



≡ Your Golden Guide ≡ to Fundraising Success

Together we can make every
moment count for sick kids

Gold Appeal

**Gold
Telethon**

Daily Telegraph
Sunday Telegraph



ADSHEL

news local

**SYDNEY CHILDREN'S HOSPITAL
FOUNDATION**

Thank you for joining this year's Gold APPEAL



Gold APPEAL

Gold Appeal is Sydney Children's Hospital Foundation's biggest fundraising campaign. It takes place throughout May and June each year and raises millions of dollars for Sydney Children's Hospital, Randwick. There are heaps of ways to get involved, from hosting a fundraiser to taking on a personal challenge. The whole campaign culminates with our annual Gold Telethon, an all-day broadcast of Hospital stories, celebrities and entertainment acts live on Channel Nine.

Your support will help us to ensure that children have access to world-class care whenever they need it. This means not only providing the very best treatment for children today, but also investing in groundbreaking research that will save and change more lives in the future.

More than 69,000 seriously ill and injured children are cared for at Sydney Children's Hospital, Randwick each year. The Hospital's brilliant and dedicated staff deliver expert medical care to children and families, while the brightest medical researchers look for answers and make new discoveries.

But as our population continues to grow, the demand for our Hospital's services will increase, and more children will need our help.

That's why your continued support is vital.

We need to keep pace with advances in medical technology, and make sure we continue to attract the best and most brilliant clinicians across all fields.

We know there is a challenge ahead, but together we can discover better ways to diagnose, treat or prevent childhood diseases and injuries. Your generosity has an immeasurable impact on families across NSW and beyond, every dollar raised puts us in a stronger position to help sick kids live their healthiest lives.

Thank you!



Together we can help sick kids live their healthiest lives

Thanks to the amazing support of people like you. Our Gold Appeal and Gold Telethon have raised more than \$30 million since the first campaign nine years ago. This has enabled us to purchase vital life-saving medical equipment, support ground-breaking research and fund critical frontline services across all areas of the Hospital. This year, with the help of our generous community, we are hoping to raise over \$6 million for Sydney Children's Hospital, Randwick, and help even more sick kids.

Get off to a bright start

You've made an incredible first step in deciding to raise vital funds for Sydney Children's Hospital Foundation's Gold Appeal. From this point on, we'll be behind 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. Get registered.

NSW fundraising regulations state that any fundraising activity must be registered and approved by us beforehand. Please complete and return the application form at www.schf.org.au/fundraise, or request one via fundraising@schf.org.au or over the phone on **9382 1188**.

2. Get our support

A member of our team will contact you to discuss your event or challenge. If you're looking for inspiration then browse our event ideas on the next page.

3. Get the go ahead

Once your fundraising idea has been approved, we will send you an Authority to Fundraise. This states that you have agreed to our fundraising terms and conditions and are an approved fundraiser for Sydney Children's Hospital Foundation.

4. Get going

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 journey and ensure it's a huge success.

Do something that dazzles

When it comes to picking your golden fundraiser, find something that you love and add a bit of sparkle! If you have a hobby or skill then here's your chance turn it into a dazzling fundraising success. Some popular bright ideas from our other golden fundraisers include:



Be Bold in Gold

Host a fun mufti day at your school or work with a gold coin donation from students and colleagues (consider charging higher 'fines' for those not in colour!)

Dare to Dazzle

See if your boss would be willing to undergo a challenge for the right price! Dare them to spray their hair gold or wear a gold item or outfit all day.

Gold Coin Snake

Invite the kids in your class to bring in gold coins from home. Collect all the coins together to make the longest snake you can make. Boost the funds you raise and add a touch of competition by getting more classes involved.

Silence is Golden

How long can you go without saying anything? One minute, one hour or one day? Pledge to remain silent and get people to sponsor you. If you're a chatterbox, people will sponsor silence.

Go for Gold

Set up a fun obstacle course or physical challenge event at school or work with everyone making a donation to enter to win the golden cup. To make it a family friendly day you could even create a separate course for kids and adults.

Gold star fundraiser at school

Hold a fun event at your school to help us raise funds for sick kids. There's loads of great ideas to holding a successful fundraiser at your school whether it's a mufti-day with a touch of gold, a gold-themed dress up day, best dressed gold classroom, walk-a-thon or other type of 'a-thon', fete or a golden idea of your own.

Gold Party Day at Work

Set a gold-themed dress up day, decorate the office gold with a golden desk challenge or ask people to bring golden treats to sell. Collect donations from those joining in and fines from those who haven't.



Strike Gold

Get into teams and chase after the clues around town on a golden treasure hunt. The golden touch could be in your clues, in your costumes or in your prizes.



All that Glitters is Gold

Add some sparkle to any event, by turning it gold. From dinner parties to trivia nights, your event will be sure to dazzle.

Golden Oldie

Host a karaoke night, where you and your friends can belt out a few hits from yesteryear. Charge your mates for the privilege.



Gold Rush

Make a list of 20 golden or sparkling things around town. Ask participants to pay an entry fee then put them in teams, challenging them to return to base with a picture of each thing on the list! Ask local businesses for prizes to encourage competition.



≡ Do something that dazzles ≡

Gold-a-thon

Create a solid gold Dance-a-thon, Song-a-thon or Walk-a-thon to help raise funds. Participants are sponsored for the number of units of your chosen a-thon. Dress in gold and keep dancing. Invite people to donate and guess how long you'll last. The more, the merrier!

Gold Face Painting

If there's a local fete, street party of market near you then offer your face painting services. Most events will be happy to have you and it's a great way to engage the community. Failing that, you could even ask a local venue if they have a themed night you could do face painting for.



Golden Threads

For one day only let your students or kids pick you a gold outfit and wear it with pride!

Gold Art and Crafts

What's your craft? From painting and drawing, to knitting and creating – as long as it's gold and can be sold. If you know someone who is particularly crafty then ask them to run a workshop so others can pay to learn a new skill.

The Gold Treatment

There's no need to break a sweat with this fundraiser. Have your friends and family over for a day of pampering, give facials or manicures in exchange for a donation – your guests will feel great inside and out.



Goals for Gold

Get your local sporting club involved by raising funds through bucket collections at matches, setting up a raffle with support from local businesses, sponsoring teams for the number of goals they score, holding a BBQ or cake stall or end of season party.

Join Team Kids!



There are a number of Team Kids challenges taking place during our Gold Appeal, including Sydney Morning Herald Half Marathon and Pedal 4 Kids.

Find out more at
www.teamkids.org.au



What your money could do



Gold Appeal

\$50

could help provide a child life therapy session for one child 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 Intensive Care.

\$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 childhood diseases 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.

TOP tips



Gold Appeal

Get others involved!

Working as a team can have a huge impact on your success. Ask your friends, family and colleagues to help you in the planning and preparation of your gold event, making the best use of what each individual can bring to your organising team or committee.

Gold Appeal Visit

The Gold Appeal Mobile will take to the towns around NSW to raise vital funds, promote children's health and create special moments to help sick kids live their healthiest lives.

If you're setting up a Gold Appeal fundraiser, let us know by calling the Community team on **9382 1188** or email fundraising@schf.org.au and we'll see if the Gold Appeal Mobile can stop off in your town!

Visit goldappeal.org.au



Fundraise Online

Your online fundraising page can become your most powerful fundraising tool.

Visit www.schf.org.au/fundraise and select 'Create your Own'.

It's easy to set up and won't cost you a thing. It will help you collect money from your supporters online – reducing the time you spend following up and banking cash donations. Plus your supporters can also leave motivational messages and they will automatically receive a receipt.

Use your page to upload your own images and tell your own story. This is a wonderful way to inspire your supporters and share your journey, plus they can help by sharing your page on social media.



"In the run up to my event I was really busy training in the evenings and weekends. Fortunately I had people around me who could help with fundraising and event logistics which made a huge difference.

I'd recommend getting people on-board early as it builds a bit of a support network. Friends, family and even strangers wanted to help me promote myself, give merchandise to use as prizes, arrange collections, support my event planning – all making an impact on the money I raised."



In 2017, Ben Webster swam, rode and ran 360km non stop from Bondi to Yass in his 'Sharks to Sheep' fundraiser.

Make some noise



Gold Appeal

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 a noise!

For more information email fundraising@schf.org.au

Get Social

Keep your network in the loop with regular posts, tweets, training updates and milestones. 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 let us know what you need!

- Posters
- Stickers
- Balloons
- 'Thank you' certificates
- Collection tins or buckets
- Branded running and cycling tops
- Patient stories to inspire your friends and family to support you
- Facts about Sydney Children's Hospital, Randwick.

Spread the word

Start off by emailing your contacts with a link to your fundraising page. If your work place 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 you need. Please don't hesitate to contact us on **9382 1188** or email fundraising@schf.org.au



Join us!

We'd love you to join our social networks.

Please tag us in your updates so we can keep in touch. [#goldappeal](#) [#goldtelethon](#) [#goldmoments](#)



Step by Step Checklist



Gold Appeal

1. Get registered and return your paperwork...

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 within this guide on the easiest and most effective way to raise funds.

3. Choose your gold activity

If you need some inspiration you can find a range of ideas in this guide. Or sign up for a challenge at www.teamkids.org.au

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

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

Account Name: Sydney Children's Hospital Foundation

BSB: 062-000

Account: 13855733

Reference: Your Authority to Fundraise number

Send us a cheque:

Please make any cheques payable to Sydney Children's Hospital Foundation Pty Ltd. Post them to us at The Community Fundraising Team, Sydney Children's Hospital Foundation, Locked Bag 2005, Randwick NSW 2031



Authority To Fundraise

Before you start, you must register for your Authority To Fundraise. Please visit www.schf.org.au/fundraise to complete your application.

Terms & 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 the Sydney Children’s Hospital Foundation’s insurance does not cover this.

Logo use & branding

Once we have confirmed your Authority to Fundraise, we will supply you with a Proudly supporting the Foundation’s logo and guidelines on how to use it. Please do not use any other Sydney Children’s Hospital, Randwick or Foundation logos.

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. 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

1. Do I need permission to fundraise?

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

2. Are there any fundraising rules I need to know about?

There are rules for fundraisers to protect you, your donors, and Sydney Children’s Hospital 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.

3. 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 yet received this please email fundraising@schf.org.au

4. What does the money go towards?

All funds donated are used to support the Sydney Children’s Hospital Randwick most urgent needs to deliver the best possible clinical care and groundbreaking research. Some inspiring examples can be found within this guide.

5. 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.

6. Can Sydney Children’s Hospital Foundation attend my event or provide a guest speaker?

Our busy clinicians and nurses are hugely appreciative of any fundraising efforts and can occasionally make themselves available. Patient care must always come first and we are mindful of their limited availability, but if you feel your event would benefit from a guest speaker then please email fundraising@schf.org.au

7. How do I deposit the funds I have raised?

See the checklist within this guide for information on how and when to deposit your funds.

Thank you
for your efforts
and support!

Contact us!

We're here to support you every step of the way so if you have any questions please get in touch. Remember to watch Gold Telethon on Monday 11 June on Channel 9.



Call: 1800 244 537



Email: fundraising@schf.org.au



Go online: www.schf.org.au/fundraise

