



Let's work together and make a difference within our community

**The Surf Coast Century
& Bethany partner to
support people escaping
family violence**

Bethany Community Engagement Team
donations@bethany.org.au 0491 091 031



Encourage your workplace to participate in the **Surf Coast Century** and fundraise for Bethany Community Support

This year Bethany has become the official charity partner of the Surf Coast Century, a spectacular 50km and 100km ultra marathon race for solo runners and relay teams in the Surf Coast and Great Ocean Road region.

All runners undertake a magnificent journey below towering sea cliffs, along remote beaches and through extensive wildflower hinterland that leaves you breathless for the beauty of the area as much as for the exertion of the exercise! This is a spectacular course where no two steps are the same.

The event is highly regarded by experienced ultra-runners (the course is fast!), but more importantly has a great reputation for those tackling their first ultra marathon by not being too difficult nor technical. The course is accessible, with a number of support services, easy race logistics (start and finish in Anglesea) and an incredible event vibe generated by supporters, runners and officials.

By taking part in the Surf Coast Century on **Saturday 17th September** you can make your run count both on and off the track, through raising funds Bethany can use to support people escaping family violence.

Who is Bethany?

Bethany Community Support is an independent, not-for-profit community support organisation that has been providing vital support services for women, men, children and families living in the Barwon and Western regions of Victoria for more than 151 years.

In 2021 alone, we received more than 20,000 calls at our reception area from people needing support and advice.

Continually adapting our services to meet the needs of our ever changing community, today, Bethany delivers more than 40 support programs to support our most vulnerable families. Throughout the pandemic this has seen us support women and children experiencing family violence, people facing housing and financial issues, we've provided emergency relief and therapeutic counselling and services to help keep our community robust and well.



Bethany's 2021 Impact



20,493

calls were received at Bethany reception from people in our community who needed advice or support

1707 calls each month (on average)

29% of calls referred to a Bethany case worker for immediate support



1494

enrolled at a **Bethany kindergarten**

47% increase in enrolments for 3-year old kindergarten

22 kindergartens completed a School Readiness program



798

people received support from **family violence** services



162

children were assessed to live in **kinship care** arrangements

20% increase compared to 2020



270

people sought **financial counselling** in our South West region

20% higher than in 2020



1031

people reached out for **Emergency Relief**



306

Parents and children received support through our **Connect Up** and **NEWPIN** programs



6,650

cases referred through **Orange Door**



394

people needed **housing** support

68% were women

25% identified family violence as the reason why



255

people needed support to manage **gambling harm** impacts



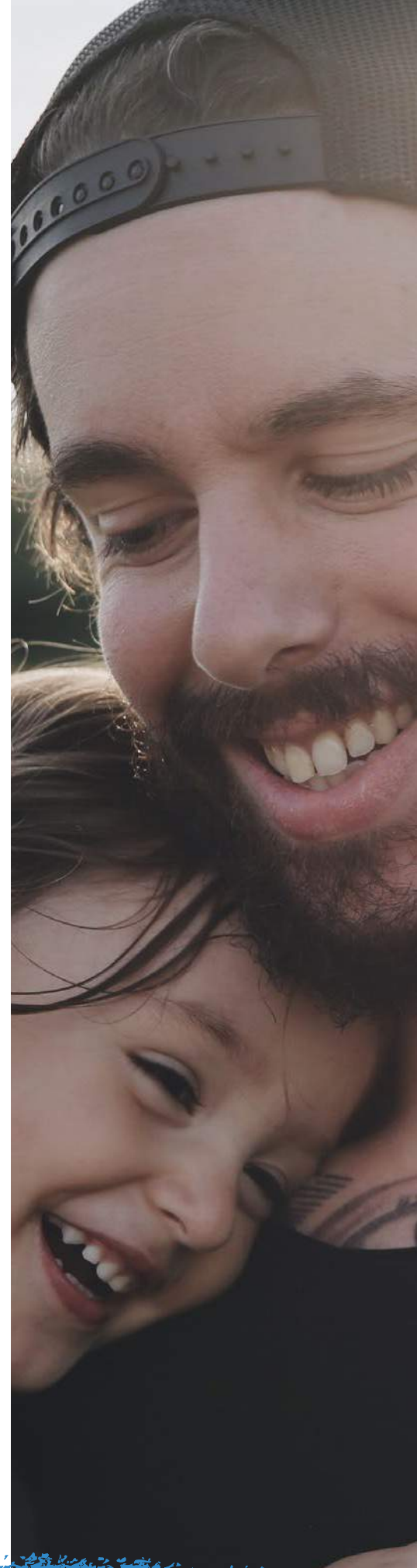
951

families received **therapeutic counselling** and children's services



57

families received intensive support from our **Family Preservation & Reunification** program



Why fundraise for Bethany?

Bethany's strong reputation for agility, innovation and collaboration means we have been able to reduce barriers that create disadvantage and support people to contribute to the social and economic development of their communities. But we can't do it all alone.

Bethany relies on program partners, sponsors, donors and philanthropic support to continue to adapt, enhance and increase our services.

The core of Bethany's purpose is working towards:

- a community where all children grow strong, resilient and have a sense of identity
- a community that is free from the impacts of family violence and
- a community that is inclusive, diverse and welcoming for everyone to participate and connect

You can help us achieve this by being a part of supporting your community through participating in the Surf Coast Century and fundraising for Bethany.

How will my fundraising help?

The statistics surrounding family violence are alarming.

Did you know that **one in four** women have experienced family violence?



On average, **one woman a week** is murdered by her current or former partner



1 in 4 women have experienced physical, emotional or sexual violence by a current or former intimate partner since age 15



1 in 2 women women have experienced sexual harassment in their lifetime

Participate in the Surf Coast Century and take a stand against these statistics. The funds you raise through this event will help us to support hundreds of women and children experiencing family violence in our community.

If you're raising funds as part of a corporate team, through team-building activities to hosting key speakers, we can help to engage and provide a sense of purpose for your staff. We'll work with you to build a partnership that enriches your workplace and provides long term sustainable impacts to the wider community.





How can our workplace get involved?

We're calling for corporate teams to register!

By deciding to run for Bethany, you are not only investing in your own physical health and well-being, but you're also changing someone else's life. It's a win-win situation.

Sign up for 100Km as a relay team of 2, 3 or 4 runners

- who complete approximately 25kms each.

To enter as a corporate team (as opposed to an individual runner) your team needs to raise \$1000 through fundraising initiatives which will be provided to Bethany to support people experiencing and escaping family violence.

This donation would be above and beyond the registration fee, but could be just asking colleagues, friends and family to donate to your team page, or you can run fun fundraising events at your workplace.

Why sign up as a corporate fundraising team?

Corporate teams will receive a range of goodies for their participation. This includes;

- A training guide
- Fundraising tips
- Teams branded race plate "I am running for Bethany"
- Option for an onsite activation / team marquee at event
- Access to event photography and videography
- Social media mentions on Surf Coast Century and Bethany platforms
- Website integration on Surf Coast Century and Bethany URLs
- Ability to feature within local media coverage

AND MUCH MORE

We can also support your pre-event/s fundraising activities. We understand that each fundraising initiative is unique and may require different items to bring your event to life.

If available, we can loan out our Bethany branded collateral for your event/s. This includes:

- Pull up banners
- Media banners
- Outdoor mesh fencing
- Donation tins
- Outdoor inground flags
- T-shirts & caps

We also have a number of Bethany brochures outlining our services that can be provided. Our brochures are program specific and outline clear pathways to access support.

If appropriate we can facilitate a specialist speaker to attend your event and provide expert knowledge on Bethany's programs, services and our impact to the community.

Can our staff be involved if they are unable to run?

Absolutely! If you have team members who are not runners don't worry, we also have corporate volunteering roles to fill. This is a great way to engage with staff off the track.

If you would like to explore this further chat to us and we can co-ordinate.



Ready to start running and fundraising?

Step 1

Register to run the Surf Coast Century this year as a corporate team by [clicking here](#)

Step 2

Share your [fundraising page](#) and story about how you're running to help hundreds of women and children experiencing family violence through participating in the Surf Coast Century to your family, friends and work colleagues and then start planning any additional fundraising events you might like to host

Step 3

Fundraise, train...and run! Share on social media using the hashtag **#runforbethany** **#surfcoastcentury2022**

Fundraising ideas you can run at your workplace:

- **Count competitions:** Put up a jar of jellybeans/ Easter eggs / smarties (whatever you like) in your office. Have staff pay a dollar or two to guess how many items are in the jar. The winner gets to keep the jar or wins another prize.
- **Dress up or casual dress day:** Charge a gold coin donation for wearing themed or casual clothes to work for a day. This could be built around sporting rounds or celebration days.
- **Hold a walk-a-thon**, fun-run or even a read-a-thon.
- **Raffles:** Source a few prizes and conduct a raffle. To keep prize costs down, lean on securing the prizes from within your networks.
- **Host a morning tea / lunchtime bake sale or sausage sizzle:** Food certainly draws the crowds and a few dollars.

Need more information? We're here!

It's time to lace up those runners and rally your team together to fundraise for Bethany.

Every dollar that is fundraised will help support vulnerable children, families, and individuals in our community.

If you need advice or have any questions in regards to fundraising for Bethany Community Support, please contact donations@bethany.org.au or phone 0491 091 031 to speak with one of Community Engagement team members.



Your Responsibility as a Fundraiser

There are a few things to consider before you begin fundraising. If you need any assistance in working through these, reach out to our community engagement team donations@bethany.org.au and we will provide you with the support you may need.

- 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. Bethany Community Support 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.
- The event/s will be conducted in the organiser's name who will be solely responsible for managing the operational and financial components of the fundraiser.
- Any promotional material produced for the fundraising activity/s must clearly state the activity is raising funds to support Bethany as opposed to the activity being a Bethany managed event.

Bethany Community Support 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.



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