



YOUR GUIDE TO FUNDRAISING SUCCESS

Together we can make every moment
count for our Bear Cottage Superheroes



Sydney Children's
Hospitals Foundation



Thank you for joining us



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 \$350,000 in 2019. 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 2020!

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 support to families, and respite and end-of-life care for beautiful kids.

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

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.au/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 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

towards a hydrotherapy session in our spa for our Bear Cottage children.

Raise \$100

towards paints, pencils, canvases and other art supplies to ensure the children at Bear Cottage can express themselves.

Raise \$150

towards a thumb-print necklace for families to always have their children with them.

Raise \$200

towards monthly cleaning supplies for our housekeeper.

Raise \$500

towards a day for our art therapist to work with the children and families at Bear Cottage.

Raise \$1000

help our chef make yummy and healthy meals for children, families and guests at Bear Cottage.

Raise \$5,000

towards our monthly electricity bill.

Raise \$10,000

to provide a family much-needed respite at Bear Cottage for a week.

Raise \$20,000

towards the upkeep and maintenance of Bear Cottage, keeping our garden beautiful, our windows clean and our pantry full.

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

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

If you need posters to promote your fundraiser beforehand, or materials to capture attention on the day, we have a host of extra resources available. Just let us know what you need!

- Posters
- Stickers
- Balloons
- 'Thank you' certificates
- Collection tins or buckets
- Superhero t-shirts (available for purchase)
- Real stories which can help you talk about the impact your fundraising can make.

Need more help?

We are here to help you with any guidance and support you need. Please don't hesitate to contact us on **9976 8304** or email bronwen.simmons@health.nsw.gov.au

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 work place or a local business would like to support your event, we can supply you with extra posters or other material. Just let us know.



Join us!

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



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 3 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.au

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

Account BSB: 062 230

Account Number: 1133 1137

Send us a cheque:

Please make any cheques payable to Bear Cottage, please post them to us at Bear Cottage, 2 Fairy Bower Road Manly NSW 2095.

The fine print

Authority To Fundraise

Before you start, you must register to fundraise. Please visit www.superheroweek.com.au to complete your application.

Terms & 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 guidelines 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 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 yet received this please email bronwen.simmons@health.nsw.gov.au

4. What does the money go towards?

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



Go online: www.superheroweek.com.au