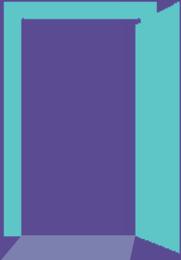
Place the following article in your company or community bulletin and/or newsletter to let your community know you are participating in the campaign and encourage support.

This May [name of company or community group] will be participating in the MAYDAYS for Eating Disorders campaign, a national campaign designed to raised awareness about the seriousness of eating disorders and the desperate need for improved treatment and support services in Australia.

This year, the focus is on CARERS and the impacts an eating disorder has within the home on supportive others.

The campaign will raise funds for the Butterfly Foundation, Australia's national organisation for the treatment and prevention of eating disorders.

We ask that all members of our community dig deep to support this great cause and **donate today at thebutterflyfoundation.org.au/MAYDAYS.**



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NEED MORE INFORMATION?

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For more information about the Butterfly Foundation,
visit: thebutterflyfoundation.org.au



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