



Fundraising Toolkit

With your help we can improve the outcomes and lives of children with cancer



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Welcome

Thank you for supporting the Children's Cancer Foundation.

We warmly welcome you to our community of fundraisers who are passionate about improving the outcomes and lives of children with cancer.

Your special efforts will help fund game changing cancer research projects that aim to eliminate children's cancer while ensuring children in our hospitals have access to the best possible and latest proven treatments.

So, whether you are hosting an event, running a morning tea at your school or workplace, swimming laps, wearing yellow, cutting or colouring your hair - our Fundraising Team are here to help make your fundraiser rewarding and of course FUN!

We're excited you've decided to join our Children's Cancer Foundation community and thank you once again for choosing to raise vital funds to change the path of childhood cancer.



Michelle Crawford
CEO, Children's Cancer Foundation



Why we need your support

Cancer kills more children in Australia every year,
than any other disease.



1000

children diagnosed
every year



150

children diagnosed
will not survive

Of the **850** that do survive,
over

550 will be left with long-term
chronic side effects

due to the high toxicity of treatment...

- Amputation
- Brain damage
- Learning difficulties
- 10% risk of developing treatment related cancers

And yet in

40 years,
only 12 drugs have
been approved for
childhood cancer.

In the same time frame -
over 500 were approved
for adults.

Where does the money go

We know that kinder, better treatments are possible and we're making it happen.

Clinical research and trials

Clinical research and trials are critical to ending childhood cancer and its damaging treatment side effects. The immense cost of clinical trials, such as staff salaries, are funded almost exclusively by philanthropy organisations like ours. Funding enables more Australian children to access potentially lifesaving clinical trials and treatments.



Clinical care

Small things can make a world of difference to children facing the big challenge of surviving cancer. Programs we fund like The Beaded Journey, Art Therapy and Music Therapy provide methods of support to children while in treatment.

Family support services

Our funding, thanks to generous partners and fundraising like yours, contributes towards hospital staff salaries such as the Family Resource Coordinator role, subsidised counselling services and creating a warm and friendly ward environment.



Getting started!

1

Decide what you would like to do

Stuck for a fundraising idea? Check out the next page.



2

Plan your fundraising activity

Read our [Fundraising Guidelines](#)

Register your fundraiser at give2ccf.com.au/signup

Set yourself a realistic target to keep you motivated



3

Get authorised to fundraise

Once you've registered your fundraiser, we'll provide you with approval to fundraise on our behalf



4

Promote your fundraiser

It's easy with your QR Code or the sharing icons



SHARE YOUR PAGE



5

Start your activity and have fun!

6

Collect donations

Direct supporters to your personalised fundraising page or transfer any collected cash



7

Thank your supporters and share your progress

Stuck for a fundraising idea?

Here's a few to get you inspired

Quick and easy to organise



Host a morning or afternoon tea with lots of yummy treats



Ask for donations in lieu of presents for your next celebration



Dress in yellow at your workplace or at school
and ask for a gold coin donation



Have a garage sale or sell unwanted items online

Hold a bake sale



A little more planning involved

Host a game/movie night with family and friends



Organise a ticketed lunch or gala dinner



Take a run, ride, swim, skate or dance challenge
(share your training efforts in the lead up for better results!)



Get friends to sponsor you to ditch sugar or technology
for a month



Shave, cut or colour your hair
(you could let the person who donates the most do the big chop!)

Tips for success

Planning is the key to success

From the date, time and location to promotional material and resources you will need – be sure to plan all the details so that everything runs smoothly.

You're solely responsible to acquire all permits, licences and insurance for your fundraising activity. More details can be found in our **Fundraising Guidelines**.

If you're not sure what you need, don't stress. You can reach out to the Foundation's team for help.

Make sure you give yourself enough time to organise and promote.

Check in with us

Register your activity with us online at www.give2ccf.com.au/signup or email us at hello@childrenscancerfoundation.com.au

It's really important that your fundraiser is both safe and legal so be sure to read our **Fundraising Guidelines** and **Privacy Policy**.

Please don't start fundraising for Children's Cancer Foundation until you receive an Authority to Fundraise letter.

Set up

An online fundraising page is the quickest and easiest way to collect funds. It only takes minutes to create your page at www.give2ccf.com.au, which can then be shared with your supporters instantly. Donors will automatically receive a tax-deductible receipt and the funds go directly to the Children's Cancer Foundation – without the need for cash handling.

If using an online platform isn't really your thing, we can supply you with envelopes to collect donations.

Spread the word

Share your fundraising activity with your family, friends, colleagues and wider network. Let them know why you are supporting the Children's Cancer Foundation and why you need their help.

Get social

Social media can be a powerful fundraising tool. It helps you tell everyone about your fundraiser, why childhood cancer clinical research is so important and the work of the Foundation.

Facebook, Instagram, LinkedIn and Twitter (along with the many other social tools) are all great ways to share your unique fundraising page link with your family and friends.

Tip: We have quick access buttons to share your page on any platform

SHARE YOUR PAGE



Example of a post you could share:

"I'm fundraising for the @childrenscancerfoundationau by (insert your idea/activity here) on the (insert any times/dates/location here). All money raised will go to finding better and kinder treatments for children with cancer. You can help support me by donating via the link below. <insert fundraising page link>"

Email

Get the word out by emailing your family and friends. You might like to include statistics and news articles to convey our story and remember to always include the link to your fundraising page.

The power of community

Connect with local businesses, community groups and your workplace to ask for their support – this might be for things like donations, prizes, venue hire or catering.

TOP TIP

Keep colleagues, friends and family updated on your progress and how you are tracking towards your target. Don't be shy to ask for support a second time, they might just say yes!

Ways we can support you



Supply **Children's Cancer Foundation** branded T-shirts (we don't have other branded merchandise)



Provide Proudly Supporting the Children's Cancer Foundation **posters to display** at the event



Share a copy of our **Proudly Supporting fundraising logo** for use on marketing materials (approval required)



Have a Foundation team member **attend your event** (we're a lean team but we'll try to get someone there)



Email us at any time with any questions along the way



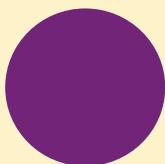
Connect you to a **community fundraising champion** to support you along the way

You might also like to use our brand elements

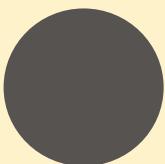
Our colours



Yellow



Purple



Dark Grey



Light Grey

"Proudly supporting Children's Cancer Foundation" logo



(Full colour)



(Mono)



(Reversed)

Banking donations

Once your fundraising event or activity is complete (woohoo you've just done something amazing!), please transfer funds raised, within 14 days, via one of the following methods:

Direct Deposit

Account Name: Children's Cancer Foundation

Account BSB: 033-299

Account Number: 11-1004

Reference: Your Surname

Cheques

Made payable to **Children's Cancer Foundation** and sent to:

Children's Cancer Foundation, Private Bag 6060, Richmond
VIC 3121

Online Donations

All online donations through your personalised fundraising page will come straight through to us at the Children's Cancer Foundation and donors will automatically receive a tax-deductible receipt.

Did you know?

Donations over \$2 are tax deductible. If people donated with cash, cheque or credit card and would like a receipt, please send us their contact details (full name, address and email), along with the amount donated and we'll send them a receipt directly.

Thank you

Thank You for joining our AMAZING Children's Cancer Foundation community.

Because of generous individuals like you, we can continue to fund world-class research and change the course of childhood cancer forever.

Community fundraising events and activities like yours make a huge impact and we are so grateful for your support.

Our Fundraising team is here to support you every step of the way, if you have any questions please contact us.

Contact Us

Children's Cancer Foundation Team



(03) 7001 1450



hello@childrenscancerfoundation.com.au



Private Bag 6060
Richmond, VIC 3121

Connect with us



@childrenscancerfoundationau



@childrenscancerfoundationau



@children's-cancer-foundation-australia



@CCF_MDL



childrenscancerfoundation.com.au