

Prince of Wales
Hospital
Foundation

POWHF

Fundraising Ideas and Information Kit



Saving lives with your support!

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POWHF

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Message from the CEO



Thank you for fundraising for **the Prince of Wales Hospital Foundation**. We are so appreciative of your help as your time, efforts and fundraising will do so much to support patients here at **Prince of Wales Hospital**. Every donation made to the Foundation will make a difference to patient care, fund ongoing staff education, push forward vital research projects and support our clinicians so they can provide the utmost care.

The **Prince of Wales Hospital Foundation** relies on ongoing and generous donations from the community to fund our work around the hospital. This is why we are so grateful for your support and we appreciate you helping us to raise vital funds. So, Thank you! We really appreciate your efforts!

We have put together this **Fundraiser Toolkit** to make it easier for you to raise funds for the **Prince of Wales Hospital Foundation**. We hope that this guide will also help to ensure that your event is a great success! I look forward to having you become part of our family!

Kind regards,

Robert Hohnen
Chief Executive Officer
Prince of Wales Hospital Foundation

Choosing how you will raise funds can be great fun!

Here are some fun ways to raise funds for the Prince of Wales Hospital Foundation.



Do a personal challenge

Climb a mountain
Take a healthy challenge
Break a world record

Get to work!

Work place giving
Themed dress days
Office party

Join a community event

City 2 Surf
Tough Mudder
Sydney Half Marathon

Hold an event!

BBQ or sausage sizzle
Coffee and cake morning teas
Afternoon/high teas

Celebrate (in lieu of gifts)

Birthdays
Weddings
Bar mitzvah

Be a great sport!

Hold a golf day
Sporting matches
between friends

Getting started with Fundraising

Step 1 – Once you have decided on your fundraiser, make sure you consider any legal responsibilities that might come from your event or challenge.

Step 2 – Contact the Prince of Wales Hospital Foundation to discuss your ideas and see how we can help support you. Speak to our friendly Foundation team on 02 9382 4263. Once you have decided what to do, then fill out your Application Form (available on our website).

Step 3 – Once you have submitted your application, we will provide you with approval in form of an Authority to Fundraise Letter.

Step 4 – Set up an online fundraising page and promote your event/challenge within your networks.

Step 5 – Start your fundraising!

Step 6 – Hold your event or complete your challenge.

Step 7 – Deposit the funds raised.

Step 8 – Say THANK YOU to those who supported you and donated.



How we can help

The Prince of Wales Hospital Foundation is pleased to support you with your fundraising. We can provide help, advice and support to assist you with your efforts. We also have some resources that you may find useful:

Posters - We have a range of posters you can use to draw awareness to your fundraising or promote your event.

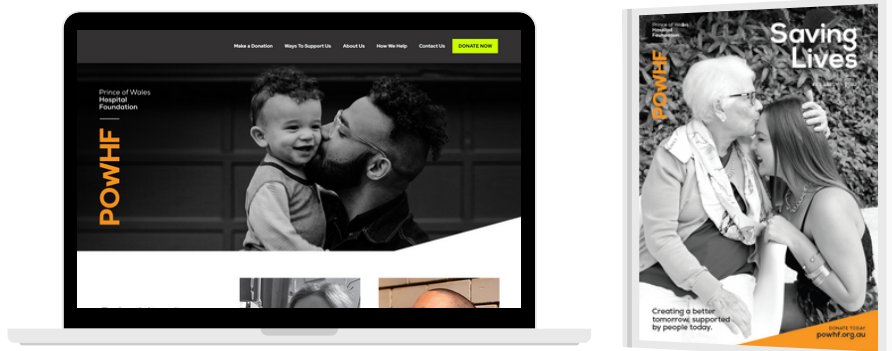
Printed Material - Our newsletters are a great way to let your supporters know about the work of the Prince of Wales Hospital Foundation.

Logos - We have supporter logos that you can use for your promotional material. Our logos are registered trademarks and must not be modified or changed in any way so all final designs for any material you produce must be sent to us for approval before publication.

Website - If your event is a public event, we can promote it on our website.

Social media - Is a great way to reach a large amount of people to promote your event and we can post your event if your event is open to the public.

You can also ask us for a Collection Tin for your event.



Promoting your event and using social media

Fundraising is simple with online platforms like MyCause, GoFundMe or even Facebook, so use them and your social media to spread the word!

How to get started on Facebook

Using your Facebook is one of the easiest ways for people to donate to your specific fundraiser and also receive tax deductible receipts. There are also other similar platforms you might want to consider using. Don't worry if you don't use a computer - we have donation forms that we can send you if you'd prefer.

1. Log into your Facebook account
Click on "Fundraisers" on the left side of the navigation menu.
2. Select Raise money for a nonprofit - select nonprofit and search for Prince of Wales Hospital Foundation.
3. Make any edits to the page on the left side of the navigation menu and then select "Create"

If you require further assistance with the set up of your fundraising page please email info@powhf.org.au



General Fundraising Tips

1. Make the title of your page specific to you

Don't use just Prince of Wales Hospital Foundation in your actual campaign name. It can get a bit confusing when people try to search. Use something like "Sarah's mission to fund Emergency Department equipment!"



2. Set your dollar amount target

If you're ambitious, aim high!

3. Fill out the rest of the details

Upload a profile photo and personalise as you go. Be sure to include your story and why you are passionate about supporting the work of the Prince of Wales Hospital Foundation. Visit our website to find accurate information about the work of the organisation.

4. Promote!

Every dollar you raise makes a real difference, so make sure to promote this page to your networks and ask friends and family to support you in your efforts. Share the link on your social media and include it in the footer of all your emails.



5. Email your closest friends and family about your fundraising first

It's easier asking the people you know best first. Then put the call out to your other networks.

6. Be the first to make a donation

Some people don't like being the 'first' so if you donate to start with it will get the ball rolling. Your donation will also set a precedent for the amounts your friends and family will donate so why not go big with a personal donation (which will be tax deductible).

Social Media

Using social media is a great way to build momentum for your event, increase attendance, raise funds towards your goal and raise awareness for the Prince of Wales Hospital Foundation.

Share our social media content and create your own too. Just make sure your content is consistent with our values and our mission and please don't create additional Facebook event pages that use our name in the title. Instead, talk about how the funds raised from your event will help patients and staff at the Prince of Wales Hospital Foundation.

A press release in your local paper is a great way of generating interest and raising funds – local papers love local heroes! Your press release should be written in the third person, be specific to your story and fundraising efforts and targeted to appropriate publications. We ask that you run it by us before sending it out. This way we can ensure that the story of the Prince of Wales Hospital Foundation is being accurately represented and that you are making the most of your exposure. Please don't contact the press on our behalf, we have a PR team that can handle any enquiry. Please pass press requests directly to us.



Getting the funds to us

The funds raised at your event must be given to the Prince of Wales Hospital Foundation within two weeks after your fundraising activity. It's your responsibility to collect and manage all the funds that are raised at your event and give us accurate financial reports. If you have any concerns with collecting cash donations, your supporters can donate via:

- Your own fundraising page/or alternative platform (please note this option has a processing fee and you have to set up the page yourself)
- A cheque made out to the Prince of Wales Hospital Foundation.

If you do receive cash donations, converting them to a bank cheque or money order made out to the Prince of Wales Hospital Foundation is the easiest way. You can also drop in cash to our office; we are located at the Prince of Wales Hospital Foundation High Street East Level 3 Randwick NSW 2031 (Please DO NOT mail cash through the post). Money can also be paid into our account directly. Do not bank any donations into your own account, as this is prohibited by fundraising laws in many states. Ensure you forward any donation pledges containing credit card details to us as soon as possible for privacy reasons and so that we can process these and discard the details appropriately.

If you make a bank deposit, our bank details are: Westpac, Account Name: Prince of Wales Hospital Foundation, **BSB: 032 157, Account No: 25-2907**. Please use the reference number given to you on your Authority to Fundraise Letter along with your surname and let us know when you have made a deposit.



Tax deductible receipts

Donations \$2 and above are tax deductible in Australia and the Prince of Wales Hospital Foundation has full DGR 1 Status approved by the Australian Tax Office (ATO) as a health promotion charity. We do not provide receipt books for fundraisers to receipt on our behalf.

Donors receive tax deductible receipts automatically when donating through your fundraising page/or alternative platform.

If a donor is contributing to your fundraiser via cash or cheque, please forward their donation to us along with their personal details (name, phone number and email or mailing address). This is a requirement of receipting. Once your fundraiser is approved, you will be sent a Donor Tracking & Receipting Form in the Welcome Kit to make the receipting process much easier.

Please note that donations are only tax deductible if they are true gifts; they must be a voluntary transfer of money where the donor receives no material benefit or advantage.

After the event

We'd love to hear all about your event and see any photos that we could use in our publications and social media. Tag us if you upload any photos to social media so we can help promote your event. If you have received any items or products from the Prince of Wales Hospital Foundation, please do not forget to return them to us.

Finally, remember to say a big THANK YOU to all your supporters, sponsors and donors. It is so important to let them know that the Prince of Wales Hospital Foundation is extremely grateful for the hard work that has gone into your event and we appreciate this wonderful support.

The Prince of Wales Hospital Foundation reserves the right to update or modify these guidelines at any time without prior notice. For this reason, we recommend that you review them on our website or ask for a new copy each time you are fundraising for us.

Thank you to our supporters for an
incredible year!



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