

HEY THERE!
WELCOME TO YOUR

FUNDRAISER TOOLKIT!



LIVE BELOW
the line
AN OAKTREE CAMPAIGN

Consider this booklet your Live Below the Line best friend - here, you'll find every tip, resource and meal idea you'll need to make your fundraising experience the best ever.

We've got recipes and stories from long-time Live Below the Line-ers, epic cooking fails, a fundraising plan guaranteed to rake in the bucks, and advice on how to maximise every aspect of your experience - so, whether you take Challenge Mode or get hashtag happy...

GET READY TO MAKE YOUR LIVE BELOW THE LINE TOP-NOTCH!

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STEP ONE: SIGN UP AND GET STARTED

Thank you for signing up - you are already halfway through this step! Now it's time to have some fun getting to know your participant Dashboard and customise your profile. Add your own profile and cover photo, and set your fundraising target. We'll be with you every step of the way to provide you with tips and advice.

STEP TWO: RAISE MONEY AND AWARENESS

Reach out to your family, friends, classmates and coworkers and ask them to sponsor you. Take to social media, send emails, and chat face-to-face. Once people know why this issue is important to you, they will support you. And remember, every dollar counts. See page 4 for fundraising tips!

STEP THREE: EAT ON \$2

In May, live on \$2 a day for 2 or 5 days. Trade in your brunches and caffeine fixes to help provide educational opportunities for young people in Cambodia and Timor-Leste. See page 6 for recipes, meal plans and nutritional tips.

STEP FOUR: CREATE CHANGE

The money you raise by Living Below the Line will help empower young people to end poverty both here in Australia and in the Asia-Pacific. Head on over to the next page to learn about the change you will help create.

PART ONE: WHAT'S IT ALL ABOUT



OAKTREE'S STORY

Live Below the Line is an annual fundraising campaign run by Oaktree, Australia's largest youth-run international development organisation. We're young people leading, demanding, and creating a more just world.

To see that happen, we're championing young people, both in Australia and overseas, as the key changemakers in their own futures.

We started Live Below the Line in 2010 as a way of enabling Australians to take meaningful action against poverty.

Since then, over 50,000 Australians have raised \$10 million for education and campaigning initiatives that help young people tackle poverty head on.

THE CAUSE

Live Below the Line isn't just about raising funds: it's about belief. Belief in the power of education to alleviate poverty, and belief in the transformative power of young people. We're inspired by both the passion and dedication of our volunteers, and the potential of young people living in poverty overseas. The funds raised through Live Below the Line support the work of our local partners, who empower young people living in

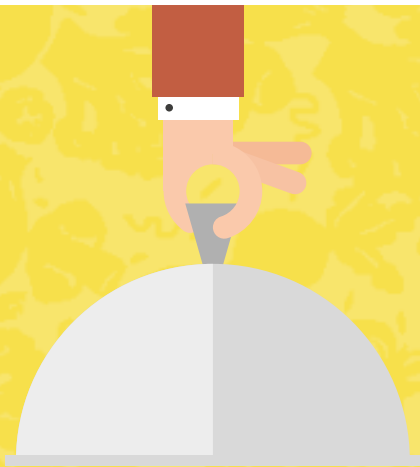
poverty in Cambodia and Timor Leste through grassroots education projects.

For us, as participants, Live Below the Line is about creative cooking, rationing and caffeine deprivation. We know it's just a glimpse into what life is like with limited choices, not a real experience of it. But we know what we do has a real impact.



WHY \$2?

Imagine what it would be like going about your everyday life with just \$2 to spend on everything. That's food, accommodation, transport, medicine, and entertainment (yes, even Netflix!)- \$2 for every single cost. That's the reality for people who live below the extreme poverty line. \$AU2 is the Australian equivalent of the extreme poverty line, adjusted to reflect the real cost of items in Australia.



THE RULES

First of all, Live Below the Line's main aim is to amplify awareness about poverty and raise money to help empower those who live in it. If you accomplish this, even without following all the rules, you're a champion in our eyes! The rules exist to set guidelines and create a shared experience for our participants.

1. You have \$2 per day to spend on all your food and drink. You don't need to factor tap water into this - it's counted as 'free' and we'd encourage you to drink as much as possible and stay hydrated!

2. You cannot accept 'free' food. If a friend offers you some, encourage them to donate instead!

3. You can use food already in your house but only if you factor in the full cost of an item, e.g. if you have a bag of four in your cupboard and only use 200g, you should factor in the cost of the whole bag.

- a). Teaming up with friends helps you bulk buy!
- b). If you've got plants growing you can definitely use them, either factor in the cost of the seeds or the actual plant/ fruit/veg from a local market.

4. You don't have to do the challenge in Live Below the Line Challenge Week - if that week doesn't work for you, you can do it any time in May or June. Don't forget though, donations close on June 30th!



**POVERTY IS
OFF THE MENU!**

EDUCATION TRANSFORMS LIVES

So far, our projects have focused on providing quality education to young people, and we will continue with this focus in 2019. Below is more information on our two international partnerships.

CAMBODIA

Kampuchean Action for Primary Education (KAPE)

KAPE has been our Cambodian partner for a long time. We have collaborated on two different funded projects together since 2012, including the Beacon Schools Initiative (BSI), and more recently, the Girl's Education Initiative (GEI).

Following on the heels of GEI, our new funded project with KAPE for 2019 is called 'Kampuchean Young Leaders Action', or KYLA for short. The aim of KYLA is to establish and

mentor a network of young people, to advocate for youth empowerment in student led school initiatives. This program is actually made up of Alumni from the GEI programs! There are three tiers to this program:

TOP TIER: Leading the KYLA project is 8-9 young professionals. These former GEI scholars are people in their 20s, and have recently entered the workforce after finishing uni. Some create fundraising strategies, oversight and evaluation, supporting and mentoring volunteers; anything to ensure the program runs smoothly.

SECOND TIER: 12 university volunteers (also GEI alumni). Their large activity is running workshops in 6 High Schools around area for leadership and other soft skills.

THIRD TIER: High school students involved in workshops run by the 12 university volunteers. There are six different schools, with two different uni volunteers each. University volunteers conduct workshops, trips to Phnom Penh with some of the students, and also meet with councils/committees to do with the Cambodian Education sector, and then feed their experiences back to these powerful boards.

TIMOR-LESTE

Oaktree is currently scoping for its next big education project in Timor-Leste. Our project officers are currently looking for youth-led, grassroots organisations to partner with across the country. We're also looking at project concepts submitted from these kinds of not-for profits

By the end of April 2019, Oaktree will have more information on our new funded project in Timor-Leste. Stay tuned for this exciting time in our Timor-Leste work!

STUDENT PROFILE

Looking at the success of the GEI program, we are excited continue our work with the young people, through the KYLA program, who have benefited most from our programs. Reflecting on her time as an ex-GEI scholar, one young primary school teacher had this to say about the program:

"I lived with myself and 4 siblings I had to support. I have parents but they divorced each other - I took my siblings to live with me in a poor situation, I was really really stuck when I support[ed] my siblings

because I didn't have money or anything, no food to eat or clothes to wear, [in] 2010 my father died and I was an orphan. I got support from KAPE for food and living every day...I got a scholarship from Oaktree. I tried hard to study [for] years. When I become a teacher got a good result to choose the place to teach...Now I also teach literacy, I join students at night, old people in the village, teach them how to write a letter, how to speak, how to live in society. Now I am really happy with the community now"



PART TWO: TIPS AND TRICKS



DO'S AND DONT'S



DO Share your fundraising journey with your friends and family
DON'T Keep your LBL challenge a secret... your fundraising goes so much further when you start conversations about why empowering young people to take action on poverty is so important!

DO Plan ahead. Work out your meals, research recipes and anticipate mush-brain. Take the challenge when you don't have big assignments or deadlines.

DON'T Just eat Bunnings sausages all week... Nate tried that, it wasn't pretty...

DO Invite your friends to tackle LBL with you

DON'T Stick it out solo... You can form a team and Live Below the Line for 5 days or you can get together and Dine Below the Line one day!

DO Get creative! Take on challenge mode to earn badges for each fundraising milestone that you reach

DON'T Take on more than you can chew... work to your limits and don't overexert yourself!

DO Join the LBL Connect Facebook group and follow us @livebelowtheline on [Instagram](#) and [Facebook](#) for competitions, handy tips, fundraising ideas, recipes and support from all of us taking on the challenge too!

DON'T Do it alone!

DO Blog about your experience on your personal Live Below the Line Dashboard

DON'T Keep all your discoveries, tips and advice to yourself!

PREP AND STORAGE

Having to compost something that's gone bad is heartbreaking during Live Below the Line. Don't forget to store vegetables in a crisper and buy dairy, meat and eggs with a long use-by date. Cook most of your food early on, and freeze individual portions - **your future self will thank you for the organisation, and you avoid stuff going off!**

CHALLENGE

There are three different ways you can tackle the challenge this year.

1. It's simple, think of yourself as a LBL warrior? Then try eating on \$2 a day for five days.
2. If you find you can't commit to the full five days, we've also got the two day challenge for those short on time and oats!
3. Consider yourself the host with the most? Then bring your best LBL hospitality to the table! Invite your friends and family over for a home cooked meal, valued at \$2 per head. Ask your guests to donate what they'd normally pay for a meal when eating out.

BONUS! Don't feel like riding this LBL train solo? You don't have to when you bring your friends, work colleagues, or family together to create a team.

With so many options, one is definitely bound to work for you, but if it doesn't, donating to a friend or family member and starting the conversation about the importance of education and youth participation in your circles is a great way to be a part of the challenge.

CHALLENGE TESTIMONIAL -

Introducing: Olivia Mclardie-Hoare
Challenge: 2 days below the line
Base: Pasta



In 2018, I took the 2 day challenge. This was the first year I participated — I'd supported friends beforehand, so I was interested in seeing what it was like being on the other side of the campaign.

Oaktree's website had lots of information I needed, and was particularly helpful when it came to shopping. With recipes from their website, I chose a pasta base, which included pasta, carrots, tomato paste, 2 bananas and flour (to be made into damper). I had pasta with tomato sauce and carrots for lunches and dinners, and a banana and damper for breakfast. What I learnt very quickly was that my body didn't function well at all with very small amounts of food spaced out throughout my day; I had lapses in concentration, general tiredness and increased sleep. It wasn't just the bland food, but also withdrawals from caffeine and sugar. Along with a few others at Oaktree, I would drink a cup of hot water at the beginning of the day to try and 'trick' myself into having a tea or coffee!

Poverty is measured in many different ways, and I understand that my small challenge does not reflect the lived experience of people experiencing poverty. What I did learn from this challenge was that I am not myself when food is a limited resource, and it means I can't thrive. Since Oaktree's vision is to see 'a world where all young people have the opportunity to thrive', I felt a connection to Oaktree's work by the end of the challenge.

DINE BELOW THE LINE TESTIMONIAL

Introducing: Vivian Hu and Sarah Wong
Challenge: Dine Below the Line



We thought it would be hard. The main worry was that we didn't have enough food, but we actually did! We made potato and grilled onion pizzas and it was great!! Everyone was surprised that it actually was pretty filling. Everyone was on board with the cause and thought it was a really cool challenge.



DASHBOARD



How to utilise resources



Now that you've signed up to the challenge, we've set you up with **your own** personal fundraising page and dashboard.

Your online Dashboard will be one of your most helpful resources during Live Below the Line. Think of it as your control panel where you can manage all aspects of your Live Below the Line journey including tracking your progress, growing your campaign and hitting your milestones.

There you can find shareable links to send to friends and family the messages your supporters have left you.



BADGES



Your journey to become an LBL expert, one badge at a time

You might discover a number of different badges that you can earn after you hit each of the fundraising milestones you've set yourself.

Become an LBL expert and collect all the badges now!

Badges:

- Update your bio to explain why you are taking the challenge
- Learn about the overseas projects that Oaktree partners with
- Volunteer your time to a local community project
- Become a student ambassador



For a bonus, activate Challenge Mode and encourage your friends and family to give a little more. Try assigning different donation amounts to different "rewards", crowdfunding-style. In the past, rewards have been as simple as each person who donates \$50 gets a poem about them or a drawing from their LBL-er.

PART THREE: COOK ON \$2 A DAY

PICK YOUR CARBS

Prepping for LBL doesn't need to be hard when you pick your base. What do we mean by this? Carbs are your best friend! Try sticking to one of these four carbs and make the best out of your bucks.



FLOUR

Pancakes, split pea soup, fresh pasta, fruit or boiled eggs.

RICE

Rice pudding, veggie frittata, fried rice, fruit.



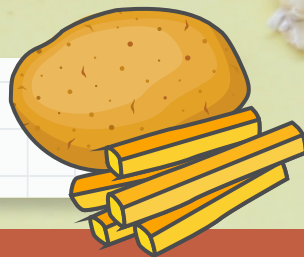
PASTA

With sauce, with veggies, with tuna.



POTATO

Hash browns and baked beans, pasta and sauce, baked potato and tuna.



LBL SUCCESS STORY

Emily was one of our top LBLers last year! Since she raised so much money, we thought we'd check in with her to find out how she did it!



Introducing: Emily Biasotto

Challenge: 5 days below the line

Base: Pasta

Hey Emily,

Do you remember how much you approx managed to raised last LBL challenge?

I raised \$2,243.08

Did you take the 2- or 5-day challenge?

I took the 5-Day Challenge!

Are there any secrets to kicking your fundraising goals?

I think you have to break it down into little goals or find a whole lot of people you can ask and then work out how much they would each need to donate to get you there! Being persistent is also a big factor in determining whether you hit that goal!

Who did you ask to donate? Who should we be asking to support us in our challenge?

I asked family and friends. I didn't really ask anyone that I didn't know (unless they saw

it on my Instagram and decided to donate anonymously). I think it's most important to ask the people you know because they are more likely to want to support you rather than someone who does not know you personally. I spent a lot of time and scrolling through my Instagram followers and Facebook friends to find all the people I could possibly ask.

Do you have any tips when asking for donations?

Sending people individual messages was the most impactful way to ask. Keep it personal and share a bit about your story and why you're fundraising. If they leave you on read or say they will get back to you, be persistent and follow up with them! Unless they say a definite no, I wouldn't rest until they had donated!

It's also important to make donating super accessible. I would often tell those I messaged that any amount was perfect. Even \$5! And for some, that was all they could/wanted to give. I think lowering the barrier makes it way easier for people to say yes!

I also used my Instagram and Facebook a lot – this created good conversion too. Asking via social media offered a platform for sharing the leaderboards, asking my followers whether I should up my target and also reminding people who I had messaged but hadn't yet donated to donate!

What did you try eating throughout your challenge?

Breakfast was always oats with water (no milk or other flavourings). Lunch and Dinner were either pasta with butter (and once when I felt like crunching the numbers for real, I added one drop each of lemon and oregano essential oils) or rice with frozen peas, chickpeas and one egg.

RECIPES

We asked participants to share with us their favourite recipes? *Which will you try this year?*

PUMPKIN RISOTTO

Serves: 4
Cost per serve: 47c

Ingredients

400g pumpkin, peeled and cubed
1 tbps canola spread or margarine, melted
1/2 onion, diced
1 cup dry white rice, rinsed and drained
2 stock cubes

1. Preheat oven to 220 degrees. Spread pumpkin on a lined baking tray and cook for 20 minutes or until soft.
2. Heat canola spread in a large frypan over medium heat.
3. Add the onion and cooked pumpkin and cook until golden-brown, then add the dry rice and stir.
4. Crumble stock cubes over the mixture and top with water to cover the pumpkin (about 500mL).
5. Cook for 15-20 minutes or until the liquid is absorbed and rice is tender.

If you want, add sage leaves in the last minute of cooking for extra flavour.

GNOCCHI

Serves: 5
Cost per serve: 61c

Ingredients

1kg potatoes
115g plain flour

1. Place potatoes in a saucepan and cover with cold water.
2. Bring to the boil, reduce heat to low and simmer for 30 mins or until spuds are soft when pierced with a knife. Let cool for 30 mins.
3. Peel potatoes, mash til smooth, then press a quarter of the potato mixture through a sieve into a bowl. Repeat, a quarter at a time, until smooth.
4. Add flour as required to make a firm, slightly sticky dough, then cut into four even portions.
5. Roll each portion on a lightly floured surface into a 2cm thick log.
6. Using a lightly floured knife cut each portion into 2cm pieces. Gently press the sides of each piece to form little pillows.
7. Bring a large shallow saucepan of water to the boil.
8. Cook the gnocchi in batches of a quarter for 2-3 minutes each, or until pillows rise to the surface.

PUMPKIN AND COCONUT SOUP

Serves: 4
Cost per serve: 47c

Ingredients

300g pumpkin, cut into 3 cm cubes
1 stock cube
1 tin coconut milk (400ml)

1. Fill a saucepan with water and bring to the boil.
2. Once boiling, add the stock cube and mix until dissolved.
3. Add pumpkin and boil until soft.
4. Add two cups of cold water and blend the liquid with the pumpkin in a blender until smooth and creamy.
5. Pour back into saucepan and add coconut milk and heat for around 4 minutes or until warm.



Want more?

Head to livebelowtheline.com for even more tips, resources, fundraising ideas, and info about the cause! You'll also find this booklet there, and a stack of free downloads!



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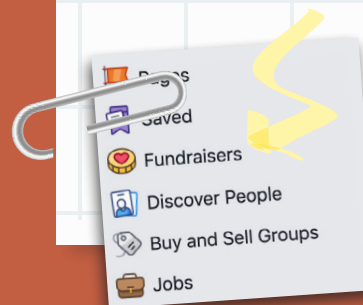


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THE POWER OF SOCIAL MEDIA

Social media is a great way to share your Live Below the Line journey with your friends and family. It is also an excellent way to get them involved (i.e. by sponsoring your challenge). Here are some creative ways to share your experiences on your own socials:

1. **Foodie Flatlay** - Let's. Get.Creative. Channel your inner foodie and put your groceries on display! This will surely make a stylish addition to your Instagram grid.
2. **A Day in the Life** - Why not record your journey on Insta Stories or Snapchat? Be the vlogger you always wanted to be and share all the fun moments and thoughts that come your way during Live Below the Line.
3. **Hashtag it up!** Don't forget to tag all your Live Below the Line posts with #livebelowtheline. You might just find a cheeky comment from us!



WHY DONATE ONLINE?

- It's faster, neater, and requires a whole lot less paperwork
- Your fundraising total will be updated instantly
- It reduces our admin costs (and makes our finance team happy!)
- Your donors get their receipts straight away
- No printing = better for the environment

OFFLINE DONATIONS

- Got a granny who doesn't believe in bank transfers, or a mate who's just handed you their morning coffee cash?
- No worries - we also accept offline donations.
- The easiest way to add an offline donation to your fundraising total is to visit your own profile and donate to yourself (under your friend's name!), then pocket the cash, but no dramas if you're not keen for that. You'll see an A5 offline donation form on the 'My Donations' tab of your participant Dashboard. Just fill it in and return via post.
- Unfortunately we can't issue receipts for these donations!

Oaktree, Level 3, 33 Lincoln Square South, Carlton, VIC 3053.





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**WANT TO SAY
THANKS TO ALL YOUR
GENEROUS DONORS?**

Why not cut these out
and say thanks in a special
way!

Head to our [website](#) to
print some more!



<div><p>THANKS A BUNCH!</p><p>TO: _____</p><p>FROM: _____</p></div>	<div><p>THANKS FOR THE DOUGH</p><p>TO: _____</p><p>FROM: _____</p></div>	<div><p>I'M SO GRAPE-FUL FOR YOUR DONATION</p><p>TO: _____</p><p>FROM: _____</p></div>
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HELLO@LBL.COM.AU