

# Your Guide to Fundraising Success



**All in for kids' health**

# Thank you for joining our Movement of Many



For some kids, childhood is far from what it should be. Instead of playdates there are appointments. Instead of sleepovers there are stays.

It's thanks to the support of our Movement of Many — our community of donors like you — that we can go all in, changing the landscape of children's healthcare, for all kids, always.

There are so many ways you can get involved and fight for the health and wellbeing of children in this ever-changing world — from hosting a fundraiser to taking on a personal challenge.

Your support will help ensure sick kids have access to the world-class healthcare they need and deserve. The funds you raise will go directly to the front line of children's healthcare — from the hospital hallways to the treatment rooms, the research labs to the outreach programs.

## Together we can go all in for kids' health.

The 170,000 sick kids we help treat across our network of care, need your help now more than ever before. Right now, paediatric healthcare in this country is sitting at a vital crossroad.

Providing care and treatment for sick kids is challenging, complex and expensive.

Existing funding does not extend to cover the costs needed to reach the level of excellence these kids deserve, nor does it allow for the kind of groundbreaking research needed to make new discoveries and advancements in paediatric health.

Without the push to do more to address this shortfall, the inequity in Australian kids' healthcare will deepen. Advancements will grind to a halt and innovations will come too late for those who need them.

Childhood is brief, the window of opportunity is short.

With your help we can go all in, changing the landscape of children's healthcare, for all kids, always.

Thank you for joining us and deciding to go all in for kids' health.

# Get off to a bright start

Congratulations on joining our Movement of Many and taking the first step to raising vital funds for Sydney Children's Hospitals Foundation. From this point forward, our friendly Community Engagement team are here to support you every step of the way. Whether you need tips on how to organise your fundraiser or have any questions about the small print, we want to ensure you have a wonderful experience while fundraising to help sick kids.

## Here's an overview of how to get started:

1

### Register to fundraise

Please complete your registration online at:

<https://www.schf.org.au/movement-of-many>

or request a call from one of our friendly Community Engagement team members via [info@schf.org.au](mailto:info@schf.org.au) or call **1800 770 122**

2

### Get our support

A member of our team will contact you to discuss your event or challenge.

Once your fundraising idea has been approved, we will send you an Authority to Fundraise.

3

### Take the steps to fundraising success

You'll find a range of tips in this guide to help you start planning and fundraising. Use the handy checklist and additional resources we have created so you can enjoy your fundraising journey and ensure it's a huge success.

# Change one kid's life today and future-proof the health of all kids tomorrow through community fundraising

It's time to get involved and have some fun – all while making a difference to the lives of sick kids! When it comes to picking your fundraiser, find something that you love and go from there! If you have a hobby or skill, then here's your chance to get your community behind you and turn it into

a fundraising success. This list of easy fundraising ideas includes some of our favourite ways to raise money for Sydney Children's Hospitals Foundation. They can take place at home on your own, with family or friends and with colleagues!

## Join Team SCHF

There are a number of Team SCHF events taking place throughout the year – City2Surf, Blackmores Sydney Running Festival, and Sydney Morning Herald Half Marathon.

Find out more at [schf.org.au](https://schf.org.au)

## Fundraise Online

If you're a social (media) butterfly, you can set up your very own online fundraising page on our website. You can collect donations and tell the world about the fundraising you are doing.

## Stream Team (<https://tiltify.com/schf>)

Whether you're streaming a gaming session on Twitch, a cooking class on Facebook, a sing-along on Instagram or pulling some dance moves on TikTok, live streaming a fundraising event is a new and exciting way to raise money for sick kids.

## Collection Box

A simple way to help us raise funds is to request one of our branded collection boxes to display in your café, store, reception, club or church to collect donations for us.



## Celebrate and Donate

Use your birthday, anniversary, bar or bat mitzvah, wedding or any other special occasion to ask friends to donate to Sydney Children's Hospitals Foundation in lieu of gifts. If it's a work anniversary, you could ask your company to donate on your behalf instead of a gift.

## At Your School

Fundraising with your school or education service is a fantastic way to have some fun, build moral, and raise vital funds for sick kids. There are so many ways you can raise money, here are just a few ideas to get your creative brains going.



### Bunnings BBQ

Follow the great Aussie tradition and have a sausage sizzle in your local community. Reach out to us to see how you can get involved at your local Bunnings BBQ

### Trivia Event

Invite your friends, family or workmates to buy tickets to a trivia lunch or night to put their knowledge to the test.

### Cake Stall

Set up a cake stall in your street, workplace or school and help raise funds. Ask a small group of friends or workmates to bake goodies to donate to the stall.

### Challenge Yourself

Set yourself a personal challenge and ask people to sponsor you. You could set up your own coastal trek, complete a marathon or climb a mountain.

### Sports or Games Day

Golf, tennis, cricket, touch footy, a fun obstacle course or any other type of fun sporting challenge can be a great way to involve your local community or workplace.

### Fancy Fundraiser: Charity Lunch, Ball or Cocktail Party

Set up a committee with friends or work colleagues to host a spectacular charity lunch, ball or cocktail party. You'll be surprised how many people and organisations will want to help you raise funds to make a difference for sick kids and their families.

## Your own idea

Quite often, the wackiest or most unusual fundraising ideas are the best! We'd love to hear about any interesting ideas you have.



# What your money could do

**\$50**

could help provide a child life therapy session for one patient or a small group.

**\$200**

could provide materials for a pop-up art workshop in the Hospital.

**\$750**

could buy an oxygen monitor for babies and children in the Intensive Care Unit.

**\$1,500**

could fund one genetic testing kit for children with a rare disease who are desperately seeking a diagnosis.

**\$7,000**

could fund a humidifier to deliver crucial oxygen therapy to newborns and children with breathing problems.

**\$12,500**

could fund a defibrillator to save a life in an emergency situation.

**\$25,000**

could fund a starter grant to support an innovative pilot study into a childhood disease to help improve or save lives.

**\$50,000**

could help fund a clinical room in a major new building to help staff deliver the best medical care.

**\$137,000**

could fund a Fellowship. This crucial training helps to build the next generation of leading paediatricians.



*My son's seventh birthday was no ordinary celebration but the first since his terrifying dirt bike accident only six months earlier. For a while there, we didn't know if we would be able to make it to Christmas let alone his birthday.*

*If it wasn't for the expertise and extraordinary care of The Children's Hospital at Westmead, my little boy wouldn't be here today. To help give back and celebrate this special occasion, we decided to rally our local community in Dubbo and host our own fundraiser for SCHF, to help other families reach these exciting milestones too."*



**Brinae, a dedicated member of our Movement of Many, shaved her long hair to help give back to the Hospital that saved her son's life.**

# Make some noise

Spreading your fundraising message far and wide will boost your donations and help you gain real momentum. Here's a few ways to help you make noise! For more information email [community@schf.org.au](mailto:community@schf.org.au)

## Get Social

Keep your network in the loop with regular posts, tweets, training updates, milestones and don't forget to tag us on Facebook, Instagram and LinkedIn using [@schf.kids](https://www.instagram.com/schf.kids). Ask your friends and family to share your page to help you reach as many people as possible.

## Make the news

Contact your local newspaper to spread the word in your community. We can send you a media release template to help you reach out.

## Be seen and heard

If you need posters to promote your fundraiser beforehand, or materials to capture attention on the day, we have a host of extra resources available.

Just reach out to us to see what resources will be available for your style of event!

- Posters
- 'Thank you' certificates
- Collection tins or buckets
- Branded running tops

## Spread the word

Start off by emailing your contacts with a link to your fundraising page. You can also contact local organisations for support. If your workplace or a local business would like to support your event, we can supply you with extra posters or other material. Just let us know.

## Need more help?

We are here to help you with any guidance and support your needs. Please don't hesitate to contact us on **1800 770 122** or email [community@schf.org.au](mailto:community@schf.org.au)



# Step by Step Checklist

- 1. Get Registered**   
This will ensure you have your Authority to Fundraise and we can provide you with fundraising materials for your event.
- 2. Set up your online fundraising page**   
See tips on page 6 about the easiest and most effective way to raise funds online.
- 3. Choose your fundraising activity**   
If you need some inspiration you can find a range of ideas in this guide. Or sign up for a challenge on our website.
- 4. Setting the time & place**   
Where and when will your event take place? You'll be surprised by how supportive local venues can be so don't be afraid to ask for a free or heavily discounted deal.
- 5. Hatch a plan**   
Make a list of realistic goals and a timeline at the beginning. This will help things run smoothly and allow time to get others involved.
- 6. Promote your event**   
Once you have registered you will receive some additional materials to help you promote your event.
- 7. Boost your fundraising**   
Raffles, auctions, quizzes and collections are great ways to give your fundraising a boost. Ask us for more information.
- 8. Learn about the fine print**   
Please make sure you review the regulations and legal requirements that might apply to your event.
- 9. Say thank you**   
Saying thank you and sharing the success of your event with your supporters is a great way to finish off your fundraising!
- 10. Collect outstanding donations**   
After the event it's time to cash in pledged donations. It's also a good opportunity to send out that final ask for support.
- 11. Deposit funds and return paperwork**   
Please deposit all funds within 30 days of your event. If there is any reason you can't bank the full amount within 30 days, please let us know.

## Online or in the bank:

Whether you transfer money through your online banking or in the bank itself, please use the details below.

**Bank:** Commonwealth Bank of Australia

**Reference:** Your Authority to Fundraise (ATF) number

**Account Name:** SCHF

**Account BSB:** 062 230

**Account Number:** 1133 1137

# The fine print

## Authority to Fundraise

Before you start, you must register to fundraise. Please visit **Sydney Children's Hospitals Foundation: Join the Movement of Many** to complete your application.

## Terms and Conditions

Depending on the type of event you are running and the ways you will raise funds, additional Terms & Conditions may apply. Please ask the team if this applies to you.

## Insurance and Permits

Appropriate local council permits – like for public space use or food handling – are a fundraiser's responsibility to obtain. You may also require Public Liability Insurance as Sydney Children's Hospitals Foundation's insurance does not cover this.

## Logo use & branding

Once we have confirmed your Authority to Fundraise, we will supply you with our logo and guidelines on how to use it. Please note SCHF need to approve all designs with our logo

## Investing money in your event

If you need to spend money to raise funds then be sure you set and track your budget from the beginning. Fundraising regulations state that costs cannot exceed 50% of the money you raise. You need to keep track of expenses as well as the funds you have raised. It's a good idea to include goods and services that have also been donated to you. Ask our Community Fundraising team for a template budget spreadsheet.

# FAQs

## Do I need permission to fundraise?

Yes. Legally anyone collecting funds on behalf of a charity must be registered and have an Authority to Fundraise (ATF). Please email **community@schf.org.au** to get started.

## Are there any fundraising rules I need to know about?

There are rules for fundraisers to protect you, your donors, and Sydney Children's Hospitals Foundation. Take a look at The Fine Print above and let us know if you are unsure about anything. It is important that you keep any expenses low and ensure they do not exceed 50% of your total fundraising.

## What logos and branding can I use?

Once you have registered with us, we will send you our logo and logo guidelines. If you haven't received these, please email **community@schf.org.au**

## Will we be covered under the Foundation's public liability insurance?

Unfortunately, no. As a fundraiser you are responsible for obtaining any necessary insurance, permits or licenses. This may include local government permission if you are organising an event in a public space.

## What does the money go towards?

Sydney Children's Hospitals Foundation exists to promote charitable investment in the prevention and management of childhood illness, with a focus on kids and families receiving treatment or care in services provided by Sydney Children's Hospitals Network.

Nowhere else can you make one donation and help different kids of all ages, all illnesses and all conditions. Your donations can help us harness the power of collective giving to fund the highest and most urgent priorities to have the greatest impact on children's health, now and in the future.

## How do I deposit the funds I have raised?

Whether you transfer money through your online banking or in the bank itself, please use the details below.

Bank: Commonwealth Bank of Australia  
Reference: Your Authority to Fundraise (ATF) number  
Account Name: SCHF  
Account BSB: 062 230  
Account Number: 1133 1137



**Thank you for your efforts and support of  
Sydney Children's Hospitals Foundation**

## Contact Us

We're here to support you every step of the way.  
If you have any questions please get in touch.



**1800 244 537**



**[community@schf.org.au](mailto:community@schf.org.au)**



**[www.schf.org.au](http://www.schf.org.au)**



**[@schf.kids](https://www.instagram.com/schf.kids)**

## Join Us!

We'd love you to join our social networks.  
Please tag us in your updates so we can keep in touch.

