

Community Fundraising Toolkit



Thank you for fundraising for Charlies Foundation for Research!

Thank you for choosing Charlies Foundation for Research as a beneficiary for your upcoming fundraiser!

The awareness and funds you help raise are important to us and we're so grateful to have you be part of our amazing community supporting world-class medical research at Sir Charles Gairdner and Osborne Park hospitals.



We know every fundraiser is different and we've included in this toolkit lots of tips, resources and ideas to help you on your fundraising journey. Your idea, big or small, will help empower our researchers and staff to make a difference and improve treatment outcomes for patients and their families.

You can start fundraising straight away by creating your online fundraising page or registering your fundraising event on our website. Contact our team to discuss your fundraiser further on (08) 6457 2042 or fundraising@charliesfoundation.org.au

About Charlies Foundation for Research

Charlies Foundation for Research is the primary fundraising body for medical research and projects for Sir Charles Gairdner and Osborne Park Hospitals.

We bring together researchers, staff, patients, donors, sponsors and partners, to support pioneering, world-class research projects here in Perth.

The research we support is called translational or patientcentred research, which means we fund projects and clinical trials with the most potential to improve care and outcomes for patients at all stages of life.

We are proud to support new research and young researchers to enable highly impactful projects to advance medical care that makes a difference for patients in WA and globally.



Steps to get started



Not sure where to start? Check out our simple step-by-step guide below to help get you started. Remember, we're here to support you every step of the way.

- Read our toolkit
 - You'll find lots of ideas, inspiration and tips and resources so you know everything to get started. You can also check out fundraising FAQ's on our website
- Decide on your fundraising activity

 Choose how you wish to fundraise check out some of the ways to fundraise on our website or you can host your own fundraising event.
- Create an online fundraising page
 In a few simple steps, you'll be able to create your very own personalised fundraising page.
- Hosting your own fundraising event!

 Register your fundraising event with us by completing our fundraising event proposal form on our website and we will send you a letter that gives you authority to fundraise on our behalf.
- Start fundraising!
- Share your *story*Share your story with us so we can help promote your amazing fundraising efforts! You can easily share your story on social media with friends and family.

Fundraising Ideas

- Shave, cut or colour your hair
- Do a fitness challenge walk, run, swim or cycle. You could even see how many push-ups you can do in a month
- Ask for donations in lieu of gifts for your birthday
- Hold a quiz or bingo night make it fun and create a dress-up theme
- Host a high tea or dinner party
- Host a garage sale
- Organise a morning tea or event of your choice at your workplace

- Hold a bake sale or sausage sizzle
- Give something up give up coffee or your favourite sweet treat and ask your friends to donate the amount you would have spent

Fundraising Inspiration





Mac's Big Bike Ride for Charlies

Gordon, nicknamed 'Mac', was inspired to give back after his shock brain cancer diagnosis. Challenging himself through fitness and positivity to keep going for himself and his family and friends, Mac rode 200kms over two days from Bunbury to Perth

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



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A marathon in memory

Following the passing of her brother,
Niamh, an avid runner and
physiotherapist at Sir Charles
Gairdner Hospital, conqured the
Sydney Marathon



Fundraising Tips



Set a fundraising target

This helps your supporters know how much you're aiming for!

Know your why Share your story so your supporters know why you are fundraising.

Ask your friends and family to donate Don't forget to thank them.

Create an online fundraising page

An easy way to not only ask for donations but collect them so you don't have to worry about transferring cash. Create your page directly from our website!

Share photos and videos This helps show your supporters your amazing efforts in a fun and visual way. Don't forget to share these with us so we can help promote your efforts too!

Get social

A great way to spread the word about your fundraiser. Share on Facebook, Instagram, Tik Tok, LinkedIn and even other channels like WhatsApp! Don't forget to follow us on our social pages and tag us!

Get your local community impolyed Ask local businesses to donate prizes, items or services.

Thank your supporters!



Fundraising Resources



Ways we can support you:

- Fundraising tips and ideas
- Fundraising resources and FAQ's
- Fundraising agreement and letters of support
- Access to a free and personalised online fundraising page
- Promotion of your fundraising activity on our socials
- A Foundation team member to talk at your event (where possible)
- Thank you certificates for you and your supporters
- Donation receipts (contact details must be supplied)

Ready to start fundraising!

Head to our website to create your online fundraising page or contact us to discuss your fundraising activity further.

We're here to help and support you on your fundraising journey. Don't forget to check out our fundraising FAQ's.

Contact us:

Email: <u>fundraising@charliesfoundation.org.au</u>

Phone: (08) 6457 2042

Find us at:

Ground Floor, E Block, Sir Charles Gairdner Hospital, Nedlands WA 6009

Follow us on social media:

Charlies Foundation for Research







