



THE GREAT ADVENTURE CHALLENGE

Fundraising Support Pack

A guide to maximising your team's fundraising potential in 2016

In this pack you will find the following tools to help you kick off your team's fundraising:

- ☆ Fundraising Goals
- ☆ Fundraising Ideas
- ☆ About Starlight & Community Impact
- ☆ Starlight's Program
- ☆ Your Impact
- ☆ Jasmine's Story; and
- ☆ How to collect and bank your funds

Some handy tips to keep in mind...

- ☆ **Remember the Great Adventure Challenge is about teamwork and employee engagement** – the race isn't limited to the 8 participants. Don't forget to engage your senior leadership team, human resources, clients and community partners for support.
- ☆ **Set a fundraising target and a plan to achieve it.** Start with a team target (minimum of \$10,000), plan your fundraising strategy and activities, assign project teams (try and involve others in the office), allocate roles and set a timeline to work towards. The more you plan and work together the easier it will be.
- ☆ **Promote your efforts** - Share what you are doing (and why) with friends, family, colleagues and business contacts. Sharing updates about your progress via email and/or social media (Facebook, LinkedIn, Twitter), including the link to your fundraising page, is a great way to remain top of mind.
- ☆ **Thank your supporters.** Make sure you thank ALL supporters who donate to your team!
- ☆ **Don't forget time credits are up for grabs!** For an added incentive to your fundraising, remember time credits will be awarded to teams that achieve certain pre-set fundraising targets, per team.
 - The more you fundraise the more time credits you earn
 - \$10,000 = 30mins,
 - \$15,000 = 45mins,
 - >\$20,000 = 60mins
 - Refer a team and receive an instant 15 minute time credit! The referred team can be within your organisation in a different state or a different organisation within your own state.

Please note: If an organisation has more than one team and a single corporate donation is received for both the time bonus will be split equally across the participating teams.



Fundraising Goals

Setting, planning and how to reach them

STEP ONE: Set up your team and personal fundraising page

Go to <http://greatadventurechallenge2016.gofundraise.com.au/> and click 'Start Fundraising'. It takes only a few moments and will prove a very useful tool in achieving your goal.

STEP TWO: Develop a fundraising plan

Whether you create a fundraising committee, develop a fundraising calendar or create a group strategy, each team's fundraising plan will be slightly different; however there are 4 fundamentals to reaching your goal;

1. Engage your personal network

- ☆ Set each team member a personal target i.e. if everyone commits to a personal fundraising target of \$500 each, then $8 \times \$500 = \4000 and you're halfway there!
- ☆ Send regular updates to friends and family - share training progress, thank those who have supported you and remind those who haven't that the kids need their support
- ☆ Post regular updates on social media and link through to your team/personal fundraising page. Make it easy for your network to donate

2. Engage your company

- ☆ Encourage your colleagues to join the mission and share the load. Develop fundraising teams and invite colleagues to help, even if they're not participating in the race
- ☆ Ask your colleagues if they having any contacts or connections prizes to auction or raffle at fundraising events i.e. vouchers, holidays, hampers etc.
- ☆ Find out if your company will match donations

3. Engage your business suppliers, clients and partners

- ☆ Ask them to sponsor your team for logo placement on your team kit
- ☆ Sell them raffle tickets or invite them to take part in a silent auction
- ☆ Post a regular update on your LinkedIn page – it's easy to link through to your team fundraising page.

4. Engage the General Public - There is only so much that even your beloved friends, family and colleagues are prepared to give, but that doesn't stop you targeting the wider public

- ☆ Is there a local fundraising activity you could explore?
- ☆ Is there a way to involve other companies within your building?

STEP THREE: Have fun

Fundraising is fun and watching your fundraising tally creep up will give you a great sense of achievement and personal satisfaction. Set up an interactive team barometer in the office or on your company's intranet to show your progress.

STEP FOUR: Share a thank you!

Don't forget to say thank you to your supporters post-event and share your GAC experience. They'll want to know how you went and the overall fundraising outcome.



Fundraising Ideas

Stuck for inspiration? There's plenty of inspiration to get you started

- ☆ **Auction** – host a charity auction, standalone or as a part of an existing event. Source donated items as prizes from your suppliers, supporters or local businesses in your area.
- ☆ **BBQ/Sausage sizzle** – hold a BBQ in your workplace or community centre. Make sure you get as much of your produce donated as possible and charge a donation per plate, drink, etc.
- ☆ **Office fundraiser** – run an activity at the office to raise awareness of your teams entry in GAC and raise funds while involving colleagues – e.g. run a "Master Chef" competition, each week in the run up to the event, inviting budding culinary colleagues to bake something which can then be sold off at a morning tea.
- ☆ **Host a bowling/movie or barefoot bowls fundraising night** – check out the charity event deals with your local bowling clubs or cinema and arrange a fundraising night/event for your team. Combine with an event auction and raffle for best results.
- ☆ **Sponsorship of team kit** – Seek sponsorship from business networks by offering logo placement on your team shirt in exchange for a donation. In 2011, one team raised more than \$30,000 using a sponsorship package to sell logo space on their Team Kit!
- ☆ **Share your online fundraising page** – Share your online fundraising page link with friends, family and business contacts. Make sure your page has photos and a blog about why you are involved. Not everyone will donate the first time you ask – so don't be afraid to send a reminder!
- ☆ **Promotion with business partners** – run a promotion in conjunction with key business partners or supporters whereby percentage of the profits is donated. Contact Starlight for support in this area..
- ☆ **Raffle** – Run a giant raffle as a standalone activity or as part of another event. Source prizes from your suppliers and local businesses and raffle items off to your colleagues.
- ☆ **Share via social media** – make the most of your social media networks by sharing your online fundraising page link with all of your team members' connections on Facebook, Twitter and LinkedIn etc.
- ☆ **Trivia/Quiz night** - organise a trivia night for staff and business partners to attend. Include a raffle or auction and seek donated goods as prizes from suppliers. This has been one of the best fundraising strategies in the past and could raise anywhere from \$4000-7500 on the night.

"We put a bounty of \$750 on 8 of our partners. If they didn't raise the money, they were punished in our Crime and Punishment night at work."

"We completed a trivia night for the fourth year running which was attended by over 120 people and raised \$9300. The key to this was soliciting prizes from clients/suppliers/cold calls to raffle which generated most of the cash."

Brightening the lives of
seriously ill children,
teenagers, and their families
across Australia.



About Starlight

More than two decades of children's laughter

Because sick kids, are still kids at heart...

When a once bright life becomes dulled by needles, hospital visits and painful treatments, Starlight helps sick kids forget their illness and re-discover the joy of childhood.

We know there's more to treatment than medicine. That's why since 1988, we've partnered with Australian health professionals to develop programs based on positive psychology principles that support the 'total care' of our children and teens in hospitals and the wider community. Like the young people in our care, we are distinctly Australian. Our unique programs are the result of extensive research and response to the specific needs of Aussie kids and teens.

We aim to learn as much as we can about what kids and their families are facing when serious illness or injury becomes a part of their lives. We disrupt the relentless cycle of pain and trauma and offer a welcome break so that sick kids can simply be kids.

Creating Impact

Making a difference in the local community

A Social Return on Investment study conducted by PwC has established that for every dollar invested into Starlight hospital programs, there is a return on of more than \$4 value to the community.

Starlight is an integral part of the Australian healthcare system. We work in partnership with healthcare professionals, and while they focus on the child's illness or injury, we support the wellbeing and resilience of the child, at a time when they need it most.

Starlight's programs are underpinned by the World Health Organisation's (WHO's) model of social health – improving mental and social wellbeing has a positive impact on overall physical health.

We know families are the main source of support for sick kids, so our programs facilitate family-centred connections to help care for the whole family unit.

Our programs embrace the principles of positive psychology where fun is an important factor in contributing to overall wellbeing. We provide positive distraction from fear and pain, help sick kids create positive emotions, encourage social interaction, assist with identity formation and build self-esteem. We empower young people to embrace their uniqueness and creativity.

Our social return on investment results

Starlight in hospital

EVERY
\$1
RAISED



IMPACT
\$4.10
community value*

Livewire.org.au

EVERY
\$1
RAISED



IMPACT
\$5.30
community value**

* PwC SROI Research 2012

** SVA Consulting SROI Analysis Research 2013



Starlight Programs

Starlight Express Rooms & Captain Starlight

There's a Starlight Express Room in every children's hospital in Australia. In these vibrant medical-free zones our superhero, Captain Starlight, brightens the world of seriously ill children and their families.

Through games, movies, craft, performances and more, we help sick kids to forget about their illness for a while and get down to the serious business of having fun! And for those kids too ill to leave their beds, they can join in all the fun by watching Starlight TV that's screened to hospital wards daily. Captain Starlight also brightens the otherwise clinical wards with daily ward rounds full of jokes, magic and plenty of laughter. There are more than 100 Captain Starlights delivering fun and joy around the country



Starlight Wishgranting

Starlight Wishes are a once in a lifetime opportunity, giving seriously ill children and their families something positive to dream about and look forward to. Creating magical and colourful memories to call upon when times are tough, they provide a welcome break from painful treatments and procedures. In 2015 Starlight granted our 9000th Starlight Wish.



Livewire

Sick teens have different needs to those of younger kids – that's why Starlight created Livewire, supporting sick teens and young people living with serious illness or disability. Livewire offers ward based activities, tailored workshops and a teen only space for young people to hang out and make friends in hospital.

Our online chatroom, Livewire.org.au, also provides a safe and supportive online community where members can connect and share experiences with others who understand what they're going through.



Outreach

Starlight is also reaching out into more remote and regional areas than ever before! Captain Starlight is now permanently in Darwin Hospital and also travels to remote Indigenous communities in the Northern Territory and Western Australia working alongside the health professionals to deliver positive healthcare messages and improve attendance at health clinics.



Your Starlight Impact



\$20 Provides art and craft for a hospitalised child.



\$39 Brightens the hospital experience for a child with Starlight's programs.



\$150 Connects a teenager to Livewire.org.au providing much needed peer to peer support.

LAST YEAR THANKS TO SUPPORTERS LIKE YOU, STARLIGHT HELPED OVER

185,000 SICK KIDS
& their families.

by turning pain, fear and stress into fun, joy and laughter. There are over 100 Captain Starlights nationally and a Starlight Express Room in every children's hospital.

Jasmine's Story

Seven-year-old Jasmine can be a little shy at first, but once she opens up she is full of energy. That's why her mum, Vanessa, knew something wasn't right when she had a cold that lingered much longer than normal. Jasmine was pale and lethargic, not herself at all.

Jasmine was soon diagnosed with leukaemia and ten months of intensive chemotherapy started straight away.

"We've been through a really horrible, tough time," said Vanessa, "but Starlight made everything a lot easier"

Jasmine loves playing in the Starlight Express Room with the friends she's made there.

She's spent hours playing princesses with the Captain Starlights, laughing and being silly. Because in the Starlight Express Room, she isn't "Jasmine who has cancer", she's "Princess Jasmine"

The Starlight Express Room has played an important role in making Jasmine's treatment more manageable and improving her overall hospital experience. It was a wonderful distraction that meant she was able to tolerate the stress and pain of her chemotherapy.



 **Starlight**
children's foundation



How to collect and bank your funds

Make your online fundraising page a one stop shop for all of your fundraising!

Online

Once you have set up your online fundraising page, share your team's page link with all team members' friends, family and business contacts for their support with an online donation.

An automatic receipt will be issued for all online donations.

Offline

Donations to your team can be made by cash, cheque or direct transfer. Simply forward direct to Starlight for processing, along with the transaction details of direct transfers. Your team page will be credited with the offline donation **within 5 working days**.

Receipts will be issued to the donors once funds are processed. To ensure all receipts are correct please provide Starlight with the donor's full name and mailing address.

Forwarding donations by cheque:

Written to: 'Starlight Children's Foundation of Australia'

State	Mail to:	Address
NSW	Starlight Children's Foundation Attention: Partnerships	PO Box 101 St Leonards NSW 1590
VIC	Starlight Children's Foundation Attention: Partnerships	PO Box 4126 Richmond East VIC 3121
QLD	Starlight Children's Foundation Attention: Partnerships	PO Box 8187 Woolloongabba QLD 4102
WA	Starlight Children's Foundation Attention: Partnerships	PO Box 385 Como WA 6952

Forwarding donations by direct transfer:

Bank: ANZ Bank
Account Name: Starlight Children's Foundation Australia
BSB: 012 405
Account number: 7770 17768
Reference: [GAC Team Name]

Please note: Tax deductions only apply to monetary donations greater than \$2. Tax deductible receipts are not issued for goods or services purchased at events or received in-kind for events i.e. items purchased at auction or raffle tickets purchased are not tax deductible.