



# Be a Kidney Hero

## Your Fundraising Guide

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KIDNEY  
0514



Welcome to the  
**Kidney Health Australia**  
**family!**





Thank you for choosing to support **Kidney Health Australia** – without amazing people like you, we simply would not be able to provide people affected by kidney disease the breadth and quality of services that we do.

Many people don't realise chronic kidney disease is a deadly, lifelong disease that is impacting too many Australians and their families. Despite 1.7 million Australians being affected and around 63 people dying every day with kidney related disease, it continues to strike people unawares.

We are committed to being the lifeline for our kidney community whenever they need us. It is thanks to kind-hearted people like you that make it possible for us to do this.

To help you get started on your fundraising journey, we have put together this handy Fundraising Toolkit. Here you will find everything you need to ensure your fundraising activity is a roaring success.

Our Community Fundraising team are here to support you on your fundraising journey, every step of the way. Get in touch with us any time – via email [events@kidney.org.au](mailto:events@kidney.org.au) or call **1800 454 363** - if you have any questions or need support.

**Thank you for your support  
and welcome to the  
Kidney Health Australia family.**

# Let's get **started!**

Step  
**1**

Choose your fundraising activity

Step  
**2**

Plan your fundraising activity

Step  
**3**

Promote your fundraising activity

Step  
**4**

Have fun fundraising!

Step  
**5**

Bank your money and  
thank your supporters

Step  
**6**

You're a **Kidney Hero!**



# Your **impact**

Your support means we can be there for people affected by kidney disease on every step of their journey. Here's how the money you raise can help.

**\$55** helps us fund lifesaving calls to the **Kidney Helpline**.

**\$80** helps us fund educational resources to prevent as many people as possible suffering kidney disease.

**\$200** helps us train health professionals in the early detection and treatment of kidney disease.

**\$500** helps us cover the cost of a child attending a State Based Kid's Weekend Camp.

**\$1,000** helps us cover the running costs of the **Big Red Kidney Bus**, providing families with holiday dialysis.

**\$3,000** helps us cover the cost of a family to stay at the **Kidney Transplant House** after transplant surgery.

**\$5,000** helps us fund research that could improve treatments and one day find a cure for kidney disease.



# Fundraising **ideas**

Want to fundraise for **Kidney Health Australia** but not sure what to do? You might like to hold an event in your local community, your workplace, your school or university, your sports group, with your mates or by yourself. The possibilities are endless, so here's a few fundraising ideas to get you inspired:

## Easy to organise:



Put your tongs to good use and host a **Big Red BBQ**. Invite friends and family and ask for donations in exchange for snags.



Organise a **bake off** and make mouth-watering treats to sell to work colleagues, family, friends or in your local community.



Up for a **challenge**? Challenge yourself to run or ride a set distance and ask your friends to donate per km. You can join **Team Kidney** and join one of the many running events held throughout the year.



Hold a **morning tea** with work colleagues – get the team together and ask everyone to make a donation. It's a great team building exercise!



Do you have an upcoming special occasion? **Celebrate** by collecting donations in lieu of gifts! This is a wonderful way to add meaning to your special day.



Hold a **garage sale**. Your trash is someone's treasure - declutter, while raising funds...Win Win!

**Need Help?** Contact our **Community Fundraising Team** via email [events@kidney.org.au](mailto:events@kidney.org.au) or call **1800 454 363** to discuss your fundraising ideas.

## Something a bit more challenging to organise:



Go all out and hold a **ticketed fundraising lunch or dinner**.



Put your friends' general knowledge to the test with a fun **trivia night**. Make your trivia night a ticketed event or ask for donations.



Have you got talent? See what talents you unearth while raising money for a great cause! Charge an entry fee for your **talent competition** or ask for donations.



Pull on some red socks and get involved in our **Red Socks Appeal!** Get family and friends together to Roam, Ride or Run in red and show off your funky socks.



Get your mates together and get active by hosting your own **Soccer or Cricket World Cup**.



Introduce a monthly dress down or **fancy-dress day** at work or school. Ask for a donation to participate and fine those who don't join in.

# Your checklist **for success!**

Plan your event to make sure you've got everything covered:

## What activity will you be doing?

Decide on what you're doing. It doesn't have to be extravagant, just make it fun for yourself and everyone who takes part.

## Where and when will it happen?

Check the date of your activity. Make sure it doesn't clash with other events like a big footy match or a public holiday (or leverage off other large events/public holidays to attract even more people to your fundraising event). Make sure you give yourself plenty of time to organise and promote.

## How are you going to make your activity happen?

Register your activity by completing the Community Fundraising form online or email your form to [events@kidney.org.au](mailto:events@kidney.org.au). Please don't start fundraising for **Kidney Health Australia** until you receive your Authority to Fundraise Letter. And, don't forget to read the Kidney Health Australia Fundraising Terms & Conditions to make sure your stay on track.

## Meet Sarah

Sarah set out to raise awareness of kidney disease and funds for **Kidney Health Australia**, to help others like her brother Josh, who has kidney disease. Sarah participated in the **2019 Big Red Kidney Walk** and used the power of social media to spread awareness and raised an amazing \$8,420 via her Facebook Fundraiser.

**“Raising money for Kidney Health Australia is incredibly important as it allows them to do what they do best... help more people like my brother.”**

Sarah, Highest Individual Fundraiser, 2019 Big Red Kidney Walk





## How will you fundraise?

Setting up your own online fundraising page is quick, easy and a great way to promote your event and raise money before your event even starts. To set up your own online fundraising page visit [mycause.com.au](https://mycause.com.au) and search **Kidney Health Australia**.

Using the power of social media and creating a Facebook Fundraiser can also supercharge your event. To create your own Facebook Fundraiser, visit [kidney.org.au/facebook-fundraiser](https://kidney.org.au/facebook-fundraiser)

If you're not comfortable using online platforms, you can order money tins and donation envelopes from us which your supporters can use to donate with cash, cheque or credit cards. To order these calls us on **1800 454 363** or [email events@kidney.org.au](mailto:events@kidney.org.au)

## How will you make it safe and legal?

It's really important you keep your activity safe and legal. Please read the Fundraising Terms & Conditions and make sure you're up to speed with things such as food hygiene laws; activities you may need a licence or permits for e.g. raffles; obtaining prior permission for fundraising in public places; and insurance liability. **Kidney Health Australia** may be able to assist with Public Liability Insurance. Please speak with us if this is required.

## Meet Amanda

Our top fundraiser during **Kidney Health Week 2019** was a mother and daughter, whose story touched everyone's hearts and highlighted how this disease can affect anyone at any age. Amanda's daughter was 11-years-old when she was diagnosed with renal failure.

Amanda and her daughter raised an amazing \$6,910.



Don't forget we're here to help every step of the way. If you have any questions call us on **1800 454 363** or email [events@kidney.org.au](mailto:events@kidney.org.au)

# Shout it from the rooftops! How to promote your event

Whatever fundraising activity you decide to do, getting the word out there will help you raise money and awareness of kidney disease, so promoting your event is crucial.

## Use the power of social media

Promote your event and online fundraising page on Facebook, Instagram, Twitter and any other social media platforms you currently use and ask family and friends to 'share' your event on their social media platforms. Get in contact with **Kidney Health Australia's** media team at [media@kidney.org.au](mailto:media@kidney.org.au) or call **0434 801 485**.

## Email your family and friends

A great way to get the word out about your fundraiser is to email family and friends. Don't forget to include your online fundraising page link.

## Involve your community

It's a great idea to contact local businesses to assist with different elements of your event. They could support your event with catering, venue hire, decorations or prizes.





# Banking donations

**You did it! You came, you saw, you conquered!**

Now your event is over and you've had an absolute ball, there's just one more thing to do... transfer the money raised to us and we'll help families living with kidney disease.

Please transfer the funds you have raised within three weeks of your fundraising activity concluding (as well as returning your Payment Form to [events@kidney.org.au](mailto:events@kidney.org.au)).

You can transfer funds raised via one of the following methods:

## 1. Direct deposit:

**Bank:** ANZ

**Account Name:** The Australian Kidney Foundation, T/A Kidney Health Australia

**BSB:** 013 423

**Account Number:** 8377 43332

Please use your mobile phone number as the Reference when depositing funds

## 2. Cheques/donation envelopes:

Send to **GPO Box 9993, Melbourne VIC 3001, Australia**  
Please include your Payment Form so we have all your contact details.

## 3. Credit Card:

Credit Card donations can be made by calling us on **1800 454 363** or via our website [kidney.org.au/give-a-donation](http://kidney.org.au/give-a-donation)

Donations over \$2 are tax deductible. All donations made via an online platform will automatically receive a receipt at the time of the donation. If people donated in person to you at your event with cash, cheques or credit cards and would like a receipt, please send us their contact details (and amount donated) and we'll send them a receipt directly.





# Thank you... we couldn't do it without you!

It is kind-hearted people like you that make it possible for **Kidney Health Australia** to continue providing vital support services to people living with kidney disease.

Community Fundraising events like yours make a huge difference, so thank you for your support and welcome to the **Kidney Health Australia** family.

Together, we are creating a brighter future for those living with chronic kidney disease.



**Connect with us:**

Freecall 1800 454 363  
kidney.org.au  
events@kidney.org.au

Be a Kidney Hero,  
Your Fundraising Guide,  
printed 2020.

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