

# 2025 FUNDRAISING GUIDE

**BIG  
YELLOW**  
**PIPELINE  
CHALLENGE**  
2025 🚴 10<sup>TH</sup> YEAR



*In support of:*





# Acknowledgement of Country

Youth Futures acknowledges the traditional custodians of the lands on which we live, work and ride. We pay our respects to Elders past, present and emerging.

We recognise the importance of young people who are the future leaders.

The Big Yellow Pipeline Challenge rides through six lands that are owned by five indigenous communities. We show respect to these communities and the lands.

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# Thanks for taking part

Thank you for signing up to conquer the 2025 Big Yellow Pipeline Challenge!

It won't be easy. So, when your legs are burning and your body is aching just think about the difference you are making to the lives of young local mums and their young families doing it tough.

The funds you raise will ensure that Youth Futures can continue to support and expand the Nest, a unique service providing outreach, housing, support, and essentials to young families facing homelessness or domestic violence.

Thanks to Pipeliners like you, young families in need can stay together, stay safe, and be empowered create a brighter future!

## Who are Youth Futures?

For 40 years, we've empowered young people to take control of their futures. No matter their challenges, we provide the support, resources, and opportunities they need to thrive.

Our passionate team creates a safe, inclusive, and non-judgmental space where everyone feels valued. We celebrate individuality and believe in each young person's strength to overcome obstacles and build a better future.







## About the Nest Program

### About Youth Homelessness in WA

Youth homelessness remains one of the most urgent — and often misunderstood — issues facing our communities.

Nearly 40% of people experiencing homelessness in Australia are under the age of 24. In Western Australia, it's estimated that on any given night, more than 2,800 young people aged 15–24 are without a safe and secure place to live. But these numbers only tell part of the story. Due to underreporting and barriers to accessing services, sector experts estimate the true number could be closer to 6,000.

Young people experiencing homelessness are not statistics. They are individuals navigating trauma, instability, and the impacts of systemic disadvantage. For many, homelessness is not a result of poor choices — it's the consequence of escaping violence, experiencing family breakdown, intergenerational poverty, or struggling with mental health in the absence of adequate support.

### About The Nest Program

At The Nest, we work alongside young parents — primarily young mothers — and their children to provide safe housing, outreach support, and wraparound services. This is more than just providing accommodation; it's about creating the conditions for healing, growth, and long-term stability.

We know from experience that:

- Up to two in three young mothers we support have experienced family and domestic violence.
- Many have had limited access to education, financial independence, or secure employment opportunities.
- Most have experienced trauma and are trying to rebuild not just their lives — but the futures of their children.

The Nest is a program grounded in compassion, harm minimisation, and trauma-informed care.

Our approach recognises that young parents need more than a roof over their heads. They need people who listen without judgment, systems that work with them, and opportunities that empower them to build lives filled with safety, dignity, and hope.

Every young family deserves a chance — and The Nest is here to make that possible.





The Nest Program depends on the generosity of people like you to continue its vital work.

Thanks to the incredible support from Pipeliners and the funds raised during the 2024 ride, The Nest Program has continued to grow and the Outreach Program has been able to extend care and support to young parents we can't accommodate onsite.

Now, even more at-risk young parents are receiving the help they need to:

- Stay connected to essential services
- Build parenting confidence
- Access safe housing pathways
- Create brighter futures for themselves and their children

Your support is creating real change. Thank you for being part of the journey.



## What is Nest Outreach?

- Helping young parents aged 16-19 years of age to find safe, stable housing
- Building their confidence with parenting and life skills
- Getting young parents into education or training
- Strengthening their support networks
- Making a plan for their future
- Linking young parents to other services if needed



## What is Nest Housed?

- The Nest Housed gives young parents and their children a safe place to call home when facing homelessness or unsafe living conditions.
- Each family is provided with their own home for up to two years, with ongoing support from a dedicated Case Worker.



## Where funding goes

Funds raised from the Pipeline Challenge go directly back into the operations of the Nest Program and to expand the level of support and care we can offer to young parents in need across our community. Here are some examples of how Youth Futures is supporting young parents and where the Nest Program is looking to grow:

### Home Kit: \$5,000



Provides a total **home start up kit** for a young mum who is settling into a new home.

### Care Coordinator: \$130,000



We're growing our Care Coordinator team to better support youth across WA, and we need your help! Right now, we have one amazing coordinator in the Northern suburbs, but our dream is to have coordinators in the North, South, East, and West.

Each coordinator needs \$130,000/year for their role, \$60,000 for a vehicle, and \$30,000/year for equipment. Your support can make this happen, ensuring more young people get the care they deserve.

### Strategic Goals: \$500,000



At Youth Futures, we're working hard to give young parents a fresh start through our Nest program, but we need your help! We currently lease 6 properties from the Housing Commission, with no new ones lined up.

Our goal is to buy one apartment each year for Nest, starting with \$500,000 to fund the first one. Your fundraising and donations can make this happen, giving a young parent and their child a safe, stable home.

Join us to make a real difference!







## Nest Story

Meet Charlie, a true inspiration. When she reached out to our Nest Outreach and Housing Support program, she was facing tough times: homelessness, domestic violence, past offenses, and a surprise pregnancy. But Charlie was determined to build a brighter future for her baby, and we were honored to help.

With her Nest case manager and housing support worker by her side, Charlie tackled every challenge. She got her ID, set up Centrelink income, worked out a plan for fines, and showed up for every court date. Her hard work paid off and she completed her juvenile justice order without a single new offense.

We supported Charlie through her pregnancy, helping with doctor visits, parenting skills, and getting ready for her little one. Her biggest win? Moving into a stable Nest home, which closed her Child Protection case - a huge milestone!

Thanks to the funds raised from the Pipeline Challenge and the generosity of our supporters, we could provide Charlie with the resources to thrive. Now, she's living independently, a devoted mum, showering her baby with love and working toward her learner's permit.

We're incredibly proud of Charlie and deeply grateful to everyone who makes stories like hers possible. Your support lights the way for brighter futures!



# Fundraising Checklist

1

## Peer-to-Peer Fundraising Page - Soloists and Teams

Start your fundraising journey by setting up your own online fundraising page.

**Click here** or visit: <https://bit.ly/4kf9epf>

## Peer-to-Peer Fundraising Page - Home Stretch

Start your Home Stretch fundraising journey by setting up your own online fundraising page.

**Click here** or visit: <https://bit.ly/3GnulS4>

## Peer-to-Peer Fundraising Page - CEO Challenge

Start your CEO Challenge fundraising journey by setting up your own online fundraising page.

**Click here** or visit: <https://bit.ly/3SV8rNT>

## Peer-to-Peer Fundraising Page - Support Crew

**Click here** to access the Fundraising Page or visit: <http://bit.ly/3To1K7y>

2

### Share the news:

Your online fundraising can be personalised and then share by email or across socials with your network of friends, family and colleagues!

3

### Appoint a team captain:

By this stage you may already have a team captain (for team riders). If not, now is the moment to appoint a captain who can help steer your team's fundraising activities and keep your targets on track.



## Fundraising Targets

### Riders (Soloists and Teams) - \$1,700 minimum target

We ask that each rider commits to raising a minimum of \$1,700 before setting off from Kalgoorlie on Saturday 13th September.

For some, this may sound overwhelming. That's why we've put this pack together, to guide you through the fundraising process so it's a fun and easy part of your Pipeline experience.

### CEO Challenge Riders - \$5,000 minimum target

### Home Stretch Riders - \$2,500 minimum target

### Support Crew - \$500 minimum target

Remember, we are here to help if you have any queries.



# Creative Inspiration

## Going solo

- Ask people to sponsor your ride. Bring it up in conversation or ask for donations via email and the power of social media!!
- Got a birthday coming up? Ask for donations in lieu of presents
- Head to a swap meet or hold a garage sale and donate the proceeds - it's a win win
- Host a dinner party and have your guests donate the cost of a restaurant meal Get sponsored to shave your head/beard/mo or wax your body
- Got skills? Auction them!
- Clean up with containers for change



## At work

- Hold a breakfast, morning tea or lunch at the office
- Casual dress day
- Organise a corporate golf day
- Auction off your parking spot, implement a fine system (for swearing, making spelling mistakes, being late or using phones in meetings)
- Sell chocolates, soft drinks or coffee
- Hold a guessing game like guess the# of lollies in the jar - an oldie but a goodie!
- They pay and you get the phone, coffee, photocopying etc

## As a team

- Host a quiz night
- Sign up for a sausage sizzle at Bunnings
- Organise a raffle
- Movie screening
- Sundowner or cocktail party - get the venue to donate space/food
- Sporting competition - lawn bowls, cricket, netball etc.
- Host a wine tasting
- A day at the races
- Finals footy tipping comp





# Fundraising Essential Info

## Key Dates

- **Fundraising period opens:** Thursday, 29 May 2025
- **Last date to commence fundraising:** Friday, 15 August 2025
- **Ride dates:** 13 - 17 September 2025
- **End of fundraising period:** Tuesday, 30 September 2025

## Important Details

A quick note on fundraising

As you're planning your fundraising activities, just a gentle reminder that we're a youth-focused organisation, so we can't support fundraisers that go against our values—things like promoting drugs, smoking, or heavy alcohol use.

We also ask that you avoid door-to-door or telephone fundraising.

If you're thinking about running a raffle, you might need a permit depending on the prize value and timing. You can find all the details at [www.rgl.wa.gov.au](http://www.rgl.wa.gov.au).

Thanks so much for your support and creativity—we really appreciate everything you do to help young people thrive!

## Sending the funds raised

We strongly recommend that you use your online fundraising page to collect your donations. However, if you're unable to process your fundraising online you can transfer money into our bank account, details below.

Please email a record of your transfers inc. dates and exact amount to [info@pipelinechallenge.com.au](mailto:info@pipelinechallenge.com.au)

<b>Bank: Account Name:</b>	Bendigo Youth Futures Ltd.
<b>BSB:</b>	633-000
<b>Account#:</b>	198 337 586
<b>Reference:</b>	PC+ YOUR FULL NAME



# Tips and Tricks

## Don't be shy - just ask

Lots of people donate simply because they were asked. So ask! Think about all the different people you know—family, mates, old colleagues, teammates, neighbours. Let them know why you're fundraising and what their support can do. It's not about hard-selling the cause; it's about helping them realise they already care.

## It's okay to ask twice

Life's busy. If someone hasn't donated, it might just be because they forgot. A friendly follow-up can go a long way. For close contacts, a personal message (text, DM or in-person) often works best.

## Be creative with your ask

If a mate would shout you a coffee or a beer, they might also be up for a small donation. Try something like:

"Hey Tom, if you'd shout me a beer at the pub, how about donating that instead? I'm riding 600km in the Big Yellow Pipeline Challenge to help homeless mums and bubs. A beer or two's worth would be amazing—and it's tax-deductible!"

## Ask your workplace

Check if your employer offers matched giving or CSR support. Even if they don't, they might promote your efforts or make a donation. Do a bit of homework first—see what they've supported before, ask for a specific amount, and highlight what's in it for them. Need help with this info? Email us at [info@pipelinechallenge.com.au](mailto:info@pipelinechallenge.com.au).

## Start early, finish strong

Pace your fundraising over a few months—it's less stressful and more motivating. And don't stop when the ride begins! Share updates and photos to keep the donations coming while you're out on the track.



## Advertising

Using our name & logo

Just a quick note: please don't use the Pipeline Challenge or Youth Futures names or logos without checking with us first.

If you'd like to use them on marketing or merch, email [info@pipelinechallenge.com.au](mailto:info@pipelinechallenge.com.au) for logo files and send through any artwork for approval before printing or sharing.

Also, when naming your fundraiser, please choose something original because using our name can make it seem like we're hosting the event.

Thanks for your support!

## For example...

Please steer clear of names like these:

- Pipeline Challenge Sundowner
- Pipeline Challenge Movie Night
- Youth Futures Market Day

You're safe to use names like these:

- Proceeds raised will support Youth Futures
- This event proudly supports the Big Yellow Pipeline Challenge
- Proudly supporting Youth Futures



## We can't...

- Provide staff to help run or organise your event
- Supply items for raffles or auctions
- Pay back any expenses you incur (but you can deduct things like catering or venue hire from the funds raised)
- We suggest keeping costs under 30% of what you raise
- Process donation refunds

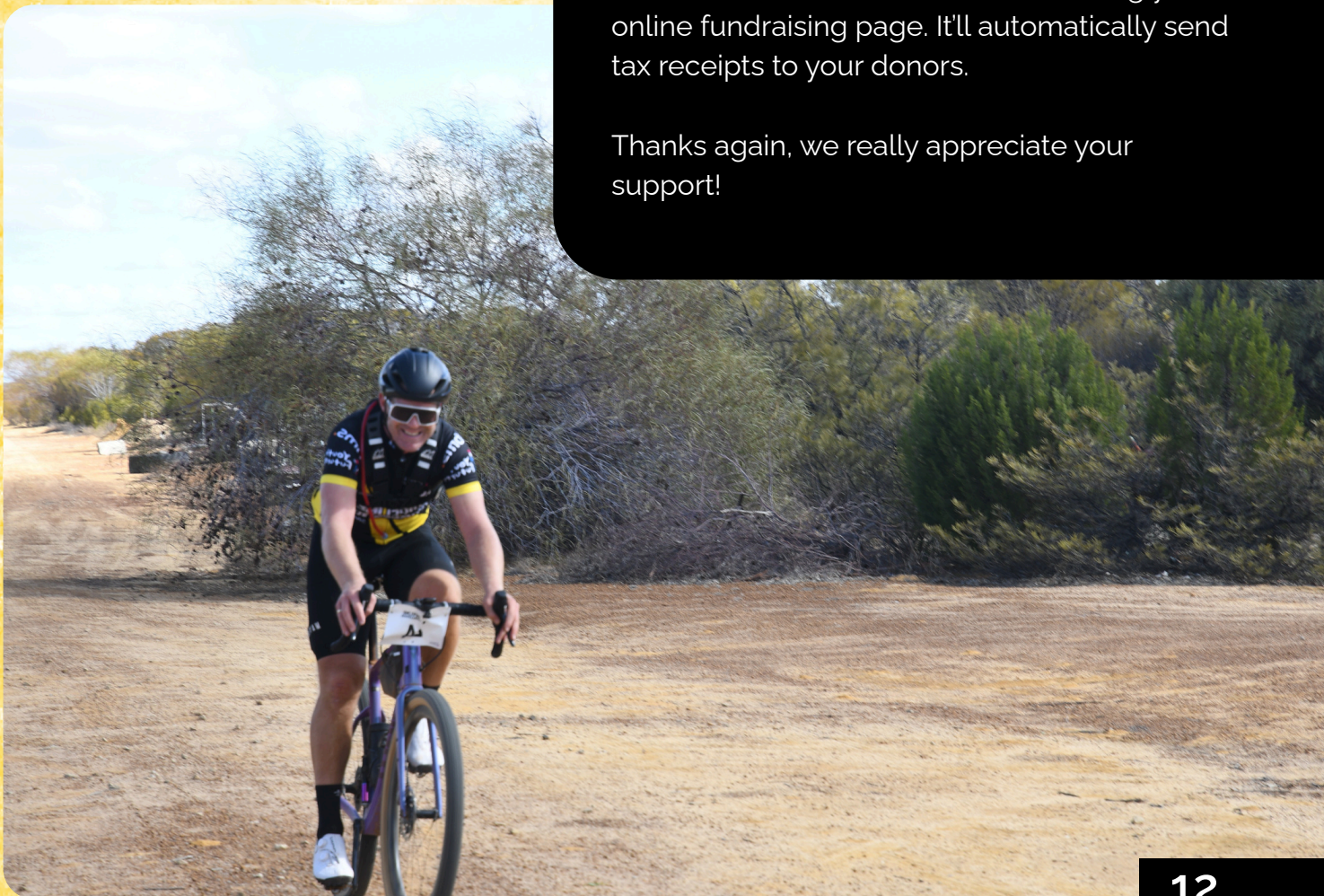
We're still here to support you in other ways, like promoting your event on our socials or offering fundraising tips. Feel free to reach out if you have any questions!

## But we can!

- Give you approval to use the Youth Futures and big Yellow Pipeline Challenge logos on your promo materials
- Help promote your fundraiser on our socials
- Offer general fundraising tips and support
- Provide collection tins or boxes
- Give you a letter of authority to show you're an approved fundraiser
- Arrange a Youth Futures speaker for your event (with enough notice)
- Send tax receipts for cash donations over \$2 (if you give us the donor's full name, address, email, and donation amount)

Just a heads-up: we can't issue tax receipts if someone gets something in return, like a raffle ticket or item. To keep things simple (and help with admin costs), we recommend using your online fundraising page. It'll automatically send tax receipts to your donors.

Thanks again, we really appreciate your support!





## FAQs / Contact

### Is Youth Futures a registered charity?

Yes, we have our Charitable Collections Licence, DGR Status and report to the ACNC. That means we can provide tax receipts for any donations of \$2 or more.

### What happens if I don't reach the fundraising target?

Unlike some rides we won't stop you from taking part or deduct the remainder from your credit card, BUT we do expect everyone to make a concerted effort to fundraise your minimum target in support of young families experiencing or at risk of homelessness. We'll give you a call in August to touch base.

### How much of the fundraising goes to admin costs?

Great question! Thanks to the support of our amazing event sponsors, every dollar you raise goes straight to helping young people in need.

### Where does the money go?

Funds raised go directly to building and expanding The Nest Program. See page 6 to see how the funds are helping support more young parents both now and into the future.

### When does fundraising close?

You are able to continue fund raising and deposit funds until the closing date of **Tuesday 30 September 2025**.



## Thank you!

From everyone at Big Yellow and Youth Futures, thank you for choosing to make a difference.  
If you have a question or need help with your fundraising email [info@pipelinechallenge.com.au](mailto:info@pipelinechallenge.com.au)