

# FUNDRAISER

# T O O L K I T

TELETHON  
**KIDS**  
INSTITUTE  
Discover. Prevent. Cure.





Thank you for  
your interest in  
fundraising for  
Telethon Kids  
Institute!

At Telethon Kids, our vision is simple – happy, healthy kids. This vision is possible because of the generous support and fundraising efforts of many people like you.

And we want to say **THANK YOU**

You are an important part of the Telethon Kids community, and your fundraising provides vital resources for, and awareness of, our life-changing research for children and families. Every dollar you raise helps.

With your support – and the support of our whole community of individuals, families, community groups, and corporates – we can keep asking and answering the important questions to save and improve the lives of kids.

Good luck on your fundraising adventures, we're behind you all the way!

With thanks,  
All of us at Telethon Kids Institute





# FUNDRAISING 101

We want to make your fundraising journey as easy as possible. Here's a snapshot of each step along the way, which we'll explain further on the following pages.

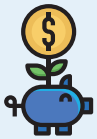
1



## Make a plan

This is your who, what, when, where, why ... and how!

2



## Get creative!

Think about you can boost your fundraising potential.

3



## Register

Let's make it official.

4



## Promote

Time to spread the word.

5



## Bank your funds

Thank you so much!

6



## High five!

Well done! Now to thank all your supporters.

# STEP 1 MAKE YOUR PLAN

The best fundraisers not only have a great idea but also a great plan – and people behind them to help make it happen. As you get started, ask yourself these questions.

**WHY** is fundraising for research at Telethon Kids important to you?

*How will you share your story to inspire people to support you?*

**WHAT** activity do you want to do to raise funds?

*If you need ideas, check out the next page for inspiration.*

*Please note we do not endorse telemarketing, door to door, unsafe, or illegal activities.*

**WHEN** will your fundraiser happen?

*Consider school, public holidays, and big events in your local community at that time.*

**WHERE** will it take place?

*Do you need to book a venue or seek permissions or permits? Will you need contingency plans? Are there health and safety implications?*

**HOW** are you going to make it happen?

*Could people you know help you? What is your budget?*

*Check with your local council about any licenses or approvals that you need for things like selling food. If you are hosting a raffle or selling alcohol, check to see if you need a permit from the Office of Racing, Gaming and Liquor. Visit [www.rgl.wa.gov.au](http://www.rgl.wa.gov.au) for information.*

**WHO** are your potential supporters?

*Could their friends and networks help too? How will you update them about your fundraising efforts and progress?*



# FUNDRAISING IDEAS

## CHALLENGE YOURSELF

Walk, run or cycle, shave your head or take on a triathlon - do it solo or as a team!

## DONATE YOUR CELEBRATION

Ask for donations in lieu of presents for your birthday, baby shower, wedding, or other special occasion.

## HOST AN EVENT

Fun Run, Walkathon, Dance-a-thon or carnival • Fashion show, concert, bake sale, sausage sizzle • Free dress day or themed dress up • Quiz, game, or movie night

## WORKPLACE FUNDRAISING

Have your workmates join you for a challenge event, bootcamp, baking competition, casual dress day, or golf day. See if your company will make a matching donation or do something else to support your efforts.

## MAKE YOUR EVENT VIRTUAL

Socially-distance your fundraiser by hosting your event online through livestreaming or video conferencing.

### TIP

Create a virtual component to your activity by creating an online fundraising page that you can share with your contacts. Visit: [telethonkids.org.au/fundraise](https://telethonkids.org.au/fundraise) to learn more.

### TIP

Choose to fundraise for Telethon Kids with your school, club, or group!

## FUNDRAISER FOCUS

Isabelle is passionate about raising funds to help other kids through Telethon Kids' health research. And what better way than with one of her favourite hobbies: making loom band bracelets. With help from her super proud parents and

her best friend, she became an official Telethon Kids fundraiser, organised a stall at her local markets, made her own signs, shared her online fundraising page with friends and family, and raised an amazing \$885!



MEET

ISABELLE




“It’s so good to be helping other people and having so much fun as well,” Isabelle says. “Everyone I meet at the markets is so kind. They say things like ‘keep going’ and ‘I’m so proud of you’, and that feels nice.”

## STEP 2

# MAXIMISE YOUR POTENTIAL

With just a little creative thinking, your fundraising can be very successful. Consider some of these ideas to help boost your fundraiser and make it the best it can be.

- Gather a team. A support crew can help with ideas, share tasks, work faster, and be more effective. Plus each person's network can dramatically increase your fundraiser's reach.
  - Set an ambitious yet achievable fundraising goal.
  - Make it easy for people to give. Request a donation tin from us or create your online fundraising webpage at [telethonkids.org.au/fundraise](https://telethonkids.org.au/fundraise)
  - Share updates, blog posts, and photos online to engage your potential supporters.
  - For events, consider adding a raffle, auction, or selling food or drinks.
  - Find a company who can sponsor you. See if your workplace or local businesses will donate cash, prizes, or something else you need.
  - Advertise your event with the downloadable Telethon Kids event poster.
  - Use the Telethon Kids logo in your publicity. As a trusted brand, our logo can help get people behind your fundraiser.
-  **NOTE** *All use of the Telethon Kids logo must be approved by us in advance.*
- Be creative on publicising your fundraising far and wide.
  - Share with your supporters the difference they will make for kids by supporting you. Explore the latest news on the Telethon Kids Institute Facebook page or contact us for information about our research that you can share.





## STEP 3

# REGISTER YOUR FUNDRAISER



After you have a plan, you must officially register your fundraiser with us.

In accordance with the Charitable Fundraising Act 1991, we are legally required to approve and authorise all fundraising activities on behalf of Telethon Kids Institute.

Register online at [telethonkids.org.au/fundraise](https://telethonkids.org.au/fundraise) or email [giving@telethonkids.org.au](mailto:giving@telethonkids.org.au) for a registration form.

Once your fundraiser is approved, we will issue you with an “**Authority to Fundraise Letter**”. This verifies you as officially asking for donations on behalf of the Telethon Kids Institute.



## FUNDRAISER FOCUS



### MEET

### CHURCHLANDS HIGH SCHOOL

Since 2015, students at Churchlands High School have raised an impressive \$30,000 through their annual fun run for vaccines research at Telethon Kids Institute. The money raised by Churchlands families has supported developing a world-first group A streptococcus

vaccine, maximising protection of the meningococcal vaccine, and finding new treatments for middle ear infections. The school's Head of Department for Health and Physical Education, Mr Van Maanen says,

“Choosing to support Telethon Kids really struck a chord with us as so many of our students and their families will benefit from the research taking place at Telethon Kids.”



# YOUR ROLE AND RESPONSIBILITIES

- ▶ Registering your fundraiser with us.
- ▶ Organising all prizes, finances, and publicity.
- ▶ Ensuring your event is safe and legal, including acquiring any appropriate permits or licenses. You may need to arrange your own Public and Products Liability Insurance.
- ▶ Clearly communicating that funds are being raised for Telethon Kids Institute.
- ▶ **TIP** We recommend using language like "Proudly supporting the Telethon Kids Institute" or "All funds raised go to Telethon Kids Institute" in your printed materials or publicity.
- ▶ **NOTE** All flyers or ads with the Telethon Kids name or logo must be approved by us before being published.
- ▶ Thanking your supporters wholeheartedly!
- ▶ Depositing all funds raised within 14 days of completing your fundraiser.

## HOW WE CAN SUPPORT YOUR EFFORTS

- ▶ Chat with you about your plans. We can brainstorm and share ideas about what has worked before. We love to meet our fundraisers!
- ▶ Provide you with high-quality Telethon Kids logos, posters, and useful print outs for your promotional materials. Ask us if you would like these resources.
- ▶ Provide you with donation tins or pull-up banners.
- ▶ Give you information about Telethon Kids, including videos, printouts, and information about research your fundraising will support.
- ▶ Provide a Certificate of Appreciation to your supporters, school, or organisation
- ▶ Provide tax deductible receipts for donations of \$2.00 or more. If your supporters would like receipts, please send us a list with name, full address, phone number, donation amount, date and method of payment.
- ▶ **NOTE** Tax deductible receipt are for donations only and cannot be issued when goods or services have been received in return. For example, purchase of raffle tickets, merchandise, auction items, or sponsorship benefit do not qualify.
- ▶ Arrange tours of Telethon Kids' headquarters at Perth Children's Hospital.
- ▶ If timing and geography permits, a representative of Telethon Kids may be available to attend your event and say a few words of thanks.

- ▶ Have questions or want to get in touch? Please contact us on 08 6319 1333 or [giving@telethonkids.org.au](mailto:giving@telethonkids.org.au)



## STEP 4

# PROMOTE YOUR FUNDRAISER

Be sure to spread the word about your fundraiser far and wide! The more people who know, the more people can support you and the more you will raise. Try some of these ideas.

- Articles in school, work, club, or community newsletters and calendars.
- Share on social media and websites.
- 💡 **TIP** *Take lots of photos before, during, and after your fundraiser and share as updates. Send your updates to us too, we'd love to see them!*
- Email your friends and family, then follow up later with a reminder.
- Media coverage on community radio or your local newspaper.
- 💡 **TIP** *Please let us know if you are in touch with any media outlets, as the Telethon Kids media team may be able to help.*
- Put up posters. We can email you our poster template to customise.
- Give out flyers or invitations. Be creative to catch people's attention.
- If you personally know any public figures, celebrities, or influencers see if they would be interested in helping draw attention to your fundraiser.
- Contact us about using the Telethon Kids logo in your promotion.
- ⚙️ **NOTE** *All promotional materials with the Telethon Kids name or logo must be approved by us before being published.*



Remember to share why research is important to you and that all your supporters' donations will make a big difference!

# STEP 5

# BANK YOUR FUNDS

Please deposit your funds raised within 14 days of completing your fundraiser.



## Direct bank transfer

Please include your name and any relevant details in the memo field and forward advice of your transfer to [giving@telethonkids.org.au](mailto:giving@telethonkids.org.au).

## Our bank details are:

- ▶ **Account name:** Telethon Kids Institute
- Bank:** National Australia Bank
- BSB:** 086 082
- Acc #:** 68 708 3972



## Online

Use our online donation form at [telethonkids.org.au/donate](https://telethonkids.org.au/donate) and include a note about your fundraiser.



## Phone

Call **08 6319 1333** to donate by credit card.



## Cheque

Make cheques out to "Telethon Kids Institute" and post to:

- ▶ Fundraising Team, Telethon Kids Institute, PO Box 855, West Perth WA 6872.



## In-person

Drop off your funds to our offices at the **Perth Children's Hospital**. Email [donate@telethonkids.org.au](mailto:donate@telethonkids.org.au) or call 08 6319 1333 first to let us know you are coming.

## FUNDRAISER FOCUS



MEET

TINO

Tino launched his new business 'Tino's Pizza' with a self-proclaimed "world's biggest pizza party". It featured afternoon festivities and fundraising for Embrace @ Telethon Kids, our research centre devoted to the mental health of children and young people. With four children, Tino was keen to support a cause close to his family's heart:

mental health support for young people and ensuring online communities are a safe space – areas of focus for Embrace @ Telethon Kids researchers. The afternoon raised \$714 and according to Tino, that's just the beginning.

“We'll be back every year on our anniversary,” he declares with a wink.



## STEP 6

# THANK YOU SO MUCH

With all your creativity and passion, we have no doubt your fundraiser will be a success and we appreciate you so much – **thank you, thank you, thank you!** Remember to say a big ‘thank you’ from us to all your supporters too.

### Keep in touch!

Please tell us how your fundraiser went.  
We’d love to hear all about it and see your photos.

For further information regarding community fundraising for the Telethon Kids Institute, please contact:

E | [giving@telethonkids.org.au](mailto:giving@telethonkids.org.au)

T | +61 8 6319 1333



# THANK YOU

again for being part of the  
Telethon Kids supporter community!





# FUNDRAISER CHECKLIST



- Start planning**  
Come up with your idea, set your goal, and plan your budget, logistics, and resources. Read our Fundraiser Toolkit and reach out to us on [giving@telethonkids.org.au](mailto:giving@telethonkids.org.au) or 08 6319 1333 if you have any questions.
  
- Understand your roles and responsibilities as a fundraiser**  
Register your fundraiser or create an online fundraising page at [telethonkids.org.au/fundraise](https://telethonkids.org.au/fundraise)
  
- Gather your team**  
Bring together likeminded friends, family or colleagues who can help bring your fundraiser to life.
  
- Spread the word**  
Start with your close contacts, then be creative about publicising and asking lots of people to support you. Remember to share your story of why this is important to you as it will inspire your potential supporters.
  
- Make your fundraiser happen and have fun**
  
- Bank your funds within 14 days of completion – thank you!**

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