



**SOCK
OUT
SUNDAY**



SOCK OUT SUNDAY FUNDRASIER GUIDE

[LIFECHANGER.ORG.AU/SOCKOUTSUNDAY](https://lifechanger.org.au/sockoutsunday)

WELCOME PARTICIPANTS!



Sock Out Sunday is your chance to **Stand Together** to tackle the youth mental health crisis – making a real difference while having fun with friends, colleagues, and your community.

Funds raised go directly towards LifeChanger's mission to support youth mental health by delivering programs that empower young people with social, emotional and resilience skills for life.

LifeChanger's approach centers on **Five Pillars** – **Health, Self, Skills, Purpose**, and **Tribe**– values you can celebrate throughout your fundraising. We've crafted this guide to help you smash your goals. Remember, it's all about creativity, teamwork, and sharing your story.



GETTING STARTED



1. REGISTER FOR SOCK OUT SUNDAY

As a LifeChanger Challenge participant, you will receive a personalised fundraising portal where supporters can donate directly to your cause. Here's how to make the most of it:

- Head to the official [Sock Out Sunday](#) website to sign up and create your personalised team fundraising page.
- **Join as an individual or create a team** for your workplace or community group.



2. SET YOUR TARGET

Aim high and don't be afraid to challenge yourself.

- Set a fundraising goal and share it to your community

(e.g., "I want to raise \$440 to help provide mental health workshops for 30 young people—the same size as my sons school class.")



3. ORDER YOUR SOCKS

- This one is **CRITICAL**, you want to make sure you and your team have exclusive LifeChanger Stand Together Socks for the day. Jump on the website and order yours before the cut-off date, to ensure they're in your hands before Sunday the 4th of May.
- If you miss out - it's not the end of the world. Get out there with the wackiest socks you can find and get some pics to send to us!



4. PICK YOUR SPOT

If you're not joining us at AAMI Park, think about parks near your school or ones that are easy for your friends and family to get to and make sure you add it to your team page. Don't forget this one!





5. SPREAD THE WORD

- Share your fundraising page link far and wide with friends, family, and teachers through messages, emails, and socials (if you're on it).
- Talk to your school about sharing the event in their communications to parents - be sure to explain to them why it's important to you and how you're bringing the community together!
- Get creative with a few posters to pin up around your school.
- If you're on socials, add the link to your Instagram and TikTok bios, and keep your followers updated.
- Challenge your friends and even the teachers to get involved and see who can raise the most!



PLANNING YOUR OWN SOCK OUT SUNDAY EVENT



If you're ready to go all out and host your own Sock Out Sunday event at a local park, here are some things to keep in mind:



1. FINDING THE PERFECT PARK

- **Pick a Spot:** Think about parks near your school or somewhere that's easy for your friends and family to find and get to.
- **Permissions:** Some parks need a booking or permission from the local council. Visit their website or call them to ask if you need permission to host your event.
- **Facilities:** Make sure there's enough space for everyone to walk or run. Also, check if there are toilets and water fountains nearby.



2. SETTING UP THE EVENT

- **Plan Your Route:** Mark out a 2km, 5km, or even a 10km path if you're feeling adventurous!
- **Create Signs and Markers:** Use bright signs or chalk to guide participants along the route.
- **Bring Essentials:** Water, snacks, a first-aid kit, and a speaker to play music can all make the event more fun and comfortable.



3. MAKING IT FUN

- **Theme the Day:** Obviously you want as many people as possible in official LifeChanger Stand Together Socks, however it can be fun to encourage everyone to wear crazy socks and offer a small prize for the wackiest pair.
- **Scavenger Hunt:** Hide items or clues related to LifeChanger's Five Pillars and offer prizes to those who complete the hunt. Have a chat to your school or even a local business to see if they would be willing to sponsor some prizes.
- **Photo Booths:** Create a 'Crazy Socks Selfie Station' where participants can take fun pictures and share them online with hashtags #SockOutSunday #LifeChanger #StandTogether and #YouthMentalHealth.
- **Live Music or DJ:** If you can, get someone to provide music to create a fun atmosphere!



4. FUNDRAISING ON THE DAY

- **Donation Jars:** Set up a few at the park for anyone who wants to give on the spot.
- **QR Codes:** Print these off and place them all over the park so people know how to donate and make a difference.
- **Thank Everyone:** Don't forget to thank everyone who joins or donates to your event!

TOP FUNDRAISING IDEAS IN GENERAL

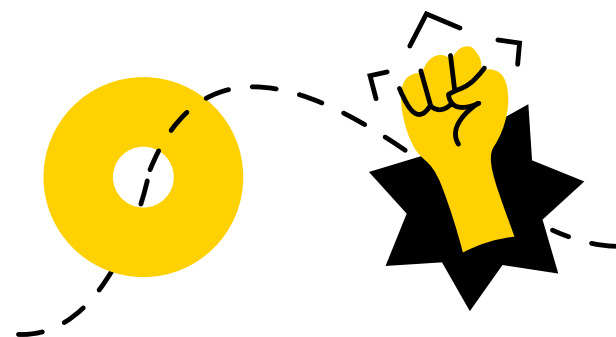


Sock Out Sunday isn't just about one day or one walk – there are many creative ways to raise funds leading up to (and even on) the big day. We've gathered some top fundraising ideas for different types of participants.

Whether you're flying solo, mobilising your workplace, or rallying a community group, these ideas will help you **Stand Together** with LifeChanger and reach your fundraising goals

1. INDIVIDUAL FUNDRAISERS

- **Personal Fitness Challenge:** Turn your fitness goals into fundraising wins. Pledge to run, walk, or cycle a certain distance and ask friends and family to sponsor you per km or for completing the challenge.
- **Social Media Sock-tacular:** Run a “7 Days of Socks” online countdown— where each day leading up to the event, you post a photo or short video in a different outrageous pair of socks, sharing a mental health tip or a fact about LifeChanger each time.
- **Birthday or Occasion Donations:** Dedicate your special day to the cause! Use platforms like Facebook to run a birthday fundraiser, or simply share your Sock Out Sunday page and say, “This year, I’m supporting LifeChanger instead of gifts.”



TOP FUNDRAISING IDEAS FOR STUDENTS

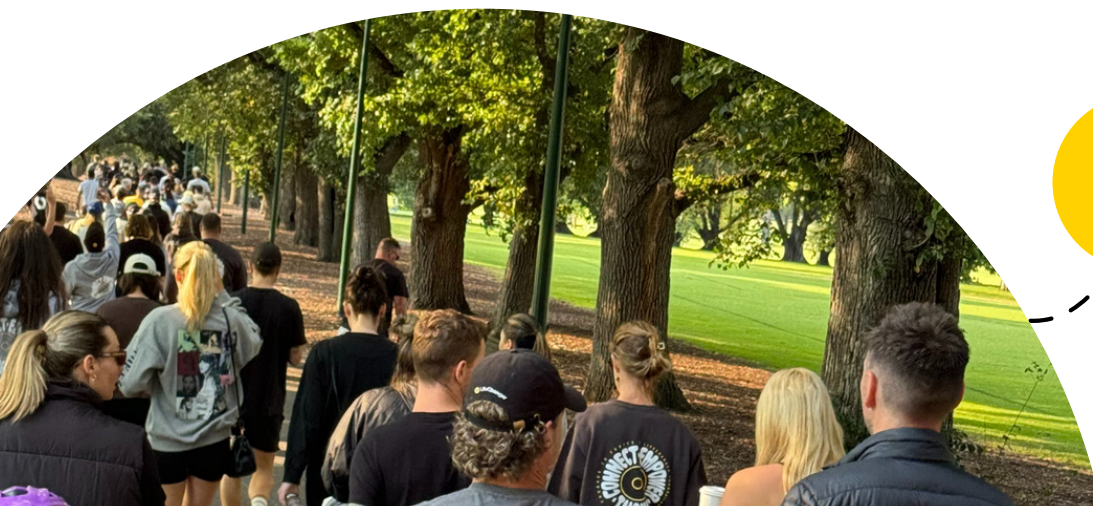


Sock Out Sunday is a fantastic day to get your school community together, show support and raise funds to tackle the youth mental health crisis together—but it can be more than just the one day, one event.

Take a look at some of the ideas you might consider to Stand Together with LifeChanger.

1. SCHOOL CHALLENGES AND COMPETITIONS

- **Sports Challenges:** Organise a soccer, basketball, or netball match and charge a small entry fee to participate.
- **Go the Distance:** Set up your own challenge to walk or run as many laps as you can on the day. Get sponsorship for every lap!
- **Sock Fashion Day:** Organise a special dress-up day where everyone wears their craziest socks, with a gold coin donation to join.
- **Class vs. Class Competitions:** Compete to see which group can raise the most money, with a fun reward for the winners.





2. RAFFLES

- **Raffles or Auctions:** Organise a raffle with donated items or experiences. Approach local businesses for contributions!
- **Bake Sales:** Sell baked goods at school with all proceeds going towards your fundraising target.

3. EVENTS & ACTIVITIES

- **Movie Nights:** Host a movie night at school or at home and charge entry fees.
- **Trivia Competitions:** Set up a themed trivia game—make it fun with a focus on mental health, youth empowerment, and LifeChanger’s Five Pillars.
- **Art & Talent Shows:** Encourage students to showcase their talents and charge admission fees to raise funds.

4. COMMUNITY INVOLVEMENT

- **Approach Local Businesses:** See if local shops, gyms, or cafes will sponsor your efforts or allow you to place a donation jar on their counter, or even better have their staff come along on the day.
- **School Partnerships:** Work with your school’s administration to set up fun, school-wide events like ‘Casual Clothes Day’ for a gold coin donation.

TIPS FOR SUCCESS



Start Early

The sooner you start, the more time you have to reach your goal.



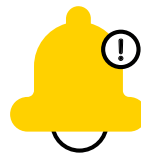
Get Personal

Share your story and why this cause matters to you.



Thank Your Supporters

Always thank anyone who donates—publicly if possible!



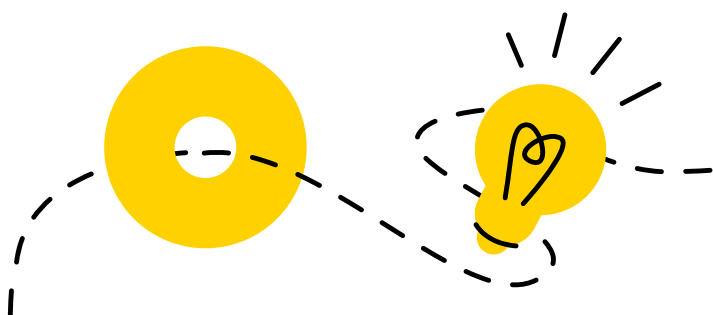
Be Persistent

Remind people along the way. Sometimes all it takes is a friendly nudge.



Ask Us!

We're here to help you with anything you might need - don't hesitate to reach out if you want some help!
info@lifechanger.org.au



TOP FUNDRAISING IDEAS FOR WORKPLACES

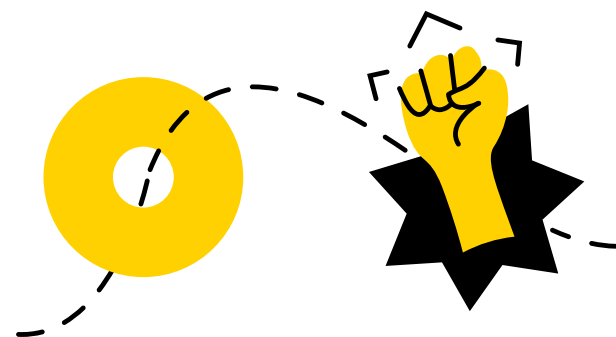


Sock Out Sunday is a great way to connect with your co-workers and community - showing your support by raising funds to tackle the youth mental health crisis together.

Take a look at some of the ideas you might consider to Stand Together with LifeChanger.

1. WORKPLACE CHALLENGES AND COMPETITIONS

- **Crazy Sock Office Day:** Organise a themed Best Sock Contest where colleagues donate to participate, vote on the craziest socks - don't forget to tag LifeChanger to show your support!
- **Department Challenge:** Set up a friendly contest between teams or departments to see who can raise the most money for LifeChanger by Sock Out Sunday, using their own creative tactics and earning bragging rights (or a small prize) for the win!
- **Make that Donation:** Ask if your company will match what employees raise. Many businesses have corporate social responsibility programs or are willing to support employee-led causes.
- **Team Fitness or Sport Challenge:** Combine wellness and fundraising through a walk, run, or fitness challenge to support LifeChanger and healthy habits.



READY TO MAKE A DIFFERENCE?



Sock Out Sunday is about standing together to support youth mental health. Whether you're going all out with community activities or just rallying your friends, every dollar you raise will make a huge difference.

Now get out there and have fun while making an impact! 💪👟

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