

Fundraising Kit



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If you need any information regarding fundraising for the Good Friday Appeal, please contact:

Jac Fletcher
Fundraising Manager
contact@goodfridayappeal.com.au
03 9292 1166



About us



Each year the Good Friday Appeal brings together people from across the community to raise much needed funds to support the staff, patients and their families at The Royal Children's Hospital.

The strength of the Good Friday Appeal lies with the thousands of people who volunteer their time, expertise and creativity to organise fundraising activities throughout the year.

It is thanks to the support of the community that the Good Friday Appeal continues to grow whilst maintaining and respecting its long and proud 85 year history. Together, more than \$310 million has been raised to support the incredible work of the hospital.

The year round activities of the Good Friday Appeal lead up to an all-day telethon, broadcast live across Victoria on Good Friday and supported by the Herald Sun, Channel 7, MCEC, 3AW and Telstra.

We are so thankful for the community in maintaining and continuing the legacy of the Good Friday Appeal and making it what it is – the people's charity.



Fundraising for the Good Friday Appeal

Our incredible fundraisers make a difference to the lives of children at The Royal Children's Hospital. No matter what type of fundraising you want to do, big or small, we can help you along the way. If you are stuck for an idea, here are some tried and tested ideas to get you started.

Online donations

Are you ready to challenge yourself?

You might want to climb a mountain or give up chocolate. Set up a giving page and ask your family, friends and colleagues to support you. The best part about your giving page, every donor is sent a tax receipt and you never have to chase up payments – it is all managed for you.

Set up your giving page - www.goodfridayappeal.com.au.

Hold an event

An event can be a great way to bring your community together. Simply charge an entry fee as the donation.

Easter Egg Hunt: Hold an Easter Egg hunt at your office, school or sporting club.

Golf Day: Corporate or private - always a great fundraising day.

Karaoke: Discover the inner talents of your workmates, family and friends at a Karaoke Talent.

Quest! Charge a participation fee and ask local businesses to donate prizes.

Film night: get your community together to watch a film - you can even sell popcorn as a fundraiser.

Trivia Night: A classic fundraising idea that's sure to be a hit! Include an auction and raffles throughout the night.

Get sponsored

Sponsorship is a great way to have fun and involved your friends, family and community in your fundraising. There are so many things you can do.

Run for the Kids: Enter Victoria's biggest fun run and help the kids at the same time! Sign up at www.runforthekids.com.au.

Line Dancing marathon: Encourage members to get involved - and ask family and friends to sponsor you.

Stair Climb: Grab a group of friends or workmates, create your own event and seek sponsors for your efforts.

Dress-up or down!

Having a dress-up day and asking for a gold coin donation is an easy and fun way to support the patients at The Royal Children's Hospital.

Pyjama Day: Hold a PJ Day at your school.

Casual Dress Day: Nominate a day each week/month to wear casual clothes for a donation.





Host a collection container

If you would like a Good Friday Appeal collection container delivered to your workplace or school, please call our office on (03) 9292 1166 during business hours.

When you're ready to have your container collected, please call our office on (03) 9292 1166 during business hours.

Please note: Good Friday Appeal collection containers can only be opened by authorised representatives of the Appeal. Once collected, we open, count your funds raised and send you a receipt of your fundraising contribution. We are unable to provide Good Friday Appeal containers to personal addresses.

Sell things

This can be a great way to get everyone involved - people will be more than happy to clear out their cupboards or eat something yummy to help the hospital.

Art Sale: Students can auction off their artwork to parents as part of an art exhibit at school.

Book Sale: A great way to get rid of those old books.

Hot Cross Bun Drive: At work or at school. Invite your local baker to get involved.

Lamington Drive: Everyone loves Lamingtons! Hold a drive at work or at school.

Garage Sale: Involve the whole street ... your trash could be someone else's treasure.

Hold a sausage sizzle: A great way to raise money at your school or workplace.

Hold a competition

Lots of people will be willing to trade a gold coin for a chance to win a prize.

Coin Line: Encourage workmates or students to contribute a gold coin and see how far you can get around the building or playground.

Jelly Bean Jar: Ask people to guess how many jelly beans in the jar for a gold coin donation.

Money Tree: Draw the outline of a tree and encourage workmates/students to fill in the outline by sticking gold coins to it.

Footy tipping: Instead of prizes for the winners, why not donate the participation fee?

We also know that our fundraisers come up with inventive and creative ways to bring together their communities. When you have your idea ready please fill in our fundraising form at www.goodfridayappeal.com.au

Hold an event

The Good Friday Appeal supports people from all across the community who want to make a difference to the patients in The Royal Children's Hospital care. In the past year, more than 250 official fundraisers raised more than \$1 million dollars to support various programs and equipment at the hospital. By hosting your own event your only limitation is your imagination but we are here to help with lots of tips, tricks and resources.

How to get started?

1. Choose a fundraising idea and a date that works best for you.
2. Come up with a way you'll get your message out there, we have provided some tips to get your family, friends and colleagues excited.
3. Tell us about your event and we can send you our fundraiser resources including posters and online resources. It is quick and easy, just fill out this online form and we will be in touch.
4. Hold your event and let us know how you go. We can organise certificates for your supporters and help you with celebrating your success.

How will your event raise money?

From the beginning, think about how your event will raise funds to support the kids. Here are some ideas to get you started:

Ticket sales: Charging an entry fee to your event is a simple way to collect funds.

Hold a raffle: Raffles are a fun and affordable way for people to be able to donate at your event and they might win.

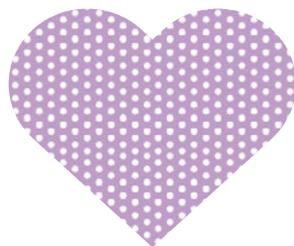
Sell food: Sausage sizzles and cake stalls are easy and have a high profit margin.

Include market stalls: Charge stallholders a fee and donate the fees to the Good Friday Appeal.

Event Costs

We understand that holding events incur costs such as event hire, entertainment, staff and marketing. Please deduct necessary expenses from the proceeds you raise, make sure you keep appropriate records. Please ensure your expenses do not exceed 30% of your profit.





What are your safety responsibilities?

We are so thankful you are fundraising for the Good Friday Appeal and your safety and wellbeing is our priority. Please ensure you adhere to all laws and health and safety guidelines when organising and holding your event.

Things to keep in mind:

When you are holding an event that involves the public, you are required to ensure that Public Liability Insurance is in place. Check with the venue whether your event is covered under their Public Liability Insurance or whether you are required to obtain your own.

As the organiser of an event, you need to be aware of relevant government rules and regulations. Check with your local council as to whether you require any special permissions or permits.

Find out if you require a Working With Children check - <http://www.workingwithchildren.vic.gov.au/home/about+the+check/who+needs+a+check/>

If you are selling food (sausage sizzles, cake stalls, fairy floss etc) you may be required to obtain a Food Handling Certificate. Check with your local council or governing body.

If your event involves selling raffle tickets, please read the legal requirements on holding a raffle in Victoria - <http://www.vcglr.vic.gov.au/home/gambling/new+applicants/community+and+charitable+gaming/raffle+frequently+asked+questions>

Managing money

The simple way to keep good financial records is to file all receipts, deposit slips and any other relevant financial information in a plastic folder for security and quick reference.

Always ensure you have two people present to count any money raised.

Once you have collected all funds raised, please deposit into your nearest National Australia Bank using the following account details:

BSB: 083-019 Account Number: 51-513-1712

Account Name: RCH Good Friday Appeal

Your reference: FPA ****/***** (found on your Authority to Fundraise certificate)

Don't forget to ring on Good Friday to pledge your amount raised.

Running a raffle

One of the most effective ways to raise funds is to hold a raffle. If you have lots of customers coming through your doors or people coming to your event, then this can be a really successful fundraising tool. The steps below will guide you through conducting a raffle.

1. Familiarise yourself with the legal requirements of holding a raffle in Victoria (see table).
2. Prizes - choose a prize(s) relevant to your customers or relevant to the time of year, for example, an Easter Hamper.
3. Determine the ticket price - the Good Friday Appeal can supply \$2 and \$5 tickets which we encourage you to use but this is not compulsory. When setting the price, keep in mind that it needs to reflect the value of the prize.
4. Pick your timing - we recommend holding your raffle in the lead up to Good Friday to take advantage of the heightened awareness of the Appeal in the community at the time. This should make selling tickets a bit easier.
5. Register - once you have decided the above, register your fundraiser with us. Follow this link to complete the simple online form. Once your fundraiser is approved, you will receive all of the fundraiser resources needed to make your raffle a success.
6. Promote your raffle - create a poster or use social media – get the message out there so you can sell as many tickets as possible.
7. Draw - draw the raffle, notify the lucky winner(s) and award the prize(s).
8. Deposit your donation - Using your FPA reference number (listed on your Authority to Fundraise) deposit your funds into our NAB account.
You will then receive a receipt and a certificate acknowledging your fabulous support!

For further details on conducting a raffle, please go to: <http://www.vcglr.vic.gov.au/home/gambling/new+applicants/community+and+charitable+gaming/raffle+frequently+asked+questions>

REQUIREMENTS TO RUN A RAFFLE IN VICTORIA

If you are planning to sell raffle tickets on the day you draw the raffle and your total prize value is under \$5000, you are not required to have a permit or printed tickets under Victorian law. You can simply use a common raffle ticket book, available from most newsagents and stores.

If you are selling tickets for days/weeks prior to the draw date and your total prize value is under \$5,000, you are required to have printed tickets. The easiest way to do this is to request Good Friday Appeal raffle tickets and then have a stamp or stickers made up with all the relevant details (see below).

Printed ticket details include prize details and values, raffle draw date/time, raffle draw location, winner notification date and winner notification details ie. how winner will be notified

If your total prize value is \$5,000 or more, you are required to obtain a permit. Please speak to a Good Friday Appeal team for further details. Here's a table that outlines all of the requirements.

Prize pool	\$500 or less	\$5,000 or less	Over \$5,000
Is a permit required?	No	No	Yes
Is the number of tickets available for sale limited?	Yes, the total value of tickets available for sale must be not less than twice and not more than six times the total value of the prizes	Yes, the total value of tickets available for sale must be not less than twice and not more than six times the total value of the prizes.	Yes. It must not exceed the number authorised by the permit.
Are we required to have printed tickets?	No	Yes	Yes
Do we need to collect ticket purchaser's details?	No	Yes. Ticket sellers should obtain enough information to be able to identify the winners.	Yes. Ticket sellers should obtain enough information to be able to identify the winners.
How long can we sell tickets for?	One day, or within an eight hour period.	No longer than three months.	For the period authorised on the permit. A permit will not be issued for a period exceeding 12 months.
When does the draw have to occur?	On the same day as the ticket sales, or within an eight hour period.	On the date printed on the tickets, which must not be more than 14 days after the date of the proposed last ticket sales.	On the day authorised by the permit.
What method must we use to draw the raffle?	The method of draw must allow each ticket a random and equal chance of winning.	The method of draw must allow each ticket a random and equal chance of winning.	The method of draw must allow each ticket a random and equal chance of winning.
We cannot locate the winner, what should we do?	If a winner does not come forward within a reasonable amount of time following the announcement of the winning number a redraw must occur.	Contact the VCGLR by phone on 1300 182 457	Contact the VCGLR by phone on 1300 182 457
What records must we keep and for how long?	You must keep a record of the distribution of funds and prizes for three years.	You must keep a record of the distribution of funds, details of tickets printed, and prizes for three years.	You must keep a record of the following for three years: - how were the tickets sold - how the sales were publicised - name of entrants - how many tickets were sold (to be person) -how many tickets were returned (from each person) - how much money was remitted - when and how the raffle was drawn - names and addresses of winners description (including retail value) of the prizes

Marketing your fundraiser



Using the Good Friday Appeal logo

The Good Friday Appeal has a long and proud history and is a well known brand across Victoria and beyond. Once you have been authorised as a fundraiser you will receive the Good Friday Appeal official supporter logo which can be included on your marketing materials. When you use the logo you will need to have it approved by the Appeal office before you print or publish flyers, tickets, websites etc.





Get social

Do you want to get your story out there? Here are some simple tips and tricks to get noticed on social media.

Facebook

Facebook is a great way to keep everyone in the loop about your fundraising.

Tips and Tricks

Tell us your story on our website. Celebrate why you've decided to fundraise for the Good Friday Appeal.

Update your status with news about your fundraising so it appears on your friends Facebook timelines

Post photos, videos or live stream your event

Thank everyone on Facebook after your event

Like our Facebook page - www.facebook.com/GoodFridayAppeal

Twitter

Twitter is a great place to share your story and tell everyone about your fundraising. Ask your friends to retweet you. We know our fundraisers come up with weird and wacky ideas. Your news might spread fast!

Tips and Tricks

Tell people what you are up to. For example, I'm running the Tan for @GoodFriAppeal next week include a link to your fundraising page

add photos or videos to make your tweet stand out

follow @GoodFriAppeal on Twitter and use #GoodFridayAppeal in your tweets

Instagram

Instagram is a very visual way to share your fundraising. Taking photos and sharing your preparations, fundraising and celebrating your success is easy on Instagram

Tips and Tricks

take a photo and tell people what you are up to.

include a link to your fundraising page

at your event you could create a story to show

on Good Friday we will be publishing regular tally updates please share and like on the day.

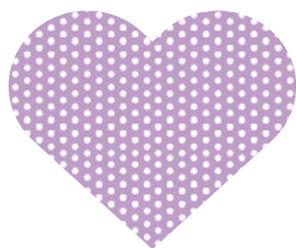
follow us - <https://www.instagram.com/goodfridayappeal> on Instagram and use

#GoodFridayAppeal in your posts

Fundraiser Checklist

- ▣ Read this fundraising kit
- ▣ Decide on an idea, date, time, location and fundraising element
- ▣ Register your fundraising idea online
- ▣ Organise any permits or permissions you might need
- ▣ Seek supporters or sponsorship
- ▣ Draw up a budget
- ▣ Rally a team to help you
- ▣ Advertise your event. If you are using the Good Friday Appeal Proudly Supporting logo, please send advertising through for approval before publishing.
- ▣ Hold your event
- ▣ Pledge the amount raised during the Telethon
- ▣ Pay in your donation

Thank you!



Fundraising Tips and Tricks

Matched Giving

Lots of businesses around Victoria offer matched giving for any funds raised. If you are holding an event or fundraising with your colleagues, consider asking your employer if the company is able to match any funds raised by staff.

Sponsorship

Lots of local businesses offer their generous support to the Good Friday Appeal, try asking some in your local area. If businesses have goods or services they can donate they could help you with auction items or some businesses may be willing to assist as a cash sponsor to help your fundraising efforts.

Value add

By creating extra experiences can maximise your fundraising. If you are organising an event, it is as simple as holding a raffle or silent auction, or maybe you have a creative volunteer who can do kids face painting for a gold coin donation.

Other ways to get involved

Organising an event can be a big commitment, there are lots of other ways you can help the Good Friday Appeal.

1. Host collection containers at your school or business
2. Attend an event near you, visit www.goodfridayappeal.com.au to support a fundraiser in your neighbourhood
3. Register to volunteer for the Good Friday Appeal. We have a range of roles all throughout the year and every bit of support helps.

Research

Community support helps research teams to push boundaries of paediatric medicine and save the lives of thousands of infants and children. Thanks to the funds raised through the Good Friday Appeal, The Royal Children's Hospital is able to increase the number of research projects undertaken including supporting a major RCH initiative, genomic medicine.

From new drug discoveries to personalised therapies the hospital is harnessing the power of individual's genes to battle disease. The Good Friday Appeal is proud to support the hospital's membership of the Melbourne Genomic Alliance. This is essential in expanding their national network and international collaborations, in turn benefiting more children.

\$28 million
invested in
research projects
between
2011 – 2015



\$16 million
invested in
equipment &
techonology
projects between
2011 – 2015



Equipment and technology

Progressive equipment and technology helps The Royal Children's Hospital enhance their world class research and quality of health care to patients. Funds from the Good Friday Appeal provide life changing and life saving equipment used in clinical care and surgical procedures.

In February 2016, a \$6 million MR PET machine was delivered, funded by donations to the Good Friday Appeal. The Royal Children's Hospital is the first paediatric hospital in the southern hemisphere to install the powerful MR PET scanning technology which gives doctors an MRI scan and a PET scan overlaid into one image. This not only helps provide a more accurate diagnosis by showing the precise location of tumours, malformations and sites of inflammation in the body, many of which may not have been visible with single images, it also means children only have to have one scan. State of the art technology and equipment can reduce the number of procedures and improve the patients experience.

Patient and family centred care

Your support for the Good Friday Appeal helps bridge the gap between government funding and the world class standard of healthcare the hospital provides.

It is thanks to the generous support of the Victorian community the hospital is able to expand and enhance innovative models of care, placing the child and their family at the heart of the decisions, caring not only for the child but the whole family. One wonderful initiative funded by the generous donations from staff and customers from Woolworths, helps children prepare for procedures using medical play. This program, B Positive helps address children's fears and misconceptions about the hospital and their treatment.

Educational Play Therapists also work with children to help make their hospital experiences a positive one. They use puppets and role play to familiarise patients with their new environment, introduce them to treating teams, explore medical equipment or develop practical strategies to significantly reduce their fear and anxiety.



\$10 million
invested in
patient and family
centred care
projects between
2011 – 2015



\$13 million
invested in
leadership,
education &
training projects
between
2011 – 2015

Leadership, education and training

Healthcare continues to move forward thanks to advances in research and technology. With a highly skilled staff of almost 4,000 at the hospital, the Good Friday Appeal is proud to support leadership opportunities, education programs and travelling scholarships.

To ensure The Royal Children's Hospital maintains its place as Australia's leading children's hospital, funds raised foster academic excellence for staff and future generations of health care professionals. This in turn supports and develops innovation in paediatric healthcare which has immediate impacts.

In 2016, the Good Friday Appeal is supporting the Nursing and Allied Health Development and Leadership Grant. This grant supports leadership and education for Allied Health professionals including physiotherapists, occupational therapists, speech pathologists and psychologists, along with nurses. Delivering excellent clinical services at the hospital requires clinicians who are experienced, highly trained, and who continue to undertake lifelong learning in their area of expertise.