

# Fundraising toolkit.

Together we can change lives.





# Becoming a Mater Community Champion.

## Community lies at the very heart of everything we do.

For more than 100 years, fundraisers like you have enabled Mater in Queensland to identify, develop and grow health services and respond to community needs – even when no one else will.

We love to put the “fun” into fundraising. Unleash your creative ideas to increase your fundraising options.



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Community support  
of events goes a long  
way to help fund  
incredible advances  
that can change lives.

Lesley Ray, Mater Foundation  
Director Philanthropy



## You are helping:



Mother & babies



Young people



Cancer research

**396**

Australians will be told "you have cancer" today.

**2000+**

premature and seriously ill babies are cared for in our Neonatal Critical Care Unit each year.

**2200+**

vulnerable young people were treated in Mater's Young Adult Health Centre in Brisbane last year.

**15 795+**

elderly patients (over 66yo) presented to a Mater emergency department in South East Queensland.



# Let's get started.



**1.** Get your friends together



**2.** Share the news



**3.** Ask for support

## Need inspiration?

Check out our A-Z of Fundraising or take something you love doing and turn it into a challenge or a fun(draising) idea.

[A-Z of Fundraising](#)

## How to plan

Need some help with planning your event and budgeting?

[Checklist](#)

[Budget](#)

## Important but slightly boring bits

Make sure you familiarise yourself with our terms and conditions, so you can be confident that the time and effort you put into planning will keep you on track.

[T&Cs](#)

# Promote your activity.

You've started! Now let's take it to the next level.

## Make it personal

Update your page – people give to people! Take a moment to connect with your network and share the reason for your passion. Once your friends and family hear in your own words why you are fundraising, they will feel inspired.

## Get excited

Be excited and talk about your fundraiser when you catch up with friends and family. Excitement will catch on and they will want to help or donate.

## Approach local businesses

Businesses love to be associated with a good cause in their community. Ask local businesses for prizes for a raffle, donations or supplies to maximise your impact.

## Share the thanks

For your special supporters, write a note to let them know how your fundraiser went, what it meant to you and how their support made it what it was. The simple act of gratitude goes a long way.



**Top tip:** Thank your supporters. Let them know their donation has been noticed and appreciated.



# Thanks for being a champion!

## FAQs.

You have questions? We have answers.

### Can I change the date of my event?

Yes you can. Just send us an email or give us a call and let us know.

### Can I use the Facebook donate button?

We recommend using your personal fundraising page to collect donations.

### Can I use the Mater Foundation logo?

Yes you can! You can download the logo and style guide from our website.

[Download logo](#)

### How do I collect donations?

Your personalised fundraising page is the easiest and simplest way to collect donations. Each donation made to your page will be instantly sent a tax-deductible receipt.

### Do you have any resources available?

We sure do. Please visit our resources library via the link below.

[Resources library](#)



**Have another question?**

More FAQs can be viewed here.

[FAQs](#)

## Thanks for being a Community Champion.

**We are here for you, so feel free  
to reach out and ask for support.**

We are only an email or phone call  
away and we would love to help you.

**t** 07 3163 8000

**e** [foundation@mater.org.au](mailto:foundation@mater.org.au)

**w** [fundraise.mater.org.au](http://fundraise.mater.org.au)



“

I knew as a cancer survivor I wanted to hold my own fundraiser to help others. I felt so proud to raise \$2188 through an afternoon tea with my friends.

Cath Fry, Community Champion