

Epworth  
Medical  
Foundation



# Your guide to fundraising

for your Epworth Medical Foundation Charity Challenge



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# Introduction

Thank you for taking part in this exciting Epworth Medical Foundation Charity Challenge. This will be a once-in-a-lifetime journey for you, filled with cultural experiences, beautiful scenery, delicious food and loads of laughter... as well as a healthy dose of good exercise and fresh air!

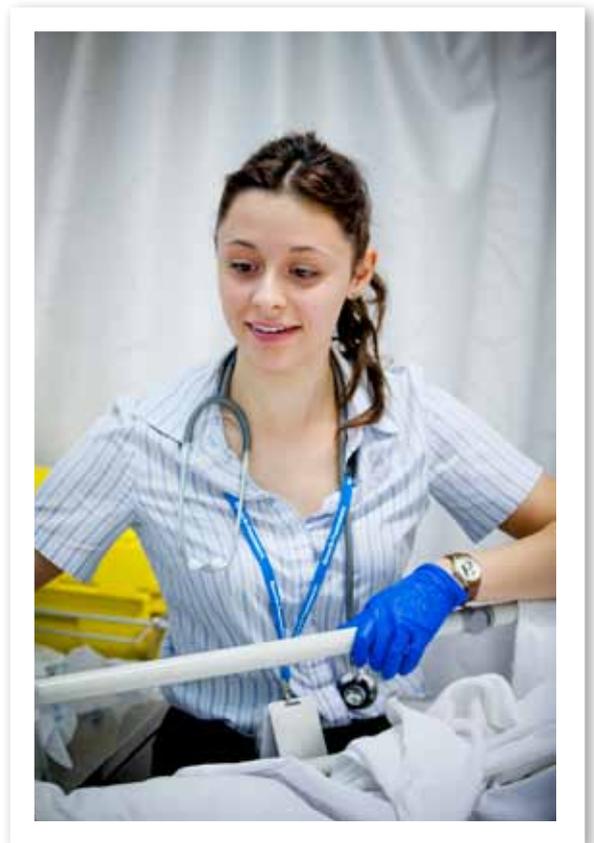
But as you know, there is more to this adventure than just a holiday. With every mile you cover, you will also be helping to raise vital funds to support patients at Epworth HealthCare.

You may not realise it, but donations and fundraising events like this Charity Challenge are essential to maintaining the world-class care we provide at Epworth. Funds raised by Epworth Medical Foundation pay for:

- Half of all new medical equipment purchased at Epworth
- At least 80 percent of all medical research, and
- 100 percent of many of our patient services, such as the Accommodation Support Grants and Cancer Survivorship Programs

In addition, philanthropy helps us pay for new buildings and facilities, room refurbishments, and advanced education and training for our nurses.

All this means that patients at Epworth can be confident that they will continue to receive the best possible care, from many of the world's leading specialists, with access to cutting-edge equipment and facilities, in state-of-the-art comfort, and with early access to groundbreaking research trials and discoveries.



*Thank you!*



# Understanding fundraising

From school fetes to Girl Scout cookies, and child sponsorships to chook raffles, fundraisers have been around for as long as there have been people who need our help, and other people willing to do something to lend a hand.

Don't be daunted by the idea of 'fundraising' for your challenge. There are plenty of ways to raise the money you need, and plenty of resources to make it easy. You can tailor your fundraising activities to your own interests and talents.



## ***The most popular types of fundraising activities include:***

- **Sponsorships** (asking friends, relatives, local businesses etc to donate some money or goods to help you meet your fundraising goal)
- **Events** (hosting an event to which people buy tickets or purchase things, such as a golf tournament, movie night or even a meal in your own home)
- **Sales** (selling things you've made at a market stall, selling chocolates or cupcakes at the office, holding a sausage sizzle)
- **Competitions** (could include conducting a raffle, with prizes either sourced yourself or from sponsors who are willing to donate goods rather than cash)

In this kit, we will cover how to go about each of the above fundraising activities, helping you understand the why's and wherefore's to be sure you can host a successful and stress-free fundraiser, and raise the money you need to take part in this challenge.

In addition, we will point you in the direction of powerful tools and resources designed to help you with your fundraising. These include a dedicated online fundraising provider (Everyday Hero) with the ability to solicit online donations and communicate with your supporters; guidelines for using social media; and (if you are an Epworth staff member) guidelines for using salary packaging for the cost of your travel.

# Fundraising tools & resources

A number of tools and resources are available to help you reach your fundraising goal. These include:

## Everyday Hero

**Everyday Hero is a website designed specifically to help you raise money for charitable causes. It is one of the most effective and easiest ways to fundraise.**

You can set up your own Everyday Hero page for free, on which you can explain what you are doing and where the money goes.

People will be able to donate to sponsor you on your challenge directly through your Everyday Hero page, saving you all the administration and paperwork (they'll even send tax receipts to all your supporters) enabling you to track the progress of your fundraising towards your goal.

### **Here's how to set up an Everyday Hero page:**

- Write a few lines about why you are taking part in the challenge together with a call to action for friends and colleagues to support you
- Provide an electronic image of yourself to use on your Hero page
- Email the script and image to [Kathleen.Lambrick@epworth.org.au](mailto:Kathleen.Lambrick@epworth.org.au) together with your contact details (name, address, telephone, email, date-of-birth) and the challenge that you are taking on

We will then send you the link to your personal Hero page which you can forward by email to your friends and colleagues or share on social media (such as Facebook and Twitter) asking them to support you. We will also send you your account details so that you can log in and manage your Hero page yourself.

You will receive an email message each time anyone makes a donation. Supporters can leave a message of support together with their donation. If you wish you can reply in response to their donation by logging into your account.

Donors can also support you by other methods such as by cheque or cash if they prefer. We can design a personalised fundraising appeal for you for this purpose. These gifts can then be added to your Hero page as offline donations. Simply log into your account, click on '**Add offline donation**' and complete the donation details.

All donations whether online or offline will be tallied against your fundraising target. These will then be accumulated with your comrades that are also taking part in the challenge to make a campaign total for the group.

For further information on how to use Everyday Hero contact **Kathleen Lambrick** in the Epworth Medical Foundation on phone 03 9426 8170 or email [Kathleen.lambrick@epworth.org.au](mailto:Kathleen.lambrick@epworth.org.au)

## Salary packaging

**If you work for Epworth HealthCare or another not-for-profit organisation, you may be able to salary package the trip component of your challenge.**

Simply provide your salary packaging provider with a copy of your receipts for the deposit and the balance of your trip component (together with your salary packaging number) and they will salary package 75 percent of the total as a packaged holiday (venue and entertainment) from your gross salary providing a significant tax saving.

For Epworth employees, the contact is **Celia Lewis**, Advantage Salary Packaging, PO Box 8480, ARMADALE VIC 3143, email [celia@salary.com.au](mailto:celia@salary.com.au) or phone 03 9822 3455.

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**Fundraising seemed very daunting at first but we soon found out it is a lot of fun!** Pairing together made it a lot easier, not only by sharing the workload but also by reaching a wider group of people. The key for us was networking and with Facebook and social media it was easy. Our Trivia Night and Barefoot Bowls became a social outing whilst raising funds for a good cause. Cheap and cheerful attracted more people and when they enjoy themselves, they dig deeper. We definitely exceeded our expectations and it hasn't been hard work. Our tips for future fundraisers is to keep it fun, use your networks, spread the word and don't be afraid to ask! The success of your event will make it worthwhile.

Sarah Mackenzie & Cassie McKenzie

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## Social media & digital networks

**If you choose to seek sponsorship or run events and sales to raise the funds, don't forget to use your online social networks to spread the word about your fundraiser.**

Create links to your Everyday Hero fundraising page and post them on all your social media profiles. Write to your friends and ask them to share your page. You'd be amazed how effective this is in spreading the word.

### • Email

Send an email to all your friends and family, briefly explaining what you are doing and inviting them to sponsor you. The easiest way for them (and you) to do this will be to include a link in your email to direct them to your personal Everyday Hero page

### • Facebook

There are many ways to use Facebook to spread the word about what you are doing and seek support from your friends

- Write a Facebook Status Update asking for support and linking through to your Everyday Hero page
- Create a Facebook Event and invite all your friends and contacts to it. This might be an actual event that you are planning, such as a fundraiser or sale, or it might be to your challenge. Make sure you give people a straightforward call-to-action (eg. to sponsor you or attend your event), and provide or link to more information, such as where the money goes and what a great thing you'll be doing
- If you're planning on undertaking this challenge with friends, or if you are doing so with the support of a number of friends, consider creating a Facebook Group that everyone can join. In this group you can update your friends on your fundraising progress, any events you might be holding, and later, how your actual challenge is going

### • Twitter

Let your Twitter network know what you are doing, being sure to include a call-to-action by linking to your Everyday Hero page.

Twitter works best if you post more than once, at different times of day, to ensure that different people who are online at different times can see your message. Don't just repeat the same message, share it in different ways.

While it's worthwhile using Twitter, the truth is that you are not likely to receive sponsorships from complete strangers, so focus on the people who know and care about you. However, if you plan on selling things to raise funds, or hosting public events such as sausage sizzles or movie screenings, make sure you spread the word on Twitter, and ask your followers to share the news about your event with their followers.

### • Instagram

If you're selling something to raise funds for your challenge, share photographs of it on Instagram and make sure you provide information on where people can buy it. Instagram is all about hashtags (it has been said that using Instagram without hashtags is like using X without Y), so make sure you use hashtags that relate to the product you are selling, to the charitable nature of your sale, the location (if it is at a physical place like a market), etc.

If you are hosting a public event for your fundraiser, post photographs as advertisements, and make sure your hashtags relate to the location as well as well as the subject-matter and the charitable nature of the event.

# Helpful ideas for fundraisers



Sonika held a soccer tournament to help raise funds for cancer services at Epworth where her mum was treated for breast cancer

When it comes to raising funds for your Charity Challenge, try to make it fun for yourself. Choose an activity that you enjoy, and that you do well.

If you're good at craft, consider a stall at your local market. If you bake a mean Christmas cake, consider making a few more to sell this year. If you love your sport, how about hosting a golf, tennis, barefoot bowls or ten-pin bowling tournament?

No matter how you decide to conduct your fundraiser, we will help you make it smooth and stress free. Here are some tips.

## *Benefits you can offer sponsors*

Whether you are approaching personal or business sponsors (or both), you will not be coming empty handed. You are in a position to offer them a number of benefits in return for their donations:

- Tax deductibility on all donations and sponsorship gifts made
- Option to be put on the invitation list for Epworth Medical Foundation events, such as seminars, specialist presentations, and facility tours

## 1. Sponsorship fundraisers

**Seeking sponsorships is one of the most straight-forward and cost-effective ways of raising charitable funds. After all, you don't need to buy anything, bake anything or organise anything in order to raise the money. All you need to do is ask.**

Don't be shy! Many people are uncomfortable with the notion of asking for money but, on the other hand, most people actually want to give, if we simply give them the opportunity. Over and over again when surveyed, the #1 reason why people say they don't give to a charity is simply because nobody asked.

- a) Ask your friends to donate to help you reach your fundraising goal. Your Everyday Hero page will be a great help with this, as they can donate online with just a few clicks (we explain how to set this up on page 5)
- b) Create an 'a-thon.' Most of us remember the walk-a-thons and read-a-thons of our school days. Figure out how far you'll be walking or cycling and ask people to sponsor you on a per-kilometre basis
- c) Approach local businesses and invite them to donate towards your fundraising goal. Think about ways that you might be able to 'sweeten' this offer a little, by providing them with some form of public recognition for their support. Depending on what is available to you, this could mean putting up 'thank-you' signs in the community, recognising and thanking them on social media, or even wearing 'sponsored' t-shirts during the challenge

- Option to receive regular updates on how philanthropic funds are being used at Epworth, via the Foundation's newsletter Epworth Examiner
- Opportunity to follow your journey (and leave comments) in real time via updates and photographs provided by you and your fellow challengers on our official Charity Challenge blog
- The knowledge that their support makes a direct and positive impact on patients at Epworth, helping to fund vital services and equipment

## 2. Event-based fundraisers

You may choose to get all your fundraising over in one or two events. This has the benefit of not dragging things out, but on the other hand, you need to be sure that your event(s) will raise you enough funds to make them worth your while.

**Events can be a lot of fun. Here are some ideas you might want to try:**

- a) Organise a sporting tournament, such as a golf, tennis, barefoot bowls or bowling day. Charge individuals or teams a minimum donation to enter
- b) Host a wine and cheese night in your home. Charge a minimum donation for entry, reminding everyone that the money goes to a good cause
- c) Hold a trivia or games night. This could be a small event in your home with a few friends, or you could talk to a local organisation such as a church or a pub to see if you can draw a wider crowd to your event. Charge a minimum donation to enter



- d) Put on a simple sausage sizzle at your next sporting event or at your local Bunnings or supermarket on the weekend. Seek approval from the relevant authority before you start. You'd be surprised just how tempting the smell of sausages on the BBQ can be, at any time of day! Ask local butchers to donate the meat to maximise your profits
- e) Ask your local movie theatre if they will provide free or discount movie tickets and host a special charity movie night
- f) Organise a special fundraising training walk/run/ride. Charge everyone a minimum donation for entry, and see if you can talk a local business into donating some prizes to encourage more people along

### Up-sell your event

**Often you can increase your income from an event by adding extra sales or activities. For example you might run a raffle, sell products or services or hold an auction on the day**



## 3. Sales-based fundraisers

Sales based fundraisers could include anything from specially-sourced charity goods to sell (like chocolates) to baking your own cakes to sell to family, friends and colleagues, or opening a temporary stall at a local market. Here are some of our ideas.

- a) Bake a host of cakes, slices and biscuits to sell at work, your children's schools and anywhere else you frequent. Perhaps some of your friends would also be willing to cook up their specialties (jams and chutneys anyone?) and you could host a temporary stall together at a market, or outside the local supermarket. There are some regulations with regard to the sale of perishable goods which we must comply with. For further information go to [www.health.vic.gov.au](http://www.health.vic.gov.au)
- b) Sell your skills creatively. Do you sew? Offer repairs or tailoring to colleagues, friends, and through community groups. Are you a writer? Offer your editing services in the same way. Think outside the square. Advertise your goods and services in any groups you're part of, as well as on community boards and among friends
- c) Partner with other companies. Many large companies, such as chocolate and sweet companies, have a fundraising component to their business. Normally this means providing you with cheaper-priced goods that you then sell for a profit. We can't recommend one company over another to you, but if you search the Internet for 'charitable chocolate sales' (or whatever item it is you hope to sell) in your city, you will be able to find some options
- d) Join your local market. If you have anything to sell (be it baked goods, preserves, paintings, craft, sewing, household bric-a-brac or anything else), make sure you accumulate enough and then rent space at one of your local markets. Be sure to create signs for your market table to let people know the profits go to charity. There are some regulations with regard to the sale of perishable goods which we must comply with. For further information go to [www.health.vic.gov.au](http://www.health.vic.gov.au)

**I went on the walk along the Great Wall of China to raise funds for the Oncology Unit in honour and memory of my Dad, who we lost to oesophageal cancer in 2013.** I hosted a Pop Up Market and Art Gallery in my home. I contacted local artists who contributed a range of artworks for sale. Each artist nominated a donation amount should the piece be sold. Many donated the entire sale price. I also sourced a number of boutique sellers to make up the market. I charged them a fee to be involved and many donated a percentage of their income from the day. Goods on offer included candles, cushions, scarves, jewellery, make-up, haircare, fashion, stationery, plants and flowers. Each trader offered a product for raffle which we sold tickets for on Market Day. Fabulous friends and neighbours made cakes and treats for a cake stall which was a huge success. And a friend put me in touch with a Coffee Cart operator who kept us going all day (it was freezing!) and donated 30 cents from every coffee he made. On the day we asked for a gold coin donation from guests and many were more than generous. In all, the Pop Up Market raised an extraordinary \$8000 and was a hugely rewarding experience.

Nicki Lever



**I think of my fundraising journey and my time walking on the Great Wall often, and have gained an extremely valuable lesson from them both.** You don't need to know all the steps to achieving a goal you set before you start. You just need to know how to make the first step, and then trust that you will have what you need to make the second, and then each successive step as it presents, appreciating that every step has value. That is how I raised over \$10,000; that is how I walked the Great Wall of China. That is how I would suggest that all great journeys are accomplished.

Margaret Duncan

## 4. Competition fundraisers

Organise a raffle. This can be done in its own right, or as part of a fundraising event. Try to get all the prizes for your raffle donated. This will involve a bit of leg-work, visiting or calling local businesses, but that way all the profits will go to your cause. Give books of raffle tickets to all your family and friends and ask them to sell tickets throughout their own networks.

Try to source raffle prizes from your own networks or local businesses etc, who may be better placed to give you prizes than actual money. Make sure you publicly thank them and acknowledge their support.

Raffles are classified as 'gaming' and are subject to regulations designed to protect the consumer, and the people conducting the gaming. The regulating agency in Victoria is the Victorian Commission for Gambling and Liquor Regulation.

Raffles whose total prize value exceeds \$5,000 in value must obtain a permit from the Commission. Further information is available at the VCGLR website at [www.vcglr.vic.gov.au](http://www.vcglr.vic.gov.au) telephone 1300 182 457 or email [contact@vcglr.vic.gov.au](mailto:contact@vcglr.vic.gov.au)

# How to host a fundraising event

*If you're not sure where to start, use the following guidelines to run your event from start to finish.*

## Step 1: Choose your fundraiser

Brainstorm ideas, based on what you're good at and what you enjoy. Talk to your family and friends about what they think might work, and how they might want to be involved. Use the ideas in this kit for inspiration.

Remember: a fundraiser doesn't have to be a one-off event. Maybe you're a great cook, can sew up a storm, or give a mean pedicure. You can sell your wares or services at local markets, community fetes, or even through your existing business

## Step 2: Seek permissions

Australia has laws governing fundraising activities to ensure that both the event host (you), the sponsors and the charities are protected.

You will need to complete the form in the back of this kit and send it in to Epworth Medical Foundation. Once we receive your form and approve your event, we will send you an Authority to Fundraise certificate that gives you legal permission to collect money on our behalf.

You may need to seek public liability insurance for your event. Events organized by staff at Epworth HealthCare can apply to be covered under the Epworth HealthCare policy. Please contact us if you require public liability cover for your event.

## Step 3: Choose the best date

When choosing the date for your event or sale, try to be strategic and select a date that will maximise the number of people that can attend.

- Talk to your family and friends to make sure it doesn't clash with their calendars – they are your biggest fans and greatest supporters
- Check online and community noticeboards for other events around the same time that might clash with yours
- Browse websites that focus on similar events in your area, to once again make sure your date doesn't clash with anything that will compete

## Step 4: Invite sponsorship

To maximise the financial return of your fundraiser, invite local businesses and other corporate supporters to sponsor your event. You might ask them to donate prizes for you to raffle or auction, provide food or other goods you plan to sell at your fundraiser, let you use their space or facilities for free, or help advertise your event by placing posters in their windows or printing advertising material.

Browse our information on fundraising ideas in this kit for benefits you might be able to offer sponsors, to sweeten the deal.

# How to approach sponsors

**Get personal:** the best way to seek sponsorship is to make your request in person. Don't hide behind technology if you're going to ask someone for money. Show them the respect of approaching them face to face, and show them the warmth of your friendly smile. If this challenge means something to you personally (for example if you're taking the challenge on behalf of someone you care about who is unwell, or because you have battled serious illnesses yourself), it's great to share your personal story so that people understand why you are doing this and what it means to you.

**Know your stuff:** be ready to explain very simply what you are doing, where the money will go, and what it is you are asking for. Keep it short and simple – people are busy – and don't weigh your request down with too much information. You can always provide extra information if they ask.

**Start with friends:** if you know people in local businesses who might be able to help, start with them first. That way you can practice on people who know you, and you have a better chance of receiving a "yes." Then when you begin to approach businesses who don't know you, you can hopefully show them that other businesses are already providing their support (giving you legitimacy).

**Be considerate:** before you walk up to a business and ask for their support, think about the best time to approach them. If you're going to ask a local café for help, don't try to make the ask in the middle of their lunch rush. Ask to speak to the owner or manager and if they are not available, ask what the best time might be for you to return. Perhaps they will suggest you contact them later by phone or email: if that's the case, then it's ok to break the "go in person rule." Just make your call or send your email as soon as possible, before they forget about you.

**Ask the boss:** talk to your employer and ask if they might be interested in sponsoring you in any way. Perhaps they could agree to match any funds you raise, or provide goods, facilities or other expertise to help you out.

## Where the money goes

**Philanthropy has always been central to Epworth's goal of providing our patients with the best possible care. For example, donations fund more than half of all new equipment purchases in our hospitals, and more than 80% of all research.**

Donations also make possible world-class new facilities, significant capital growth, and compassionate support programs to help patients and their families cope emotionally and financially with a difficult diagnosis and treatments.

## Equipment

Fundraising is used to purchase world-class, state-of-the-art equipment to ensure our patients receive the best in medical and technological advances to aid their recovery.

## Patient services

Epworth maintains several donor-funded programs that help patients who are struggling financially to travel to their appointments, recover from traumatic medical events, and cope with the emotional side of serious illnesses like cancer.

## Buildings and facilities

It is essential for our patients' wellbeing that our hospital facilities continue to represent best practice in both comfort and care. Donations enable us to invest in the latest technologies, world-class operating facilities, and the most nurturing environments for patients and their families to rest and recover.

## Research

Donations help support practical research that gives Epworth patients access to cutting-edge, global discoveries in medical treatments, preventions and cures.

## Education and training

Epworth is committed to educating the next generation of medical professionals, and helps train more than 2,000 students at any one time. Donations helped to fund the world-class new Simulation and Education Centre facilities; as well as a suite of prestigious endowed scholarships plus other training opportunities for staff.

## Authority to fundraise

If you are holding a raffle or event in support of your challenge you will require an Authority to Fundraise from the Epworth Medical Foundation to fundraise on our behalf. You may also need an Identification Badge. If you are a staff member your staff ID will suffice.

**To apply for an authority to fundraise please complete the form below and return to the Epworth Medical Foundation.**

Name: .....

Address: .....

.....

Email: .....

Mobile: .....

*I am participating in the following Epworth Charity Challenge:*

.....

*I am writing to request an Authority to Fundraise for the following activities:*

.....

.....

.....

.....

.....

*Please return to:*

Epworth Medical Foundation

Reply Paid 84307  
89 Bridge Road  
Richmond VIC 3121 Australia

Phone: 03 9426 6359  
Fax: 03 9427 9253  
Email: [emfevents@epworth.org.au](mailto:emfevents@epworth.org.au)  
[www.emf.org.au](http://www.emf.org.au)

