



Charlies

Foundation *for Research*

GETTING BETTER TOGETHER.

**COMMUNITY
FUNDRAISING KIT**



Welcome

Thank you for choosing Charlies Foundation for Research as a beneficiary in your upcoming community fundraising event!



Giving back to the community can take on many forms, all of which are extremely rewarding. Our dedicated team will work directly with you to make sure your fundraiser is as successful and amazing as possible.

We want to make sure you enjoy your experience fundraising for the Foundation and will provide as much assistance as we can. Your idea, be it big or small, will help us to make a difference in the lives of those in hospitals all around Australia.

We know every fundraiser is different, so we've packed this booklet with information to help you on your fundraising journey. Dream big and good luck!

Thank you for your interest and support
Together we can transform care and create a stronger community.



Getting Started

We believe that by working together we can transform healthcare to create a stronger community in which we can all live well. Community fundraising provides the optimal platform for individuals to come together and make a collaboration that will impact countless lives.

Who can conduct a fundraiser on behalf of Charlies Foundation for Research?

Anyone! Both individuals and organisations can host an independent fundraising event to support Charlies Foundation for Research. These can range from students, community organisations, local businesses, schools to grateful patients and their families.

How will this Fundraising Kit help me?

This kit is a guide to make giving back as easy as possible. It's a complete planning guide that will allow anybody to become a successful fundraiser for Charlies Foundation for Research. The guide will help you create a timeline, plan a budget, organise your event and even help with suggestions about getting publicity. You can use a few of our ideas or all of them. It's up to you.

How will my donation be used by Charlies Foundation for Research?

Your funds will be directed towards to the highest area of need to support researchers at both Sir Charles Gairdner and Osborne Park Hospitals. Alternatively, if you have a passion for a specific research area or ward of the hospital we can allocate your donation to these areas.

How your Fundraising will help

Sir Charles Gairdner and Osborne Park Health Care Group has an international reputation for ground-breaking medical research and Charlies Foundation for Research has played a major part in this success for over 30 years.

The Foundation has achieved this success by funding patient-centred research, in other words, these are projects and clinical trials with the best potential of being translated into better patient care and outcomes.



How you help people like Brieanna & Braedon

A brother and sister's story



At the age of 14, Brieanna suddenly became unwell and went to her GP who thought she might have glandular fever. The same night, her condition declined so rapidly that she was rushed in an ambulance to hospital, where she was diagnosed with end stage kidney failure. She was literally on death's door.

Brieanna was immediately thrust into a world of doctors and daily dialysis and a kidney disease diagnosis. As she recalls "It came as a great shock... I had been a fit and healthy girl all my life".

Imagine her family's disbelief when less than 12 months later, her brother Braedon, suffered the same harrowing diagnosis of chronic kidney disease.

Fortunately, both siblings had been given the ultimate life-saving gift and underwent kidney transplant surgery at Sir Charles Gairdner Hospital. Brieanna describes the surgery as "a new lease of life and I cherish every day".

"To this day I am nothing but impressed with the care I receive. I feel safe in the capable hands of my specialist, doctors and nurses at Sir Charles Gairdner Hospital, who continue to support my life journey. They are inspirational people."

Fifty years ago, this wonderful outcome could never have happened. But thanks to the kind of research your donations will support, Brieanna and Braedon have survived and are looking forward to fulfilling their ambitions for the future.



Steps to Success



Read through our Community Fundraising Kit so you know everything you need to get started



Fill out our Community Fundraising Proposal Form (on page 9) and send it through to us



Our team will have a look at your proposal and then give you the go-ahead to get started! We'll send you all the necessary resources, including an Authority to Fundraise that confirms your event has been officially registered with Charlies Foundation



Hold your event! Be sure to take lots of photos to send through to us so we can feature you on our website and Facebook page



Use the banking information provided in "Your Fundraising Guidelines" to deposit the funds you raise



Celebrate! Be sure to thank everyone who contributed to your fundraiser: your amazing fundraising skills and their generosity have supported our researchers to continue working on important research that will better the lives of hospital patients all around Australia



Fundraising Event Ideas

Keen to hold a fundraising event, but not sure what to do? We've put together a handy list of activities you can do to get you thinking about what kind of fundraiser you want to throw.

- Afternoon Tea
- Raffle
- Mufty Day
- Bad Tie Day
- Cycle for Charity
- Plant a Tree
- Book Sale
- Donate a Day's Pay
- Quiz Night
- Bingo Night
- Fancy Dress Day
- Silent Auction
- Cake Stall
- Sports Match
- Office Swear Jar
- Car Wash
- Charity Gala
- Swimathon
- Charity Dinner
- Kilometre of Coins
- Sausage Sizzle
- Chocolate Boxes
- Long Lunch Day
- Walkathon

How do I let people know about my fundraising event?

To let people know you're holding a fundraising event, you can use social media, email, posters, flyers, make a website or blog, contact local media, and spread the word by telling your friends and family and asking them to tell others.

We recommend using [Everyday Hero](#) to create your own fundraising page that you can share across all your online platforms. It's a fast, easy, and effective way to promote your event, and simplifies matters by listing all of your event details in one spot. You can also use Everyday Hero to upload photos, write blog entries, and keep track of your fundraising total.

By creating a fundraising page, you're able to accept all your donations online, meaning you don't need to worry about collecting money and handling cash. It also makes transferring your funds to us easier at the completion of your fundraiser.



Using our Name and Logo

To help promote your event you may like to use the Charlies Foundation for Research community supporter logo which we can provide to you on request.

When naming your event, please keep in mind that our name and logo should not be used as part of your events name and must not indicate that your event is being hosted by the Foundation.

Here are some examples:

Acceptable

- Jane's Walkathon proudly supporting Charlies Foundation for Research
- School Bake Sale – net proceeds donated to Charlies Foundation for Research

Not Acceptable

- Charlies Foundation for Research Sausage Sizzle
- Charlies Fun Run



Frequently Asked Questions

Where does all the money I raise go?

Funds raised through Charlies Foundation for Research go towards funding patient centred research being undertaken by researchers in the Sir Charles Gairdner and Osbourne Park Hospitals. Your fundraiser is helping researchers to improve the quality of patient care in hospitals all around Australia.

How much should I aim to raise?

The Foundation will gratefully accept any donations not matter how big or small. Community fundraising events should aim to minimise expenses in any case.

Can expenses be deducted from funds raised by the event?

The Foundation is unable to pay for any expenses incurred, however you are able to deduct necessary expenses from the proceeds provided they are properly documented and kept to a minimum.

Will my fundraising event be covered under Charlies Foundation's insurance?

As a third-party fundraising group or individual, you are not covered under any of the Charlies Foundation for Research's insurance policies including travel, public liability or group personal accident. We would recommend that you arrange your own insurance for any fundraising activities you undertake.

Can I request money boxes for my event?

Yep! You'll just need to drop by Charlies Hospital to pick them up and drop them back off when you've finished.

Can I expect the Charlies Foundation for Research to help me promote my fundraising event?

Of course! We're always happy to share your event on our Facebook page and on our website. If you're wondering how to promote your event in local media and on social media, just send us an email at fundraising@charliesfoundation.org.au or give us a call on (08) 6457 1079; we're always here to support you!

Can I raise money for research into a specific area?

You sure can. At Charlies Foundation for Research, we want to make sure your hard-earned fundraising money is going towards matters that are close to your heart. Simply let us know where you would like your funds to go when you register your event, and we will make it happen for you.

I've finished fundraising. How do I transfer the funds to Charlies?

Once you have completed your fundraising event and settled all expenses, call us (08) 6457 1079 to organise the transfer of the funds you have raised. This can be via bank transfer, cheque, or whatever works best for you; after all your hard work, we want to make this as easy as possible for you!



Fundraising Proposal Form

Contact Details

Mr/Mrs/Miss/Dr (please circle)

Full Name:Date:

Organisation/Community Group (if applicable):.....

Address:.....

Suburb:State: Postcode:

Phone:Email:

Event Details

Name of Event/Activity:

Date & Time:Venue:

Expected no. of People:Fundraising Target:

Brief Outline of Event:

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How will the funds be raised?

Have you Fundraised for us before? If yes, please provide details:

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Will you be promoting your event/activity in the media? If yes, please provide details:

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Is there a special reason why you have chosen to fundraise for Charlies Foundation for Research? If so, we would love to hear about it. (This will not be published anywhere without your permission)

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Would you like your funds to be allocated to a specific research area? If yes, please tell us where:

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Donations to Charlies Foundation for Research must be returned to the Foundation within 14 days with Donor contact details so that tax deductible receipts can be issued. You can read more about this in the Fundraising Guidelines.

Agreement

I, _____ have read and agree to abide by the Charlies Foundation for Research’s Fundraising Guidelines and indemnify the Charlies Foundation for Research from and against any claims for injuries or damages arising at or from the fundraising event/activity.

I agree not to engage in any illegal activity, violence, aggression or undue risk taking in relation to my fundraising event/activity, and agree to seek authorisation from the Charlies Foundation for Research before seeking sponsorship for my fundraising event/activity.

Signed: _____ Date: _____