

SUPERHERO

Resource Kit



superheroweek.com.au

26 July - 1 August 2026



Sydney Children's Hospitals Foundation

About Bear Cottage

Bear Cottage is the only children's hospice in NSW and one of only three in the whole of Australia. We provide support, respite and end-of-life care for children with life-limiting illnesses and their families.

At Bear Cottage, we care for children from across Australia and from all walks of life. Each child who visits us lives with a condition which means they are unlikely to see their eighteenth birthday, or their ninth birthday, or sometimes even their first birthday.

Bear Cottage is a medically-supported 'home away from home', offering families a physical and emotional break from the stressful task of caring for a terminally

ill child. Parents can enjoy time without having to worry about the housework and cooking. It is a peaceful haven they can come to when the end of their child's life is in sight.

For the special children who stay with us, there is no miracle cure so we try to ensure that while they are with us they find love, care, laughter, fun and support. Most importantly though, they can all spend quality time together and create special memories that will last long after their child has passed away.

About Superhero Week

At Bear Cottage, we come across superheroes everyday – the highly skilled team and volunteers who support our terminally ill children, the families that keep finding the strength to fight and care for their children, and our brave children themselves, for whom every day can be a battle.

They are the inspiration behind Superhero Week, which was developed as a fun way to raise awareness for Bear Cottage, as well as some much-needed funds. It currently costs more than \$4 million each year to keep the doors of Bear Cottage open and we rely heavily on community donations to help achieve this.

We are now asking you to become a superhero for a day, a week or even a year! By supporting Superhero Week and raising funds for Bear Cottage, you will be enabling us to continue providing support, respite and end-of-life care for our beautiful children.

Like all good superheroes, you will be helping lighten the load for these children and their families, by ensuring Bear Cottage is always there when they need it most.

Whether you're at school, at work or home with friends and family – anyone can take part in Superhero Week. Our target is to raise over \$250,000 for the very special children of Bear Cottage, so please get involved! Be a superhero for the day, because life is for living.



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Superhero Testimonials



"Deniliquin Child Care Centre had a fantastic Superhero Week raising funds for Bear Cottage! Considering we are a small centre, I'm very proud of the families and staff who donated to the total of \$125!"

**Deniliquin Child Care Centre
Deniliquin NSW**

"Well we had a fun day this week at Clark Equipment for Superhero Day.

The guys got right into it and we raised \$3,066 for Bear Cottage."

**Dee O'Connor
Clark Equipment Group**

"We held our Superhero Day today and we raised \$130. We only have 11 students but all of them made an effort to come as a superhero of some sort and had some fun!"

**Belinda White
White Cliffs Public School**

"The day was a big success! We had group fitness instructors, reception team and personal trainers all dressed in superhero outfits. We even painted our personal trainer Manager bright green and auctioned him off as the Incredible Hulk! We raised over \$1,000 and have lots of photos to share."

**Julia
Fitness First Balgowlah**

"We had a great day at Sir Eric Woodward Memorial School today and raised \$80 for Bear Cottage. The children and staff had some great costumes and they looked fantastic - they even made the front page of our school newsletter. Some of our students attend Bear Cottage, so we are very proud to raise awareness and funds to support such a wonderful service."

**Sarah Pawley, Assistant Principal
Sir Eric Woodward Memorial School**

"St Mary's Primary, Warners Bay, held our Superhero Day today and we have counted over \$900 so far with a little bit more left to count. Thanks for allowing us to participate in this special event."

**St Mary's Primary
Warners Bay**

"Our little playgroup in North Brisbane had a superhero picnic last year and have decided to make it an annual event since our bubs all had so much fun. This year we managed to raise \$42 from a gold coin donation at the picnic.

Hope you all have a wonderful Superhero Week. I love the idea of this event, such a fun way to bring Bear Cottage in to the limelight. What you guys do is amazing and we are so proud to be able to do something, as little as it is, to help you out."

**Northside Little Feet
Brisbane**

How to get involved

Superhero Week is a great opportunity for your school to support Bear Cottage while having great fun. By getting involved, your students can be superheroes for the day by supporting seriously ill children in their community.

There are lots of ways to get involved, so you can choose whatever works best for your school, and children of all ages can participate.

Dress up and donate

It wouldn't be **Superhero Week** without superhero fancy dress. Ask students and staff to come to school in superhero fancy dress and make a donation to Bear Cottage. You can take this to whatever level you wish – it could be full fancy dress costumes, just a mask for the whole day or just at assembly.

Students can decorate their own superhero mask or rummage in the fancy dress box for a full outfit. If your students can't dress up, why don't they sponsor the teachers to wear something wacky instead? As well as dressing up, you can have some more fun by holding an extra event to boost the amount you raise.

Favourite fundraisers for schools

Sponsor children to do a 'Super Deed' in the community

Whether it is washing Dad's car or helping Gran in the garden – it's all about helping someone else and raising money at the same time.

Cake sale

Have a bake-off and sell cakes at lunchtime.

Fancy dress catwalk for parents

Let your pupils model their superhero outfits at a fashion show, selling tickets to parents.

Offer a cartoon/superhero screening

An alternative activity at lunchtime for a small donation.

Marvellous masks exhibition for parents

Showcase your students' artwork with an exhibition, charging an entry fee.

Comic time

Offer your class the opportunity to bring in a favourite comic to read for story time instead of a book, for a small donation.

Superhero quiz

Hold a quiz night for friends and family.

Superhero fun run

Hold a fun run or walk-a-thon dressed up as your favourite Superhero and get sponsored for participation or number of laps completed.

Canteen fun

Get your school canteen involved. Get them to make some "Bear Cottage Brownies" or some other super snack that can be sold during Superhero Week.

Get active

Hold a superhero race or obstacle course on the school oval.

Get creative

Students can write their own superhero-themed story. It is a good chance to discuss what it really means to be a 'superhero'.



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Reasons to get involved

- It helps children understand the importance of helping out in the community.
- It's fun and simple.
- The materials are provided for you, so you don't have to do the planning.
- The children will think it's fantastic.
- It's flexible – you can do as much or as little as you want.
- It's an opportunity for motivational, friendly fundraising competition between classes, year groups or even local schools.
- Your generosity will help us provide a place that is desperately needed by everyday families facing the most tragic circumstances, a place where children and families can experience happy and precious moments.

Superhero Week checklist

1. Display posters around your school telling everybody when Superhero Week is and how to participate.
2. Send a note to parents to let them know about Bear Cottage and Superhero Week. They might like to hold their own event at work!
3. Contact your local paper to let them know how your school is supporting Bear Cottage.
4. Collect your donations and send them in using the remittance form provided in this kit.
5. Display your Bear Cottage Thank You Certificate on your school notice board for everyone to see.
6. Say thank you to everyone who made a contribution to your event and remind them of the difference they have made.
7. Send us your photos – we love to see other superheroes at work!



Invent your own superhero

Costume ideas

- Spider-Man
- Star Wars heroes
- Iron Man
- Batman
- Superman
- Batgirl
- Wonder Woman
- Buzz Lightyear
- Harry Potter
- Hermione
- X-Men characters
- The Incredibles
- Green Lantern
- Ninja Turtles
- Catwoman



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Newsletter information

To help you organise your event, please feel free to use the following text in your newsletter:

We have chosen to support Bear Cottage by taking part in Superhero Week and by holding a Superhero Day at our school. A gold coin donation will allow students to dress up as their favourite superhero, or better yet, you can invent your own!

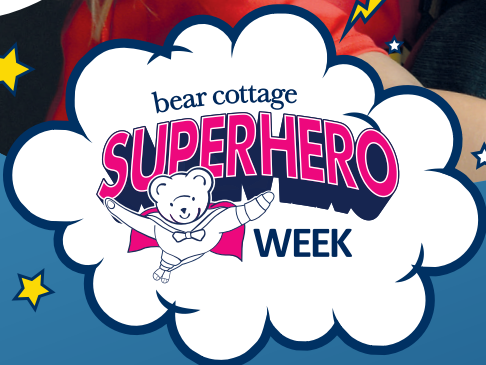
Bear Cottage is the only children's hospice in NSW, one of only three in Australia, and the only one in the world affiliated with a children's hospital.

Bear Cottage provides support, respite and end-of-life care for children with terminal illnesses and their families. It costs over \$4 million to provide this care and Bear Cottage relies heavily on the community for this support. This is our chance to be a hero for the day and support the very special Bear Cottage superheroes that need our help.

Thank you for your participation!

Every little bit counts

Superhero Week continues to grow each year. From humble beginnings six years ago with just ten schools involved, this event has now grown to raise more than \$1 million dollars, with schools of all sizes and from all over Australia taking part. No matter how large or small your donation, every cent counts and is very much appreciated by the children and families who stay with us at Bear Cottage. We thank you for your 'super' efforts!



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Registration form

Please complete this form and email to superhero@schf.org.au to have your Superhero Event endorsed. After receiving your application, we will send out an Authorisation to Fundraise.

Be a superhero for Bear Cottage

I agree to conduct my fundraising activity in a manner which upholds Bear Cottage and Sydney Children's Hospitals Foundation's integrity, professionalism and ethos.

Signature: _____ Print name: _____

Date: _____

School/Organisation: _____ Date of event: _____

Event co-ordinator: _____

Event contact details: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Email: _____

Phone: _____ Mobile: _____

ABN: _____

Estimated event income: _____

Details of event: _____

Please tick the box if your school/organisation held a Bear Cottage Superhero fundraiser last year

superheroweek.com.au



Remittance Form



How to deposit your Superhero Week donations to Bear Cottage

Direct deposit

Deposit funds at any Commonwealth Bank into the account below:

Bank: Commonwealth Bank **Account Name:** SCHF - Bear Cottage
BSB: 062 230 **Account Number:** 11331137
Reference: SHW2025 [your name/organisation]

Complete all details below and email to superhero@schf.org.au

or

Cheque payment

1. All cheques are to be made payable to **Bear Cottage**
2. Send the cheque, together with the completed remittance form to:

Sydney Children's Hospitals Foundation
ATTN: Superhero Week
Locked Bag 9002
Westmead NSW 2145

Contact details

Title: _____ First name: _____ Surname: _____
Position: _____
School/Organisation name: _____
Postal address: _____
Phone: _____ Fax: _____ Email: _____
Total amount deposited: \$ _____
Date deposited: _____ Branch where deposited: _____

Please tick the box if you **do not** wish to receive further correspondence from Bear Cottage or Sydney Children's Hospitals Foundation

Receiving options:

Please indicate how you would like this contribution receipted: School/Organisation Personal

Thank you so much for your contribution!

superheroweek.com.au





Superhero Mask

The masks can be decorated in any way you wish. Get creative – painting, sticking, sequins, ribbons, glitter. You can purchase plain masks from craft shops and supermarkets. Or use the templates provided on the next page.

- Print the template onto card
- Decorate
- Cut out the mask and cut out the inner shapes
- Poke out the string holes
- Attach string or elastic



Superhero Cuffs

To make your own cuffs you'll need: toilet rolls, glue, textas or paints and glitter.

- Paint/colour the roll with your superhero colour and style
- Once dry, cut along the length of the toilet roll to create a cuff shape and a flexible opening
- Decorate with buttons and stickers if desired. It's that easy.

Superhero Capes

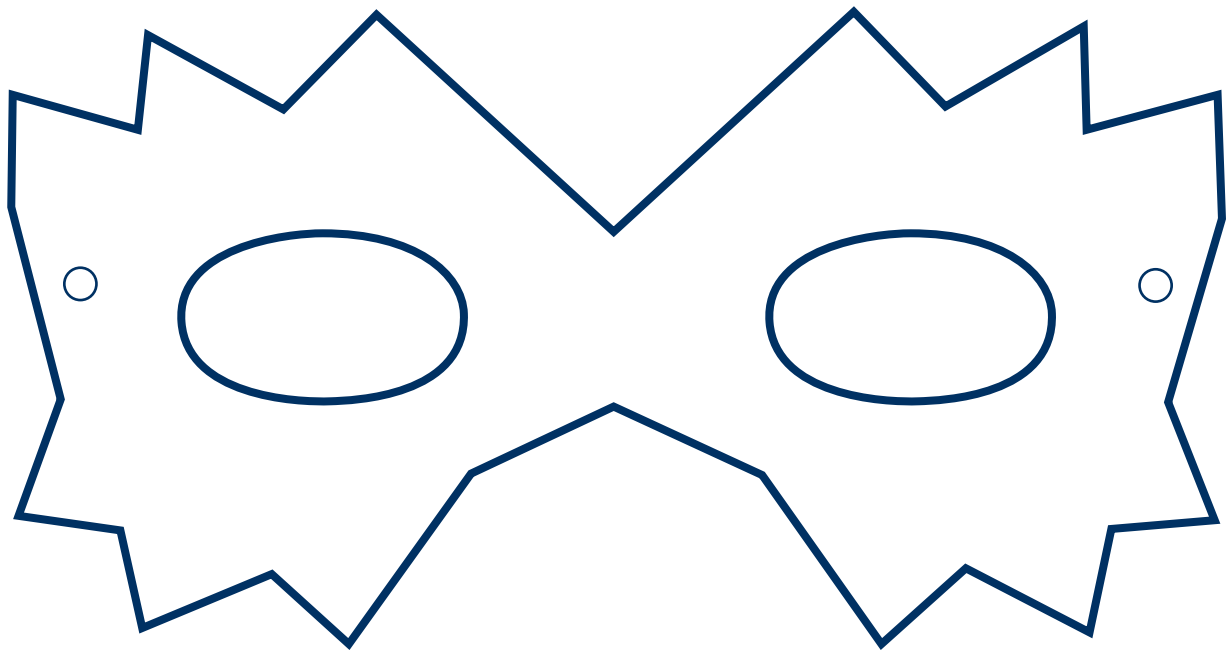
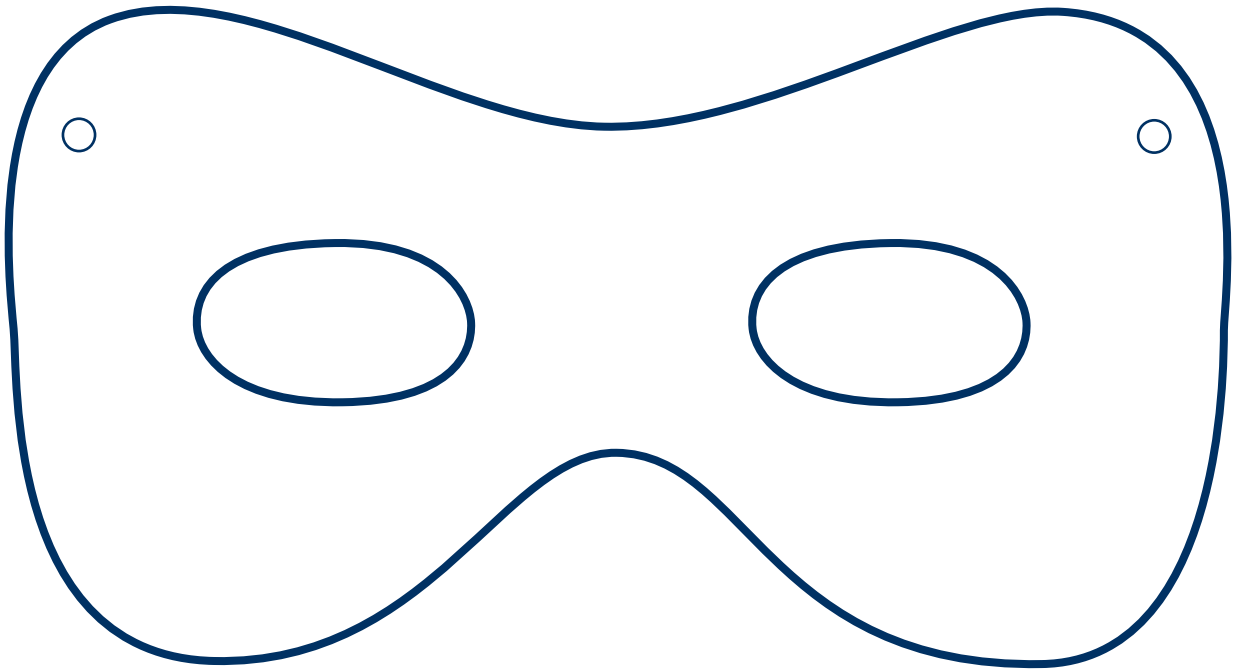
How about making superhero capes to wear during Superhero Week? Treat the cape like a blank canvas and decorate them any way you wish! Children could copy a well-known superhero design, create their own superhero identities or just enjoy making them bright and colourful.

How to make your superhero cape

1. Cut your cape from an old sheet or towel, paper or plastic disposable tablecloth or any large piece of material
2. Decorate your Superhero cape with fabric paint, pens or glitter or by cutting out and sticking other pieces of material on with craft glue
3. Use a hole punch to cut two holes at the top of your cape
4. Insert cord, ribbon or cut fabric as ties

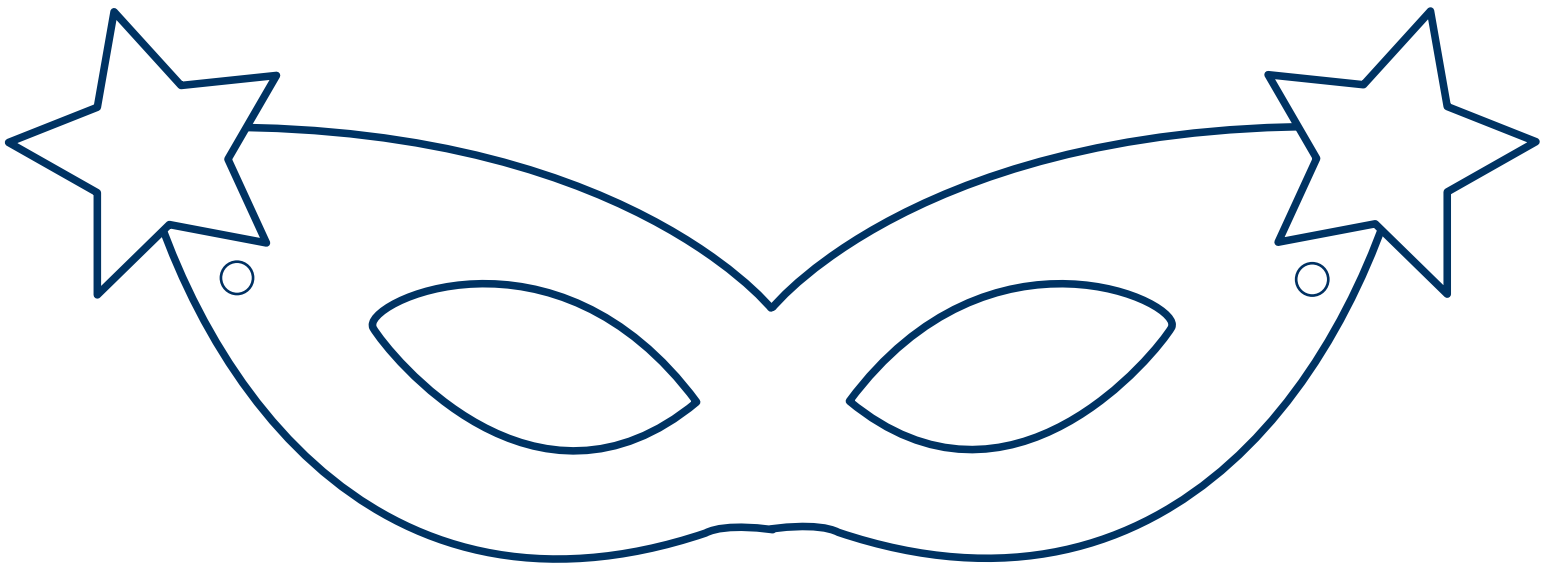


Mask templates



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Mask templates



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bear cottage

SUPERHERO

A line drawing of a teddy bear wearing a cape and a bow tie, flying through the air with its arms outstretched. The bear is positioned in front of the large 'SUPERHERO' text.

WEEK



C T L O V E S E L I F E S
 H H B A C N U R S E L P U
 E D I J C A H E T I B O P
 F W S L R L E L R K F W E
 O A A C D A R E E N S E R
 E C M A P R O E N P U E H
 W A J I L O E J G B P K E
 E P K E L N S N T E P E R
 E E A R Z Y B L H A O P O
 K R B O P B M A J R R J E
 J C K X C H I L D R T N K
 C A R E R A M B O L R T O
 P O W E R S C O T T A G E

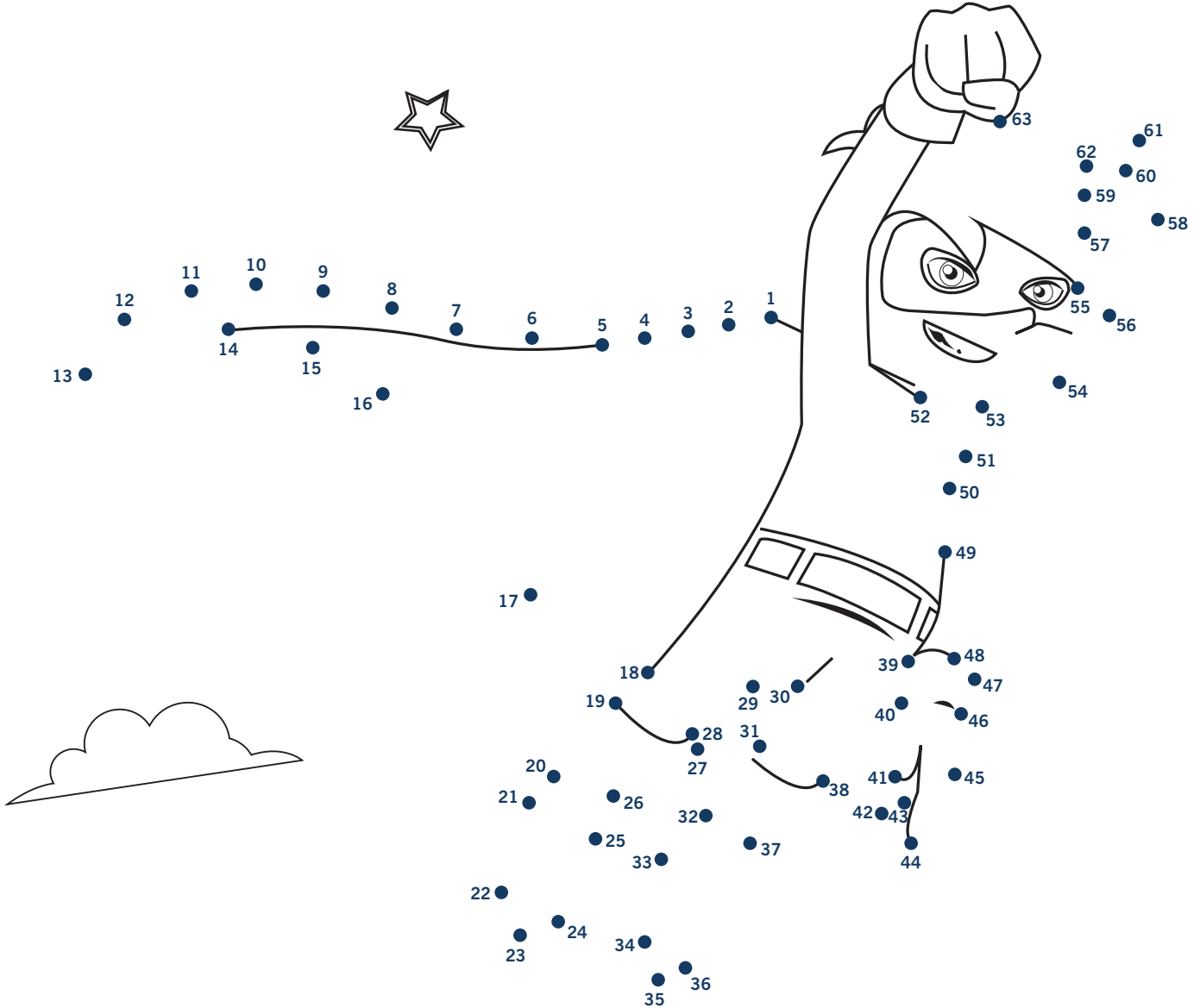
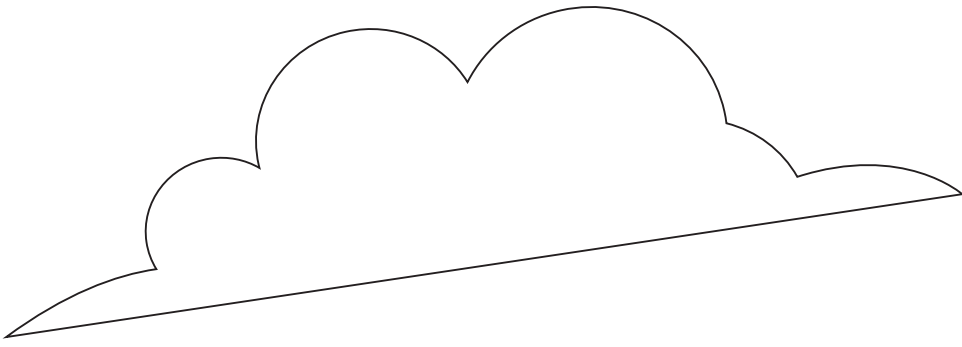
POWERS
 CHILDREN
 SUPERHERO
 COTTAGE

SUPPORT
 FAMILY
 WEEK
 BEAR

LIFE
 CAPE
 NURSE
 CARER

HEROES
 LOVE
 STRENGTH





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Spot the difference

There are 7 things that are different, can you spot them all?

A:



B:

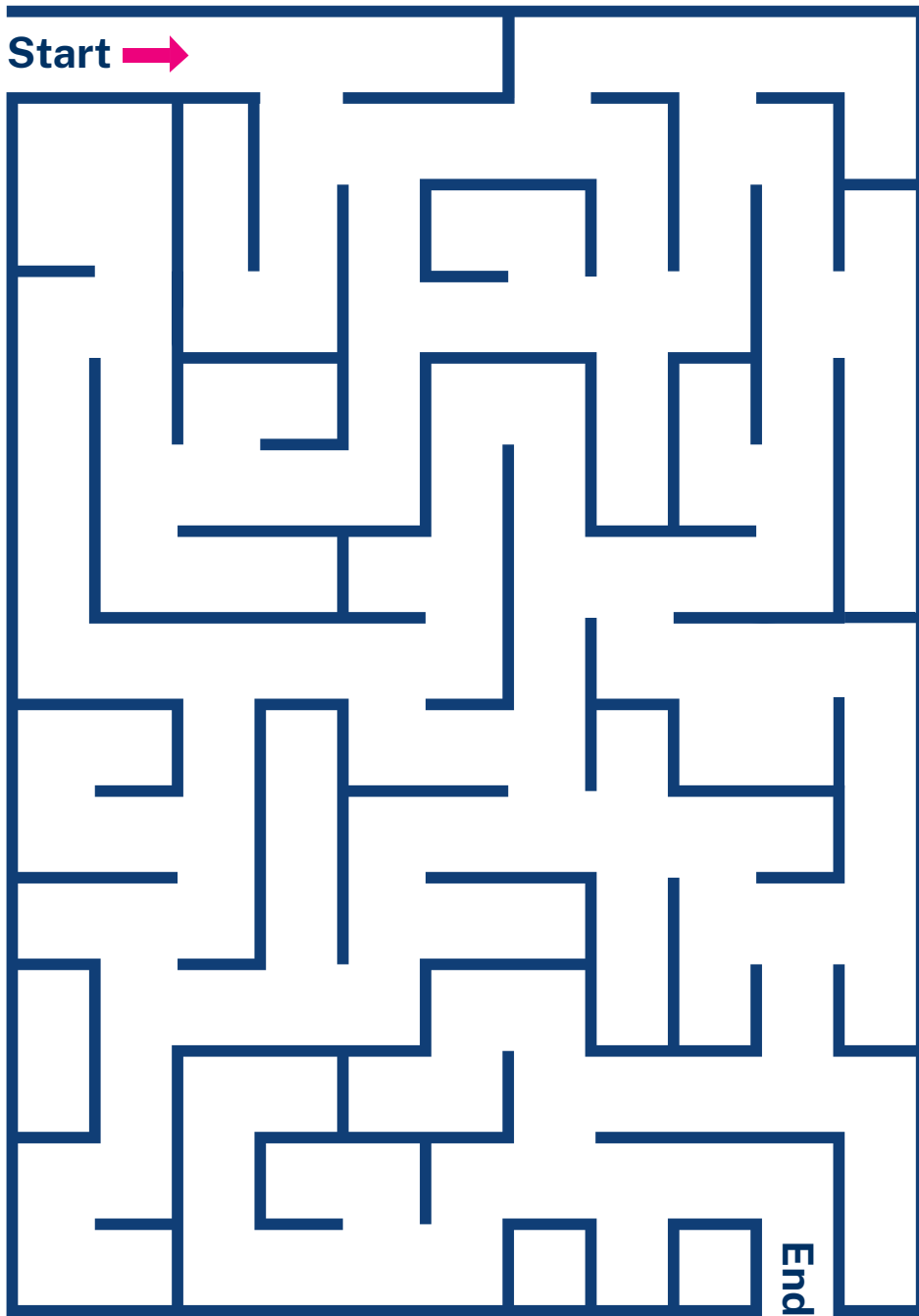


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Help this Superhero get through the maze!



Start →



End

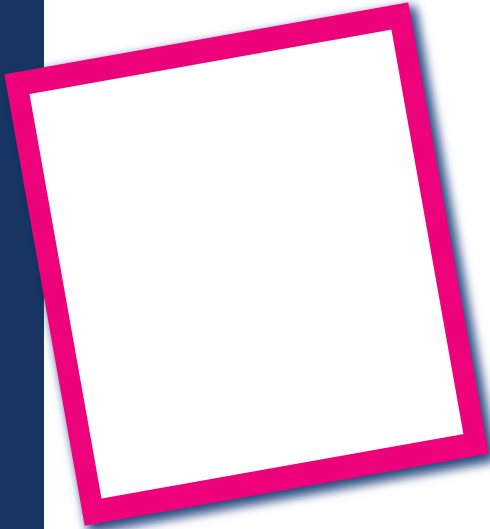
Good job!



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MY SUPERHERO IDENTITY

TOP SECRET



MY SUPERHERO NAME IS:

MY COSTUME LOOKS LIKE:

MY SPECIAL POWERS ARE:



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