

# Your Guide to Fundraising Success



Together we can make every moment  
count for sick kids

All in with



for kids' health

# Thank you for joining us



**Everyone can be a superhero, whether you're at school, at work or with a group of friends.**

## Even Superheroes need a helping hand

At Bear Cottage, we come across superheroes every day – from the nurses and volunteers who provide outstanding care and immeasurable comfort, to the families who keep finding strength in the face of adversity, right through to our brave patients, for whom every day is a battle against the odds.

But sometimes, even superheroes need a little extra help. This July, help lighten the load for our patients and families by becoming a superhero too and taking part in Superhero Week. Your support will ensure Bear Cottage is always there for families when they need us most.

Thanks to the tremendous support from the community, Superhero Week raised over \$300,00 in 2018. This incredible generosity makes the world of difference to the children and families that we care for at Bear Cottage. Thank you for getting involved once again in 2019!

During Superhero Week we ask you to be a Superhero – for a day, a week or a year! Donate or raise funds for Bear Cottage, so we can continue to provide to families, and respite and end-of-life care for beautiful kids.

# Get off to a super start

You've made an incredible first step in deciding to raise vital funds for Bear Cottage. From this point on, the team at Bear Cottage will be behind you every step of the way. Whether you need tips on how to organise your fundraiser or have questions about the small print, we will ensure you have a wonderful experience fundraising for us.

Here's an overview of how to get started:

## 1. Get registered

Please complete your registration online at:

[www.superheroweek.com/fundraise](http://www.superheroweek.com/fundraise)

## 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 the relevant fundraising terms and conditions and are an approved fundraiser for Bear Cottage.

## 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 super

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



## Hold your own super event

Create your own customised (individual or team) fundraising page on our website, set yourself a target and let all your friends and family know. You can collect donations and tell the world about the fundraising you are doing.



## Superhero trivia event

Invite your friends, family or workmates to buy tickets to a trivia lunch or night to put their knowledge to the test. You can also include trivia games where everyone donates \$5 or \$10 to participate elimination to pit their knowledge against others and win a special prize.



## Super cake stall

Set up a cake stall in your street, workplace or at your church to help raise funds. Ask a small group of friends or workmates to bake goodies to donate to the stall so you can raise funds.



## Super-a-thon

Walk-a-thon, spell-a-thon, swim-a-thon, song-a-thon – whatever your interest you can set up an “a-thon” of your own to help raise funds. Participants are sponsored for the number of units of your chosen a-thon.



## Superhero movie night

Set up a charity screening of a new movie at your local cinema or host people at your home for a movie night with ticket price to include the movie, popcorn and a choc top.



## Superhero dress up

Host a fun fancy dress day or mid-week mufti day at your work or school with a donation from students and staff. You could also have Dare Donations where you set a fundraising target to get your boss, managers or principal to dress as a certain character or wear a particular item.



## Super deed

Help Gran in the garden, wheel out the bins for an elderly neighbour – it's all about raising money while helping others.

# Here's how you can create superhero magic

**Raise \$50**

and fund an hour's hydrotherapy in our hot spa. Relaxation and exercise for kids with little or no movement.

**Raise \$100**

and keep ice cream in our freezer for a month! That means we can have ice cream after dinner just like at home.

**Raise \$150**

and you could send a family to the zoo for the day. You'll be creating happy lifetime memories.

**Raise \$200**

and you could pay for production of a fingerprint or footprint cast that parents can keep forever.

**Raise \$500**

and you could pay for a sling so children can be lifted out of bed with ease.

**Raise \$1000**

to support the professional development of our clinical staff.

**Raise \$5000**

this could pay the electricity bill for a month.

**Raise \$10000**

which could provide a family much needed respite at Bear Cottage for a week.

**Raise \$20000**

to support our Housekeepers who ensure that Bear Cottage is always a sparkling and relaxing home away from home.

# Make some noise

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 noise! For more information email [bronwen.simmons@health.nsw.gov.au](mailto:bronwen.simmons@health.nsw.gov.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

There are a number of downloadable resources on the Superhero Week website to help you promote your fundraiser, however, if you need any collection tins or buckets, please let us know. There is also some merchandise available – Superhero t-shirts, fluffy bear ears, bear pens and more. Order online on the Superhero Week website or via the downloadable order form.

## Spread the word

Start off by emailing your contacts with a link to your fundraising page. You can also contact local organisations for support. If your workplace 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 your needs. Please don't hesitate to contact us on **9976 8304** or email [bronwen.simmons@health.nsw.gov.au](mailto:bronwen.simmons@health.nsw.gov.au)

# Step by Step Checklist

- 1. Get Registered**   
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 on page 6 about the easiest and most effective way to raise funds online.
- 3. Choose your fundraising activity**   
If you need some inspiration you can find a range of ideas in this guide. Or sign up for a challenge at [www.superheroweek.com](http://www.superheroweek.com)
- 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 and return paperwork**   
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

**Reference:** Your Authority to Fundraise number

**Account Name:** SCHF – Westmead for Bear Cottage

**Account BSB:** 062 230

**Account Number:** 1133 1137

## Send us a cheque:

Please make any cheques payable to SCHF – Westmead for Bear Cottage, please post them to us at Bear Cottage Team, Sydney Children's Hospitals Foundation, Locked Bag 9002, Westmead NSW 2145

# The fine print

## Authority to Fundraise

Before you start, you must register to fundraise. Please visit [www.superheroweek.com](http://www.superheroweek.com) to complete your application.

## Terms and 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 Hospitals 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 Bear Cottage” logo and guideline on how to use it. Please do not use any other Sydney Children’s Hospital 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. Fundraising regulations state that 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 [bronwen.simmons@health.nsw.gov.au](mailto:bronwen.simmons@health.nsw.gov.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 Bear Cottage. 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 received this please email [bronwen.simmons@health.nsw.gov.au](mailto:bronwen.simmons@health.nsw.gov.au)

## 4. What does the go towards?

All funds donated are used to support Bear Cottage to provide respite and end of life care for children with life-limiting illnesses, and their families.

## 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 Bear Cottage staff attend my event or provide a guest speaker?

Our busy staff 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 [brownen.simmons@health.nsw.gov.au](mailto:brownen.simmons@health.nsw.gov.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 of Bear Cottage

## Contact Us!

We're here to support you every step of the way so if you have any questions please get in touch.



Call: (02) 9976 8304



Email: [bronwen.simmons@health.nsw.gov.au](mailto:bronwen.simmons@health.nsw.gov.au)



Go online: [www.superheroweek.com](http://www.superheroweek.com)

## Join Us!

We'd love you to join our social networks.  
Please tag us in your updates so we can keep in touch.

