



How you  
can help us

# MEET THE CHALLENGE

## FUNDRAISING GUIDE

Everything you need to know to raise money and help *Steven Walter Children's Cancer Foundation* "Meet the Challenge" to find a cure for childhood cancer.



**STEVEN WALTER**  
CHILDREN'S CANCER  
FOUNDATION

Dear supporters,

Thank you for volunteering to raise funds to support Steven Walter Children's Cancer Foundation. We are eternally grateful to the people, groups and organisations who donate and support our mission to find a cure for childhood cancer. Since 2000, Steven Walter Children's Cancer Foundation has proudly been raising funds for much needed and vital cancer research over the last 50 years the cure rates for children living with cancer have improved from 10 per cent to 80 per cent, much of which is due to research into new treatments and therapies. Unfortunately though, this cutting edge exploratory research is rarely well supported. And even with the progress that's been made, for every 10 children diagnosed with cancer, three do not survive. Here in Australia, that translates to three children losing their lives to cancer every week. We believe that is three children too many.

So SWCCF is committed to fundraising to support research with the ultimate target of 100% survival of all children diagnosed with cancer and the prevention of their suffering. Every child with cancer can be guaranteed a future and an improved quality of life. With your support we can work towards new discoveries that will save children's lives.

This fundraising toolkit has been designed to help you plan and host successful fundraising events. Please read through and then fill out the registration form and return it to SWCCF. If you have any questions, please contact us on (02) 9542 5885 or [admin@steverwalterfoundation.org.au](mailto:admin@steverwalterfoundation.org.au).

Thank you once again for your support.

Yours Faithfully

Director Susan Walter, AM  
Steven Walter Children's Cancer Foundation

  
STEVEN WALTER  
CHILDREN'S CANCER  
FOUNDATION

# ABOUT STEVEN WALTER CHILDREN'S CANCER FOUNDATION



**STEVEN WALTER CHILDREN'S CANCER FOUNDATION'S TARGET IS 100 PER CENT SURVIVAL FOR ALL CHILDREN DIAGNOSED WITH CANCER AND THE PREVENTION OF THEIR SUFFERING.**

Whilst big steps forward have been made since we started working towards this, there is still a way to go before we reach our goal. Why did we set such an ambitious target? Because of a young man called Steven Walter. Steve was only nineteen years old when he died in the year 2000 after a heroic eight-year fight against cancer. He was diagnosed with cancer in his right leg at 11 years of age and fought bravely through chemotherapy and the removal of a major bone in his leg. Unfortunately the cancer returned when Steve was 16 and although his cancer could not be cured, his hope was that one day all children would survive. It is because of this extraordinary young man's determination and his passion for life that his family, friends and others have gone on to create the Steven Walter Children's Cancer Foundation.

SWCCF is determined to fulfil Steve's final wish to raise money for research into childhood cancer ***"so that one day no other kid will have to go through what I've been through"***.

**MEET THE  
CHALLENGE  
TO FIND A CURE FOR  
CHILDHOOD CANCER**

## **THE KIT COVERS:**

- How to get started with your fundraiser
- How we can support you
- Promotion, media and branding
- What to do with the money you raise

# SEVEN STEPS TO FUNDRAISE FOR SWCCF

## 1 CHOOSE YOUR EVENT

There are many ways to fundraise but the best advice we can give is to choose an event or activity that you will enjoy. Think of ideas that will work in your local community and appeal to your family, friends and colleagues. Set realistic goals and timeframes for the activity or event and choose a time that suits you. We've brainstormed some examples of what you can do and they're listed on page 6.

## 2 REGISTER WITH SWCCF

If you've decided to host a fundraiser on SWCCF's behalf please register your event or activity. This will help us provide you with support and advice on other requirements. Depending on the type and size of the activity you're planning, you may also need to check with your local council or authority to gain the proper permissions.

When you've chosen an activity or event, complete and sign the 'Meet the Challenge' fundraising registration form and return it to SWCCF.

## 3 AUTHORITY TO FUNDRAISE ON BEHALF OF SWCCF

SWCCF will review your application to ensure it fits within appropriate legal and safety requirements and provide you with an Authority to fundraise letter. Once you've received this letter you can start organising your fundraising activity.

## 4 PROMOTING YOUR EVENT/ACTIVITY

Send your event details to [admin@stevenwalterfoundation.org.au](mailto:admin@stevenwalterfoundation.org.au) and we'll include it on the events calendar on the SWCCF website. Please provide as much information as possible to help us help you!

SWCCF is registered with Everyday Hero, so you can create your very own unique fundraising page at [www.everydayhero.com.au](http://www.everydayhero.com.au) and nominate to support SWCCF.

It's an easy way to track how much you've raised.

## 5 START FUNDRAISING

The first steps can be daunting, so we suggest you look around you to start thinking about recruiting helpers and promoting your activity. You'll be surprised how many of your contacts can support you and/or donate! Most of all, make sure it's fun and enjoyable for you and your helpers.

## 6 DEPOSIT THE FUNDS YOU'VE RAISED

Once you have held your event please transfer the funds to SWCCF as soon as possible following the completion of your fundraising activity.

You can transfer the funds to SWCCF in the following ways:

### 1. By sending in a cheque payable to:

**Steven Walter Children's Cancer Foundation**  
Post to PO Box 4610  
Sylvania Waters, NSW 2224.

### 2. Via bank transfer – please contact us for details.

Email the remittance: [admin@stevenwalterfoundation.org.au](mailto:admin@stevenwalterfoundation.org.au)  
or fax to (02) 9545 5562.

Please ensure that you include your activity name and event ID number so we can identify your donation.

## 7 THANK YOUR SUPPORTERS & SHARE YOUR NEWS

Once you've held your event or activity remember to thank everyone who supported you and volunteered to help make it a success.

Send an email or letter to let people know how you went and how much you raised for SWCCF.

Also, SWCCF welcomes any photographs or post-event information that may be suitable for inclusion in publications, marketing activities, social media and on our website.

### FOR MORE INFORMATION:

Email [admin@stevenwalterfoundation.org.au](mailto:admin@stevenwalterfoundation.org.au) or call (02) 9542 5885



# FUNDRAISING IDEAS

Here are some ideas to help get you started... big or small, there are plenty of ways to raise money and have a great time as well.

## WHETHER YOU WANT TO START SMALL...

BBQ or sausage sizzle, guessing games, head shave, cake sale, mufti day at school, walkathon, treasure hunt, raffle, high tea.

# ...OR THINK BIG!

Auction, fun run or relay, art exhibition, fundraising dinner, garage or car boot sale, fashion show, golf day, plant sale, trivia night, nature walk or film night.

Or if you're planning a birthday, anniversary or any kind of party, consider asking everyone to donate to Steven Walter Children's Cancer Foundation in lieu of a gift.



# HOW CAN WE HELP YOU?



## WEB & SOCIAL MEDIA PROMOTION

The SWCCF website has an events page. Send through the details of your event to [admin@stevenwalterfoundation.org.au](mailto:admin@stevenwalterfoundation.org.au) and we will add your event to the site. Where appropriate we will also help to promote your event on SWCCF's Facebook page.

## PUBLIC LIABILITY INSURANCE

Certain events and activities may require public liability insurance. There may be some cases where you can operate under SWCCF's insurance cover. Contact us on (02) 9542 5885 to discuss your idea and we'll do our best to support you.

## RESOURCES

Depending on the type of event you're holding, we may be able to provide you with information about SWCCF to support your event. Many people also like to create Facebook pages for their events. To help you promote your event as an official "Meet the Challenge" fundraiser, we've can help with Facebook cover photos which you can use. Email [admin@stevenwalterfoundation.org.au](mailto:admin@stevenwalterfoundation.org.au) with your event ID number and request a banner or flyers.

## PROMOTION, MEDIA & BRANDING

### PROMOTING YOUR EVENT

SWCCF will support approved and registered fundraisers with listings on SWCCF website and where appropriate on social media, however any and all advertising and promotional material is the responsibility of the event organiser, not SWCCF.

### MEDIA, INFORMATION & APPROVALS

SWCCF reserves the right to approve any media release, artwork or wording about SWCCF before it is published or distributed. This is to ensure that the activity and SWCCF's involvement are represented correctly.

If the media contacts you for information about SWCCF or childhood cancer, you should contact the SWCCF's Communications Coordinator on 0407 732 220.

### BRANDING

Any printed promotional materials featuring SWCCF's name and logo need to be approved at the design stage by SWCCF and prior to print and distribution.



