



FACE YOUR FEAR

FAQs

1) What is the Alannah & Madeline Foundation's Face Your Fear campaign?

Face Your Fear is a campaign for individuals, corporates, and community groups who are up for a challenge! It involves choosing something you are afraid of and completing an activity/experience involving that fear. For example, if you are afraid of heights, you might conquer that fear by skydiving or bungee jumping; if you have a spider phobia, you might find the courage to hold a tarantula. It's an opportunity to step out of your comfort zone for a good cause by par-taking in a new experience and fundraising for the Alannah & Madeline Foundation.

What is involved in *Face your Fear*?

- 1) Choose a challenge that relates directly to a fear you have.
- 2) Create and share your fundraising page via your networks to reach your fundraising target.
- 3) Be courageous. Be brave. Be excited! It's time to complete your challenge.
- 4) Share your photos/videos of the experience, and celebrate! You just faced your fear.
#FaceYourFear #KeepKidsSafe

2) Who are the Alannah & Madeline Foundation?

The Alannah & Madeline is a national charity focusing on protecting children from violence and creating behaviour change in the community to reduce bullying and cyber bullying. Our purpose is to build a safer world for children.

Every day in Australia there are children and young people who are alone, who are the victims of abuse and violence. It is hard to imagine the **fear** these children live with, and the **courage** that they must show to face each day. For many, this includes the fear and uncertainty of being in a new home, fear of being apart from family, fear for the future and fear of being hurt by the people who are supposed to keep you safe.

By participating in the *Face Your Fear* campaign, you can help us care for vulnerable children who face their fears each day.

3) How do I sign up to participate in the Face Your Fear campaign?

To sign up to participate in the *Face Your Fear* campaign, simply click [here](#) and register your details. You will then be prompted to create your unique fundraising page. You will also be provided with fundraising tools and support to help you get started on your journey.

4) Is there a cost to participate?

There may be a cost involved in completing the activity/experience which you have chosen to face your fear. You will be responsible for covering the cost of this activity/experience. Please note: the Alannah & Madeline Foundation will not be responsible for the organization or





payment of the participant's chosen challenge. However, if you have any questions or need some direction, our friendly Community Fundraising team are here to support you, every step of the way.

5) What are the terms & conditions for participants?

The terms and conditions for the *Face Your Fear* campaign can be found on page 11 in our Fundraising Toolkit [here](#).

6) How do I fundraise?

There are plenty of creative and fun ways to reach your fundraising goal! Some ideas include:

- Afternoon tea
- Trivia Night
- BBQ at local sports club or supermarket
- Social media promotion

For more, check out our *A-Z Fundraising Ideas* page in your [toolkit](#).

7) How do I make edits to my Everyday Hero page?

Please contact the support team at Everyday Hero (help@everydayhero.com.au) to help you with any queries linked to your fundraising page.

8) What do donations from Face Your Fear go towards?

With your donations, we can continue to help children who have witnessed or experienced serious violence. Funds raised from this campaign will go towards our care and prevention programs and vital advocacy work.

By challenging our community to step out of their comfort zone, we can continue to support children who face their fears each day.

9) Can people who donate to me receive a tax deductible receipt for their donation?

Yes. All donations over \$2 are tax deductible.

10) What are some examples of fears and challenges to overcome them?

Fear of heights - skydive, bungee jump, rock climb, parasail, abseil, climb the Sydney Harbour Bridge, or step out onto the glass floor at Eureka Tower in Melbourne.

Fear of spiders/snakes/sharks - hold a spider or snake at the zoo, or dive with sharks at the aquarium.

Fear of public speaking - chair a meeting at work, or perform a presentation in school.

Fear of darkness - complete a maze/escape room, or enter a haunted house

11) How can I share photos/video of me completing my challenge with the Alannah & Madeline Foundation? What are the social media handles/hashtags?

If you would like us to share the photos (or video) of you facing your fear, please send them to community@amf.org.au and let us know how it all went! When posting to your own social channels, please use the hashtags #FaceYourFear #KeepKidsSafe and tag us @alannahmadeline on Instagram and Twitter, and @alannahmadelinefoundation on Facebook. ☺

12) Can I ask my friends/family to face their fears?



**Alannah & Madeline
Foundation**

Keeping children safe from violence

Of course! The more the merrier.