

2026

Odd

Socks day

sock it to stigma



Thursday
17th September

GROW

mental
wellbeing
programs

Thank you for choosing to fundraise for ODD SOCKS DAY – Thursday 17th September

Fundraising is a social, fun and rewarding way for schools to support the vital work of **GROW**.

This ODD SOCKS DAY Fundraising Kit is designed to help and guide you through your fundraising activity.

It contains everything you need to know to get started including activity suggestions, guidelines and information about your responsibilities as a fundraiser.

Your assistance in raising much needed funds and awareness will assist **GROW** to continue to deliver valuable programs like our youth **GET GROWING** or adult **GROWING RESILIENCE** programs. If at any time you have any additional questions please contact us on 1800 558 268 or email communications@grow.org.au

How your fundraising efforts will help

We know one in seven young people aged 4 to 17 years experience mental health condition in any given year (BeyondBlue). Adults too have been significantly affected by the stress and crisis brought on by life events – in particular natural disasters, the COVID-19 pandemic and the social, emotional and financial hardships associated with it.

GROW delivers unique resilience programs for youth (11-17 years) and adults experiencing mental distress or crisis with short courses delivered weekly by specially trained program workers in a safe and confidential community.

Your fundraising efforts will assist us to continue to deliver these important prevention and early intervention programs to those most in need.



What is ODD SOCKS DAY?

Reducing the stigma of mental ill-health and raising awareness of this serious issue, while having some fun, is what Odd Socks Day is all about!

We want to encourage as many people in your organisation as possible to openly discuss mental ill-health issues, just as you would with a physical injury or any other health issue.

When you wear odd socks you'll be helping **GROW** raise awareness of mental health issues and help to stamp out the stigma around mental ill-health.

By wearing a pair of Odd Socks you're on your way to starting the conversation about mental wellbeing.

ODD SOCKS DAY Promotional Collateral

We have available Sock it to Stigma Socks for purchase. These custom designed socks contains wisdoms from the Grow Program.

Visit <https://grow.org.au/shop/>



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There are many ways you can help

Sock it to Stigma

We have available Sock it to Stigma Socks for purchase. These custom designed socks contains wisdoms from the Grow Program. Visit <https://grow.org.au/shop/>

School fundraisers

Is your school passionate about the community? Your school fundraisers will help us deliver **GET GROWING** program. There are so many ways your school can fundraise; wear Odd Socks Day, with lunchtime activities and stalls including bake sales, odd sock toys to name just a few. We would love to support your school with your next fundraiser.

Workplace fundraisers

Workplace fundraisers are always lots of fun and there are so many ways you and your colleagues can support **GROW**. Why not hold an **ODD SOCKS DAY** event in the office or perhaps your workplace would consider donating a percentage of sales to support Sock it to stigma? Email us for some more information communications@grow.org.au.

Take on a challenge

Taking on a challenge in support of **GROW** can be a very rewarding experience. Why not take a month to challenge yourself and get sponsored while you do it! If you like a challenge walk 10,000 steps or swim 10,000km. Talk to us today: **1800 558 268** or email communications@grow.org.au.

Donations in lieu

Sick of getting gifts you don't really need? Next birthday why not encourage your family and friends to make a donation to **GROW** in lieu of a gift. Or next time you are thinking of a gift for that hard-to-buy-for person why not make a donation to **GROW** on their behalf? We can provide you with a card to let them know. Talk to us today: **1800 558 268** or email communications@grow.org.au.

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Next steps in planning your activity

Step 1: Organise an ODD SOCKS DAY Fundraising Committee. Decide what type of fundraising activity you would like to organise and determine what is required to hold the event. Consider who will be involved, who will attend, how you will promote your event, what are the costs and how much do you hope to raise.

As a guide, you should try and keep your costs at or below 30% of the total amount raised.

Step 2: Make sure you understand your responsibilities as a fundraiser. These are referenced in this kit.

Step 3: Tell us about your fundraiser. Before you proceed with any fundraising for **GROW** you need to tell us about your event and gain approval. Complete the registration form at the end of this kit and email it back to us

Step 4: We will send you a Letter of Authority to confirm that we have approved your fundraising activity allowing you to fundraise for **GROW**.

Step 5: Start fundraising!

Step 6: Keep track of donors who need a receipt by recording their details on the donor receipt form.

Step 7: Fill in the Fundraiser Results Summary Form and send it back to GROW along with the funds you raised and Donor Receipt Form within 21 days of your event.

It's that simple!

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FUNDRAISING IDEAS for schools or sports clubs

One of the best things about fundraising is that you can be as imaginative as you like!

ODD SOCKS DAY should be a whole of school event. The key is to have fun!

Make sure you understand your responsibilities as a fundraiser. These are referenced in this kit.

**Here's some ideas of what you could do to support GROW on Thursday 17th September 2026
OR on a more suitable day during Mental Health Month (October):**

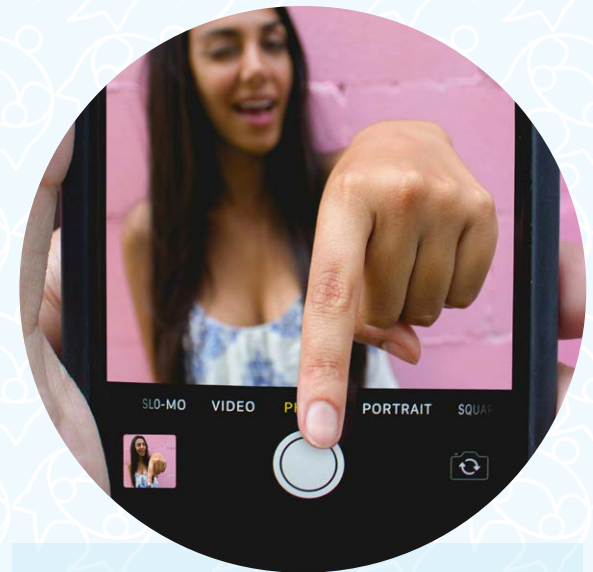
- ▶ Make it ODD SOCK Friday at school – with every student bringing \$2 to participate
- ▶ Host a whole of school assembly – to highlight the message of ODD SOCKS DAY
- ▶ Have an ODD SOCKS fashion parade – with GROW Sock it to stigma socks for prizes
- ▶ Host a sausage sizzle with proceeds raised going to GROW
- ▶ Each grade host a stall – to raise funds
- ▶ Make available spot prize GROW Sock it to Stigma Socks in the class room
- ▶ Encourage special school performances
- ▶ Treasure hunt – with spot sock prizes
- ▶ Sponsor ME (\$1 per lap) to do as many laps around the oval.

Ideas outside of school to get family and friends involved:

- ▶ Hold a garage sale ▶ Parent Karaoke or quiz night ▶ Bike ride or walkathon

You are only limited by your imagination.

If you need further help in deciding please contact the **GROW** team on **1800 558 268** in your state so we can help steer you in the right direction of the right fundraising activity or event for you.



**Spread the word through
social media.**

#oddsocksday2026



Online Fundraising

Registering and fundraising online is the easiest way to fundraise through Facebook or Instagram.

How to Start a Facebook Fundraiser

Step 1: Click on the top right hand three dots on your social media account

Step 2: Scroll down to Fundraisers... and click create fundraiser

Step 3: Select **GROW**

Step 4: Tell Your Story

Step 5: Pick a Cover Photo

Step 6: Set your fundraising goal

Step 7: Share Fundraiser

Step 8: Remember to thank your supporters at the end of the campaign.



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Your responsibility as a fundraiser

- ▶ Your fundraising activity should only proceed once a completed Fundraising Activity Registration Form is submitted to and approved by **GROW**. You will then receive a Letter of Authority with an identification number.
- ▶ You must comply with obligations imposed by the Charitable Fundraising Act and applicable state/territory laws and regulations and must obtain relevant permits, authorities and licences as needed.
- ▶ The event will be conducted in the organiser's name who will be solely responsible for managing the fundraiser in an appropriate and responsible way.
- ▶ Any promotional material produced for the fundraising activity must clearly state the activity is raising funds to support **GROW** as opposed to the activity being a **GROW** managed event.
- ▶ It is your responsibility as the organiser to ensure appropriate financial management of your fundraising event.
- ▶ The organiser is responsible for the safety of the event, including organising appropriate public liability insurance and providing first aid services if required.
- ▶ The organiser must have permission to use the **GROW** name and logo on any communications materials.
- ▶ The organiser holds all funds raised from the public on behalf of **GROW** until the fundraising activity is completed and needs to make sure that the funds are kept in a secure place, full records of income and expenses are made and that these are sent to **GROW** within 21 days of the event taking place.
- ▶ The organiser must ensure that costs incurred in organising the fundraiser are fair and reasonable.
- ▶ No door-to-door, street or telephone approaches made to the general public for donations in connection with the event.
- ▶ Children under the age of 16 years of age must be accompanied by an adult if collecting donations outside of the school.
- ▶ The organiser must inform **GROW** of any prior or current criminal convictions. Although these will not necessarily stop you from being able to support GROW they will be taken into account in agreeing to your suitability as an organiser.
- ▶ **GROW** is unable to provide insurance of any kind including public liability for your event and cannot be held responsible for any accident or injury that may result from the activity.
- ▶ **GROW** reserves the right to terminate its support for the fundraising activity/event at any time if it appears that there is a likelihood of the organiser failing to meet any of the above responsibilities.



There are some activities/events that **GROW** cannot be associated with.

We cannot endorse activities that include:

- ▶ Aerial sports e.g. parachuting, paragliding, bungee jumping
- ▶ Amusement rides
- ▶ Use of weapons, firearms or fireworks
- ▶ Events that promote smoking, drugs or alcohol (including sponsorship of companies that sell these products)
- ▶ Events that promote illicit behaviour
- ▶ Any activity or event that demeans women and/or girls.



Collecting and depositing money

As the event organiser, it is your responsibility to ensure all money raised and costs incurred are managed appropriately.

Please ensure all cash is kept in a lockable container and kept in a secure place.

Do not display or count cash in public and do not leave unattended.

There are a number of ways to send to **GROW** the funds you have raised.



Deposit at your local bank

Take the money you have raised to your bank and fill out a deposit slip with the following details:

Bank: Westpac

Account name: GROW

BSB: 034 089

Account number: 116821

Reference: Your event ID

Please keep your deposit receipt and attach it to the results form.

Deposit via Electronic Funds Transfer

Transfer the funds via EFT:

Bank: Westpac

Account name: GROW

BSB: 034 089

Account number: 116821

Reference: Your event ID

Please keep your deposit receipt and attach it to the results form.

Deposit via credit card

Visit www.grow.org.au and click on donate tab.

Please include your event ID number in 'company' section so that we can easily identify your donation.

Via cheque or money order

You can post a cheque or money order to GROW and attach this to fundraising results form and send to:

**ODD SOCKS DAY
Fundraising**

GROW

**PO Box 178,
Holland Park,
Qld 4121**

Once **GROW** has received the funds from your event, we will send an acknowledgment letter. Donors will also receive an acknowledgment letter and a tax-deductible receipt.

Please do not send cash by post as there is a risk that it will not reach us. Please use one of the above methods to send the funds to us or call the GROW Fundraising team on 1800 553 268 to make an alternative arrangement.



Expenses

Any costs you incur that are deducted from funds raised must be fair and reasonable and only include direct expenses such as venue hire and catering. It is important to note that no expenses should be made in the name of **GROW**.

All monies deducted from the overall funds raised must be recorded in the Fundraiser Results Form and should not exceed 30% of total money raised. Where possible attach receipts for major expense items.

The Fundraising Results Form must be posted with any cheques, money orders and Donor receipt form to the address above. Please send these to us within 21 days of your fundraising event/activity taking place.

Donor Receipts

Donations of \$2 or more are tax deductible. If a donor needs a receipt, please record their contact information on the Donor Receipt Form at the end of this kit and return to **GROW** as indicated above. We will send receipts directly to each donor.

Please note that tax-deductible receipts cannot be issued if a person receives goods or services in return for the money (i.e. they purchase an auction item or raffle tickets). If something is received in return for the money (i.e. a product/service or a "chance" to win) then it is not classified by the Australian Taxation Office as a tax-deductible donation.

If an organisation donates goods or services to your fundraiser and requests a receipt, please make sure you ask them for a letter stating the value of the donated products. We will then be able to provide them with a letter of acknowledgement to use for taxation purposes.

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Other ways you can get involved

Fundraising is just one way that you can support GROW.

There are many ways you can help us, including:

- ▶ Make a donation
- ▶ Regular giving
- ▶ Leave us a gift in your will
- ▶ Become a corporate supporter
- ▶ Place a collection box where you work or your retail business
- ▶ Donate your time or service
- ▶ Spread the word through social media

For more information about how you can get involved, visit

<https://grow.org.au>



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Fundraising Registration form

► **Email:** communications@GROW.org.au ► **Mail:** GROW GPO Box 178, Holland Park QLD 4121 ► **Phone:** 1800 558 268



Personal Details:

Contact Person: _____ Group / School Name: _____

Address: _____ State: _____ Post Code: _____

Phone Number: _____ Mobile: _____ Email: _____

Event Details:

Name of Proposed Event: _____ Event Location: _____

Address of Venue: _____ Date of Event: _____ Start Time: _____ Finish Time: _____

Brief Description of fundraising activity and funds will be raised: _____

From time to time GROW publish some details about fundraising activities in its communications. Please tick the box if you do NOT wish details of this event to be published. ☐ Do not publish.

I, _____ fully understand and agree to comply with the terms of community fundraising as outlined in the GROW ODD SOCKS DAY Fundraising Kit. I agree to act in a professional manner in conducting the fundraising activity and uphold the integrity and values of the organisation. I also accept my obligation to remit the funds raised to GROW within 21 days of the event conclusion. Signature: _____ Date: _____

INTERNAL USE ONLY

Notes:

Date application form received:

Activity approved: ☐ Yes ☐ No

Further action/information required ☐ Yes ☐ No

Fundraiser Results form

This form is to be completed and returned to GROW within 21 days after your fundraiser is completed.

The Total (Gross) Income Generated by the Fundraiser: \$



Name of Event: _____ Event ID: _____

Full Name of Organiser: _____ Date Held: _____

Street Address: _____ Suburb: _____ State: _____

Postcode: _____ Contact Phone No: _____ Mobile: _____ Email: _____

Total Amount Raised: \$ Less Expenses (as shown below): \$ _____ Less Expenses (as shown below): \$ _____

Deposited/Enclosed the Total Net Proceeds of: \$ _____ Your Signature: _____

Please check that the following items are submitted together with this form:

- ▶ Copy of bank deposit or EFT for funds deposited
- ▶ Cheque or postal order made out to GROW attached. (please do not send cash by mail)
- ▶ Receipts for major expense items
- ▶ Completed Donor Receipt Form (if receipts required)

Date:	Supplier paid:	Description of Purchase:	\$ Amount:
		Total Expenses:	

Fundraiser Result Summary form



Donor Receipt Form for (Name of Event):

Event Organiser (Full Name): _____

Daytime Phone No: _____

Please record donor details on this form that are to receive individual receipts & return to GROW at the conclusion of your event.

We will send receipts directly to these donors using the details provided below, so please ensure they are accurate, complete and legible.

Please note: Tax deductible receipts cannot be issued if goods or services are received in return for a donation (including the purchase of auction items and raffle tickets, for example). Only donations of \$2 or more are tax-deductible.

[illegible]

Thank you

ABN: 12008485827

Head Office: PO Box 178, Holland Park, Qld 4121

Office: 1800 268 553

Email: national@grow.org.au

Fundraising enquiries: communications@grow.org.au

Follow us on Facebook and LinkedIn.

