



Charlies

Foundation *for Research*

GETTING BETTER TOGETHER.

✦  ✦  ✦

Fundraising



Toolkit





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Welcome!



Thank you for *Fundraising* for Charlies Foundation for Research!

When you fundraise for us, you are standing beside patients and families facing some of life's toughest moments. You are helping bring hope, progress and better outcomes to people across Western Australia.



Charlies Foundation for Research supports vital medical research and hospital projects at Sir Charles Gairdner and Osborne Park Hospitals. From groundbreaking research to innovative equipment and internal projects, the work we fund directly improves patient care and advances treatment for serious illness.

Every event held, every dollar raised and every act of generosity helps drive meaningful change.

Inside this guide, you'll find helpful ideas, practical tips and important guidelines to support your fundraising journey. Please know, our team is here to support you every step of the way.

On behalf of our patients, clinicians and researchers — thank you. Your support truly makes a difference.



How Charlies Foundation for Research Supports WA



Thank you for choosing to support Charlies Foundation for Research! Here are a few examples of how your fundraising helps:

Funding Groundbreaking Research

Funding innovative medical research to improve treatment in Western Australia is at the heart of what we do. We provide close to 30 research grants per annum, ranging from \$5000 Bright Ideas Grants to \$100,000 for transformational grants.



Supporting Hospital Projects

We support various projects around the hospital, such as funding \$10,000 to the Aboriginal Liaison Office to provide warm clothing and backpack beds for indigenous and regional patients who are far from home.

Or funding the redevelopment of the Cancer Care gardens to provide respite for patients receiving treatment.



Investing in Technology

In 2025, we co-funded WA's first Robotic Bronchoscope. This advanced tool uses a minimally invasive approach to biopsy small, hard-to-reach nodules in the peripheral lung. Making it easier to diagnose lung cancer earlier with greater accuracy.



Community Fundraising *Ideas*



Celebration Donations

Ask friends and family to donate in lieu of birthday, wedding, or anniversary gifts



Events

Trivia nights, movie nights, bake sales, fun runs, bingo nights, high tea, dinner parties or community events!



Challenges & Adventures

Complete a fitness challenge and choose Charlies Foundation for Research as your charity. Take part in HBF Run for a Reason, Rotto Swim, Port to Pub, or complete your own walkathon, cycle, hikes, or personal fitness challenges!



Give something up

Sacrifice your morning coffee or favourite sweet treat and ask your friends to donate what you would have spent!



Work, School & Club Initiatives

Dress-up days, morning teas or charity drives



Creative Fundraising

Sell chocolates, run raffles, auctions, garage or craft sales

Fundraising *Inspiration*



A marathon in memory

Following the passing of her brother, Niamh, an avid runner and physiotherapist at Sir Charles Gairdner Hospital, conquered the Sydney Marathon to raise money for our Foundation.

Your *Fundraising* Journey



Think BIG

Set an ambitious goal for your fundraising — it will motivate you and inspire others to get involved.

Start EARLY

Be organised and allow yourself time to have the most success.

Plan your FUNDRAISER

Decide what type of fundraiser suits you best — whether it's a community event, challenge, or online campaign. Keep it simple and manageable.

Use your CONTACTS

Reach out to family, friends, colleagues, and your community. Share your passion for Charlies Foundation for Research and why this cause matters to you.

Promote your EVENT

Use social media, email, workplace networks, and community noticeboards to spread the word. A personal story or message makes your fundraiser more compelling.

Thank your SUPPORTERS

Always acknowledge and thank those who donate, volunteer, or help in any way. Gratitude goes a long way!

What you need to know



Not sure where to start?

Check out our simple step-by-step guide to help get you started.

Decide on your Fundraising Activity

Choose how you wish to fundraise

Register your fundraising event

Reach out to our staff and include your completed [Intent to Fundraise](#) form (included) at fundraising@charliesfoundation.org.au and we will send you a letter that gives you authority to fundraise on our behalf.

Liaise with the Foundation

Charlies Foundation will be your number one supporter!

Reach out and we can provide posters, marketing material, your own web page and more.

Start Fundraising!



Corporate *Fundraising*



Partner with Charlies Foundation for Research and support an incredible cause while boosting your brand, engaging employees, and showing social responsibility.



Corporate Donations

Direct financial support to fund research or projects



Become a Charlies Foundation *Giving Day* Matched Partner



Workplace Giving Programs

Create a workplace giving opportunity for your employees so they can choose to make regular donations via payroll



Corporate Events & Fundraisers

Host a workplace fundraiser with a cake stall, dress-up day, chocolate sales, charity lunches, golf days, or team fundraising challenges



Sponsorship Opportunities

Support specific research projects, hospital initiatives, sponsor a Bright Ideas or Discovery Grant or sponsor a fundraising event

Fundraising *Inspiration*

Workplace Raffle

Staff from Tetra Tech Perth organised an office raffle to support a colleague who spent time at Sir Charles Gairdner and Osborne Park Hospitals





Using CFFR Name and Logo

When fundraising for Charlies Foundation for Research, it's important to use our name and logo correctly. This ensures our brand is represented consistently, professionally, and respectfully.

Using the Name

- Always refer to us as "Charlies Foundation for Research" in full.
- Clearly indicate that the fundraising activity is "in support of Charlies Foundation for Research".

Using the Logo

- Use the official Charlies Foundation for Research logo provided by our team.
- Do not stretch, distort, recolour, or alter the logo in any way.

Examples of Appropriate Use

- Flyers, posters, and invitations clearly stating the fundraiser is in support of Charlies Foundation for Research with the logo displayed neatly.
- Social media posts promoting your fundraiser, with our logo included and proper attribution.

Need Help?

- If you are unsure about using the logo, colours, or name, contact the Charlies Foundation team. We can provide the correct files, guidance, and examples to ensure your fundraiser looks professional and consistent.

Promote your *Fundraiser*

Once you've planned your fundraiser, the next step is to spread the word. The more people who know about your event, the greater your impact! Here are some practical ways to promote your fundraiser:

Create Your Own Fundraiser Online

- Set up a fundraising page through our website - our staff can support you with this.
- Share the link widely with friends, family, and your networks.
- Online fundraisers make it easy for people to donate, even if they can't attend your event in person.

Social Media

- Use your social media channels to share updates, photos, and stories about your fundraiser or send out an email to your contacts.
- Tag Charlies Foundation for Research and include relevant hashtags to reach a wider audience.
- If you provide us with images and information about your fundraiser, we're happy to share it on our social media channels to help spread the word!

Internal & Local Promotions

- Share your fundraiser with your workplace, school, clubs, or community groups.
- Include your story in newsletters, noticeboards, or email signatures.

Charlies Promotional Support

- Our team can help create posters, flyers, and other promotional materials for your fundraiser.
- We are also happy to feature your event on our website and social media if you provide images and details.

Stay In contact

- The most important step is to get in touch with us early.
- We're here to guide you, provide resources, and make sure your fundraiser is as successful as possible.
- Don't hesitate to reach out — supporting you is our number one priority!



Collecting Donations

- All fundraising should be conducted in the name of Charlies Foundation for Research.
- You can collect funds in cash, cheque or via online donations, but ensure you keep a clear record of all contributions.

Donation Receipts

- Charlies Foundation can issue official tax-deductible receipts for all donations received.
- Keep a simple record of donors, amounts, and dates, and forward this information when sending funds to us. A record sheet is available in extra resources.

Sending Funds to Charlies

You can safely get the funds to us in the following ways:

Online or Bank Transfer:

- Use our official donation link or transfer funds directly to
- Charlies Foundation's bank account:
 - Account Name: Charlies Foundation for Research
 - BSB: 086-006
 - Account Number: 87-800-2944
- Include the fundraiser name so we can track your donations.

In Person

- Drop off cash directly to our office at:
 - Ground Floor, E Block, Sir Charles Gairdner Hospital, Hospital Avenue, Nedlands WA 6009
- Please call ahead to arrange a time. 08 6457 2042

Keeping Things Safe

- Never send cash through the mail.
- Count and record all donations carefully before sending.
- Contact the Charlies team if you are unsure — we are here to help every step of the way.

Intent to *Fundraise*



Title: _____ First name: _____ Surname: _____

Name of organisation: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Phone number: _____ Email: _____

Event / activity name: _____

Event description: _____

Venue address (if appropriate):

Start date: _____ Finish date: _____

Estimated donation: \$ _____

How will funds be raised?:

Fundraising terms and conditions will be issued to all approved fundraisers.

Please return this completed form to
fundraising@charliesfoundation.org.au,
or post to PO Box 240, Nedlands WA 6009

Donation Tracking Form



I _____ have been authorised to fundraise on behalf of Charlies Foundation for Research

Date	Contact Name	Full Address	Phone	Email	Donation amount	Receipt Required	Info on CFFR
					\$		
					\$		
					\$		
					\$		
					\$		
					\$		
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					\$		
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Charlies Foundation for Research - the primary fundraising body for Sir Charles Gairdner and Osborne Park Hospitals
Ground Floor E block, Sir Charles Gairdner Hospital, Hospital Ave, Nedlands WA, 6009



Contact us

-  (08) 6457 2042
-  fundraising@charliesfoundation.org.au
-  charliesfoundation.org.au/donate
-  Ground Floor, E Block, Sir Charles Gairdner Hospital, Hospital Avenue, Nedlands, WA 6009

