

HeartKids: *Helping Hearts Fundraising Guide*



Thank you for enquiring about Fundraising for HeartKids NSW. You've joined a community of caring individuals who are dedicating their precious time and effort to raise funds for the 8 babies born every day with Childhood Heart Disease (CHD) and the families who cherish them.

This guide is here to support you in meeting your fundraising goals and making sure that your fundraising is as enjoyable and rewarding as it should be! There are hundreds of ways for you to support our 'heart families' and this step-by-step guide is here to take you through the process.

If you have any comments or queries at any point please contact our Community Fundraising Manager on 02 9631 2600 or email leigh.henderson@heartkids.org.au.

Thank you from the bottom of our hearts. Your support means so much!



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1. Fundraising Event Checklist

♥ **Set an achievable target & decide how much time you are able to commit:**

When fundraising it is important to have an idea of what you would like to achieve – whether it be providing 100 families with essential in-hospital Care Bags (Care bag's cost \$50 each so your fundraising target would equal \$5000), or simply to buy 5 Heart Kids toys and activity sets to brighten their stay in hospital (\$150 in total).

Therefore to start off we recommend that you establish a fundraising target which you feel is achievable but is also a goal to work towards. So if you had 30 friends & family donating \$20, you would raise \$600. Considering this, we would recommend that a realistic target would be between \$500 - \$1500.

You should also consider how much time and effort you are realistically able to spend on organising the fundraiser – if you have a lot going on maybe it's better to consider running in an event (eg – City2Surf) that will take less time but by asking your friends and family to sponsor you, you will still be helping fund our work to mend precious little hearts. On the other hand if you've got time on your hands, perhaps consider a bigger event such as a Pamper Party or Dinner Party that you can really make your own.

♥ **Pick your Event:**

When it comes to fundraising events, the world is your oyster! Most importantly your fundraiser should be something you will enjoy organising and taking part in – so if you're crazy about climbing, hold a Rock Climbing day, or if you love your deserts host a bake-off or morning tea. It really is up to you, but do remember that events can be as simple or complex as your want – you could even just incorporate a 'charity element' to a family BBQ you've already planned.

Top 5 Things to Consider:

- ♥ The amount of time you are able to spare – consider your other commitments and be realistic
- ♥ The amount of money you are looking to raise – set yourself an achievable target
- ♥ Connections you may already have – would your employer support you? Would your friends want to help out?
- ♥ Who would be involved in your event? Making sure your event appeals to a wide audience is important in ensuring it's success
- ♥ Where could you hold your event? - At home? Your local church/town hall or park?

Once you've got your event idea you will need to submit a Fundraising Event Application to us here at HeartKids NSW. This form can be found in Appendix Five or [downloaded here](#). It will only take a few minutes to fill out.

♥ **Event details: venue, catering, entertainment & other resources:**

If you've decided to host your own event, your next step is to start the planning...

You'll need to consider

a) **Venue:** where will you hold the event? Key things to consider here are

- ♥ Space – how many people will you be expecting?
- ♥ Kitchen facilities (if necessary)
- ♥ Toilet facilities (including

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- disabled access)
- ♥ Parking
- ♥ Disabled Access

- ♥ Furniture – do you need tables/chairs? Are these supplied?

b) Catering: will you cater for your guests? Top catering tips :

- ♥ Remember to consider allergies/vegetarians/vegans!
- ♥ Ask local businesses if they would consider donating food/drinks
- ♥ If you are buying, buy in bulk to reduce outgoings

c) Entertainment: will you provide entertainment? Remember to consider who is attending to help you decide what entertainment would suit the event

d) Other: it is also important to consider the other bits and pieces that you might need to host your event, a few examples might involve:

- ♥ Cutlery and kitchenware
- ♥ Raffle prizes and tickets
- ♥ Posters
- ♥ Leaflets – we can provide some information on HeartKids that might
- be useful for these
- ♥ Donation boxes – ask us for HeartKids tin covers
- ♥ A float for your petty cash/cash register

♥ **Fundraising & Partnering:**

Whatever your fundraiser it is important to remember to think outside the square. Don't forget you can also have different fundraising activities such as a raffle or cake sales.

Partnering is also a great way to boost your income and profile for your fundraiser. A great way to kick start partnerships is to utilise your existing networks and ask local businesses if they would be interested in partnering – remember that you have a great promotional opportunity to offer. They might also like the local publicity that they will get from supporting a local charity fundraiser.

♥ **Publicity & Marketing:**

Now it's time to tell people about your event! For a step by step guide on publicising your event please refer to Appendix One: Fundraising Publicity.

♥ **Budget:**

Don't be overwhelmed by budgeting, estimates are usually fine and it's a great way to establish how to reach your targets. A simple table such as the one found in Appendix 2: Budgeting. This can help identify any major costs and establish how you can work to achieve your target.

♥ **Managing Risks:**

It is important to consider the risks involved with your event and to have a think about how to manage these. We've designed a useful table in Appendix Three: Risk Management to help you assess what risks might occur and how to deal with these.

♥ **Timeline:**

The planning process can be quite overwhelming to begin with, but we've designed a step-by-step timeline guide will help you manage your time and avoid any major problems – please refer to Appendix 4: Timeline.

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♥ *Evaluate & say Thank You:*

You've done it! Congratulations!!

It's not quite over just yet – with any fundraising event it is essential to thank all those involved and evaluate your success to help you in planning your next event!

Remember to thank all partners and everyone involved during the event and you might want to consider a card or email in the days following the event to say a special thank you to those who went that extra mile for Heart Kids NSW – not forgetting to give yourself a BIG pat on the back too!

It is also a good idea to ask your guests for feedback on how your event went – be sure to jot down any informal feedback you received during the event and consider sending a feedback survey in the following days – a really simple (and free) survey website which you can host your feedback survey on is: <https://www.surveymonkey.com/>

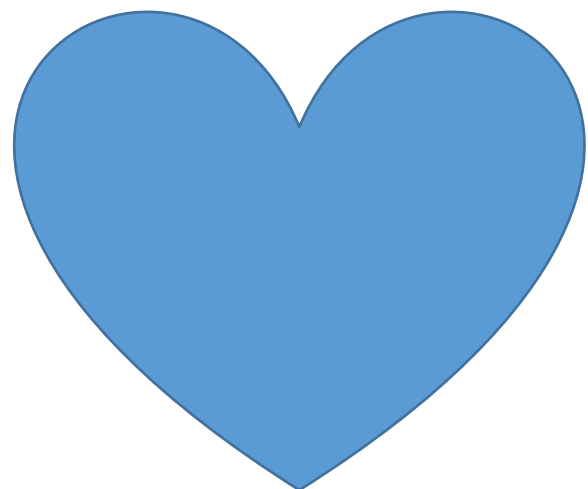
Once you've collated all your feedback write it up to help you with your next event – a good process to follow is a SWOT analysis shown in Appendix 5: Evaluation.

Keep reading for Event Ideas to help you plan the perfect fundraising event...



2. Event Ideas:

- ♥ Cocktail Evening
- ♥ Pamper Party
- ♥ Family BBQ
- ♥ Sports Day
- ♥ Cat Walk
- ♥ Dinner Party
- ♥ Raffle with local business prizes
- ♥ Masterclass: Sushi or Wine
- ♥ Dress Down Day at work or school
- ♥ Pyjama Party
- ♥ Cake Sale
- ♥ Kids Activity Day
- ♥ Music Events
- ♥ Talent Quest
- ♥ Trivia Night
- ♥ Movie Night
- ♥ Wear Red for HeartKids Day at work or school
- ♥ Bake Off
- ♥ BBQ at Bunnings Warehouse
- ♥ Tea Party
- ♥ Hair Cut/Shave/Colour
- ♥ Dare for HeartKids
- ♥ Run in an event for HeartKids
- ♥ Weight loss challenge
- ♥ Triathlon
- ♥ Boot Camp for HeartKids
- ♥ Ride, Hike, Walk, Swim for HeartKids
- ♥ Treadmill/bike/walk-a-thon
- ♥ Cupcake Day
- ♥ Kick a habit for HeartKids
- ♥ Donate your birthday/wedding/celebration
- ♥ Kris Kringle for HeartKids
- ♥ Football Tipping Comp
- ♥ Garage Sale
- ♥ Golf Day
- ♥ Tennis Tournament
- ♥ Jelly Bean Guessing Comp
- ♥ Girls Night In
- ♥ Wine & Cheese Night
- ♥ OR create your own!



The world is your fundraising oyster!

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3. Join an Existing HeartKids Event:

If you are time-poor but are still looking to support our Heart Kids, it's a great idea to join an existing event that we are involved in, eg – City2Surf or the Pub2Pub Charity Run or Walk. Read on for more information...

♥ **Targets & Objectives**

When fundraising it is important to have an idea of what you would like to achieve – perhaps you would like to be able to buy 10 Heart Kids toys and activity sets to brighten their hospital stay, in which case you would need to raise \$300.

We therefore suggest that to start off your fundraising you have a thinking about what you are looking to achieve and set yourself a fundraising target which most importantly needs to be realistic and attainable.

♥ **Which event?**

Once you've decided on your targets and objectives, it's time to consider which event! HeartKids NSW are involved in various events throughout the year – from City2Surf to our HeartKids High Teas so we are sure to have something that takes your fancy.

Please refer to our Events Calendar on our website to see our up and coming events, and contact our Community Fundraising Manager for further details – leigh.henderson@heartkids.org.au or on 02 9631 2600.

♥ **Getting Started**

The best way to fundraise for an event like the City2Surf or the Pub2Pub is to set up an online fundraising page through Everyday Hero. Below is a step by step on getting your page set up for you family and friends to sponsor you. If you are unsure of what the best way to ask your family or friends – get in touch with our Community Fundraising Manager - leigh.henderson@heartkids.org.au or call 02 9631 2600.

For a step by step guide on setting up your online page to maximise your fundraising and make a real difference, read Appendix 1: Online Fundraising Publicity (page 11).



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4. HeartKids NSW Information & Branding

Facts about Childhood Heart Disease

- ♥ Congenital Heart Disease is the greatest killer of Australian kids under one years old
- ♥ Every day in Australia 8 babies are born with a heart defect – that’s over 3000 each year
- ♥ Every week four precious lives are lost
- ♥ There is no known cure or prevention – once a HeartKids, always a HeartKids
- ♥ It is estimated that 32,000 children (under 18 years of age) are currently living with CHD in Australia
- ♥ In 80% of the cases the cause is largely unknown so there is much to be done and many miraculous discoveries to be made
- ♥ 1 in 100 children are affected by CHD
- ♥ Approximately half of the children diagnosed with heart disease require surgery to correct the defect

HeartKids NSW Information

HeartKids NSW exists to support the 1 in 100 children who are affected by Childhood Heart Disease (CHD) and the families who cherish them throughout NSW and the ACT. Our support services focus on ensuring that ‘heart families’ are not alone on their journey with CHD. We also advocate on behalf of the CHD community and work hard to improve public awareness about the disease, its impacts and the vital need for increased levels of support.

Importantly, we partner with leading cardiologists and researchers who are working to reduce the incidence of CHD and to decrease the unacceptably high mortality rate.

Mission:

To improve the lives and futures of those affected by Childhood Heart Disease by providing high quality, caring support, information and advocacy, and to give hope by driving world class research.

Vision:

We aspire to life unaffected by Childhood Heart Disease



SUPPORT



AWARENESS



ADVOCACY



RESEARCH

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Support Programs:

♥ *HeartKids Support Program*

We employ three Family Support Coordinators to work in both of the Sydney's Children's hospitals to support our Heart Families by providing invaluable empathy and support whilst families struggle with the challenges associated with Childhood Heart Disease

♥ *HeartKids Family Camp*

Every year we invite our Heart Families to a weekend camp to help them forget about their troubles for a couple of days and provide an invaluable opportunity to meet other families in similar circumstances. This enables our Heart Families to share their experience and realise they are not alone on their journey.

♥ *HeartKids Regional Support Program*

It is essential for Heart Families to receive the support they need once returning home from hospital. Our Regional Support Program provides a point of contact in regional NSW and build a Heart Community to avoid the social isolation and marginalisation typically faced. We currently have volunteer Regional Representatives in 17 regions, Regional Officers in Orange & Canberra, as well as a Regional Coordinator based in Newcastle.

♥ *HeartKids Financial Assistance Program*

Having a child undergo treatment for Childhood Heart Disease can place tremendous financial strain on families as often families are uprooted and have to relocate. HeartKids NSW steps in to provide emergency assistance to Heart Families in dire financial need, to ensure that their basic needs are met. We provide meal, petrol, accommodation, Coles and Starbucks vouchers to assist our Heart Families in need.

♥ *HeartKids Social Days*

To build a strong and inclusive community we hold several social activities throughout the year which are an important part of our support services – providing the opportunity for our Heart Families to meet others and form mutually supportive friendships.

♥ *Heart Angels Bereavement Support*

We also support families who have lost a precious Heart Angel to grieve healthily, by subsidising counselling and building a strong Heart community.

♥ *HeartKids Care Bags*

To support Heart Families whilst in hospital, we supply Care Bags of essential items to make a family's stay in hospital more comfortable.

♥ *HeartKids Research*

HeartKids NSW partner with leading cardiologists and researchers, and fund cutting-edge research, to work towards our vision of life unaffected by Childhood Heart Disease

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HeartKids NSW branding:

This links you to our HeartKids video of Jack's Story: <http://youtu.be/M7eNn095Q1o>

Our Supporters HeartKids Logo



Important:

Please note that use of the above logo requires approval from HeartKids NSW prior to use.

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Appendix 1: Online Fundraising Publicity:

Add a picture to your page:

Place a picture of you training or being silly. This will really personalise your page and make it a lot more fun!

Update the blog:

There is a space on your online fundraising page to add a blog and you can include details about why you have chosen to support HeartKidsCanTeen. Keeping this blog up to date with your preparation will keep your page interesting and interactive for your donors.

Make a donation yourself:

If you donate to your own challenge, you are letting all your donors know you are passionate about HeartKids and have faith in your fundraising target and challenge. Don't forget to add a comment with your donation about why you have chosen to support HeartKids.

Be specific:

Email or send a private Facebook message to your friends and family specifically (not a group message) letting them know that you are fundraising for HeartKids and ask if they could sponsor you by donating to your page. In your email, also ask your friends for a specific amount and let them know what that will do in supporting HeartKids and their families:

\$25 – funds a HeartKids NSW Family Support Coordinator to provide information and support to a newly diagnosed heart family

\$30 – buys toys and activity sets for a heart kid in hospital

\$50 – allows a care bag to be given to a child and their family while in hospital to make their stay a little bit more comfortable

\$150 – provides test strips for a child to enable their medication to be tested for a year

\$200 – helps Family Coordinators support 8 Heart Kids and their families whilst in hospital

\$2000 – allows a researcher to investigate the causes of Childhood Heart Disease for a week

Below is a sample email you can use:

Hi _____,

I wanted to share some exciting news with you! I am going to be participating in < event name>. I will also be fundraising for a cause close to my heart – HeartKids NSW.

HeartKids NSW supports children with Childhood Heart Disease (CHD) and the families who cherish them. Their support services focus on ensuring that 'heart families' are not alone on their journey with CHD.

They also advocate on behalf of the CHD community and work hard to improve public awareness about the disease, its impacts and the vital need for increased levels of support.

A donation of any kind will make a huge difference to the children & their families HeartKids NSW supports, but if you could support me by giving one of the following amounts, it will help me reach my fundraising goal of <insert your fundraising goal>:

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- \$25 – funds a HeartKids NSW Family Support Coordinator to provide information and support to a newly diagnosed heart family
- \$50 – allows a care bag to be given to a child and their family while in hospital to make their stay a little bit more comfortable
- \$150 – provides test strips for a child to enable their medication to be tested for a year

Any support that you can give me would be so appreciated! All donations are tax deductible and you can donate online here - <insert your fundraising page link here>

Thank you so much 😊

Make your first donations count:

If your first couple of donations are \$50+, then the following donors are likely to give around the same amount. Cheeky but all for a good cause!

Promote your page:

Post your fundraising page link on your Facebook and Twitter accounts every couple of weeks with an update on how your training, preparation or fundraising is going. You can connect your online fundraising page & your Facebook/Twitter account to make sharing even easier.

Follow up:

Send a follow up email or message (if they haven't donated) 2 weeks after your first email - don't be afraid or too shy to ask again. Majority of the time, your email has fallen to the bottom of their inbox. It's an amazing thing you are doing so don't be afraid to ask again! Use our template below:

Hi _____,

I sent you an email a few <days/weeks> ago about me participating in the <event name> for HeartKids NSW – a charity very close to my heart. There are still a few weeks to go til <event name> and I am still needing support from my friends and family to help me reach my fundraising goal of <fundraising goal>. Are you able to help me with a donation?

A donation of any size will make a huge difference to the HeartKids and their families that HeartKids NSW supports, but if you could support me by giving one of the following amounts, it will help me reach my fundraising goal:

- *A gift of \$25 funds a HeartKids NSW Family Support Coordinator to provide information and support to a newly diagnosed heart family*
- *A gift of \$30 buys toys and activity sets for a heart kid in hospital*
- *A gift of \$50 allows a care bag to be given to a child and their family while in hospital to make their stay a little bit more comfortable*
- *A gift of \$150 provides test strips for a child to enable their medication to be tested for a year*
- *A gift of \$200 helps Family Coordinators support 8 Heart Kids and their families whilst in hospital*

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Any support that you can give me would be so appreciated! All donations are tax deductible and you can donate online here - <insert your fundraising page link here>

Thank you so much 😊

Email signature:

If your company will allow it - see if you could add your Everyday Hero page fundraising link in your work signature so that any email communication you have can help you in your fundraising. We can also provide you with our "Supporting HeartKids" logo to put in your email signature.

Promotion at your work:

Lots of companies encourage staff to participate in charitable events and fundraising, so ask your company if they are willing to include something about you on the company website, intranet or company newsletter or e-newsletter. Some companies also offer a donation-matching scheme, where they will match the amount of money an employee raises.

Put up a poster:

Create a poster and put it up in the office kitchen, local supermarket, gym, post office, school or anywhere else you can get permission. Use the poster to ask people to visit your Everyday Hero Page and support you. We can provide you with a logo to use on the poster as well.

Keep fundraising – even when your event finishes:

A surprising number of donations are received after the event has finished, so don't stop fundraising when your event is over. Once you've recovered, update your Everyday Hero page again and email it to your contacts letting them know how you went and prompting anyone who still hasn't donated to do so.

Thanking goes a long way:

Be sure to thank all your donors once they donate!

Fundraising offline:

You can also host a fundraising event offline to help raise even more funds for HeartKids and help you reach your fundraising goal faster. Some easy & effective offline fundraisers are:

- Bake sale at work
- Casual Friday at work with a gold coin donation by all staff coming to your HeartKids fundraising
- Leave a HeartKids donation tin at your work/office front desk for your colleagues & visitors to donate
- Fundraising BBQ at home or work with your family/friends/colleagues donation a small amount to attend
- Trivia/movie night with friends
- BBQ at Bunnings Warehouse

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Appendix 2: Budgeting

	Expenditure	Income
Venue	\$	\$
Entertainment	\$	\$
Catering	\$	\$
Ticket Sales	\$	\$
Other resources i.e. raffle tickets, cutlery, napkins	\$	\$
Marketing i.e. posters	\$	\$

Appendix 3: Risk Management

HeartKids NSW Risk Assessment

Prepared by:

Date:

Activity	Potential Hazards/Risk	Risk Rating	Risk Control Measures	Risk Rating	Person Responsible	Timeframe – monitor & review

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Appendix 4: Timeline

Action	Time to Event							
	12-9 months	8-6 months	5-2 months	1 month	1 week	1 day	Event	+1 week
Establish targets & objectives	Red							
Decide what type of event to host	Red							
Identify your target audience	Red							
Select & confirm venue	Red							
Select & confirm catering		Red						
Select & confirm entertainment		Red						
Develop event timeline			Red					
Determine mix of fundraising activities and organise activities			Red					
Establish partnership opportunities			Red					
Publicise your event				Red				
Sell tickets				Red	Red	Red	Red	
Continue to publicise				Red	Red	Red		
Purchase all resources					Red			
Event set up							Red	
Accounting								Red
Evaluate results								Red
Thank all who helped								Red

[Appendix 5: Fundraising Application Form](#)

Available for download from HeartKids NSW website (www.heartkidsnsw.org.au). Or click the link above.

Appendix 6: Evaluation

<p>Strengths of my event: List all the positives of your event e.g. Reached our fundraising target</p> <ul style="list-style-type: none">••••	<p>Weaknesses of my event: List the areas that weren't so successful e.g. Local media didn't show</p> <ul style="list-style-type: none">••••
<p>Opportunities from my event: List all the opportunities that arose from your event e.g. Met a cake shop interested in helping</p> <ul style="list-style-type: none">••••	<p>Threats for my event: List the aspects that could negatively affect your event e.g. The venue costs are going to increase</p> <ul style="list-style-type: none">••••