

## CATHY FREEMAN FOUNDATION DEADLY RUNNER FUNDRAISING TIPS

Congratulations on joining the Cathy Freeman Foundation Deadly Runners Team. We've put together some helpful tips to assist in your marathon fundraising efforts.

Thank you for your support of Indigenous education. We look forward to running with you and hope you enjoy this journey of a lifetime!



**“Access to quality education can improve the outlook for Indigenous children and lay the foundation for a healthy and productive future. Thanks for joining me on this journey”.**

*Cathy Freeman, Founder and Director of Cathy Freeman Foundation*

### 1. Personalise your 'GoFundraise' page

Now that you have your own 'GoFundraise' or 'Everyday Hero' page, let's make it as effective as possible. We suggest that you upload a photo of yourself, or even better, a video showing you in action. On this page, try to tell a story: explain why you're personally moved to support the Cathy Freeman Foundation and what the money will be put towards.

Keep your message simple as many people are time-poor and want to read the information as quickly as possible. *For example:*

*“On <insert date>, I'll be running in the <insert event name> to raise much needed funds and awareness for the Cathy Freeman Foundation (CFF), who supports the Indigenous children of Palm Island, Queensland.*

*Before my involvement with CFF, I didn't know that it was Australia's fourth most disadvantaged community. I also didn't know that there is a population of approximately 3,800 people and an average of 10 people living in each house.*

*I certainly didn't know that about 80% of the children suffer from mild to moderate hearing loss which severely impacts their ability to learn and communicate.*

*I now know that through specialised education programs, such as those provided by the Cathy Freeman Foundation, these kids are able to have the same opportunities as their peers all around Australia. I believe in an Australia where Indigenous and non-Indigenous children have the same education standards and opportunities in life. This is why I have chosen to support the Cathy Freeman Foundation.*

*Please sponsor my run and by supporting me, you are helping the children of Palm Island get on the right track. Together, we can make a difference!”*

## 2. Give your fundraising a head start with your own donation!

You may be surprised by how deep your supporters will dig to help you get across the line. By kick-starting your efforts with your own generous donation, you'll set the standards for others to follow.

## 3. Target your close friends and family for donations first

Send emails to close friends and family and those you think are likely to be your most generous supporters first. People tend to match the amounts already donated, so target your nearest and dearest first, and then contact your wider network. *Sample email you might like to use:*

*Dear friend,*

*I have decided to do something amazing! I'm running in this year's <insert name> Marathon event on <insert date>. I'm running the <insert distance> to raise important funds for the Cathy Freeman Foundation, who provide educational programs and opportunities to help the children of Palm Island get on the right track.*

*If you believe, like me, that access to quality education opportunities can improve the outlook for Indigenous children living on Palm Island, Australia's fourth most disadvantaged community, then please visit my fundraising page at <insert 'Go Fundraise' page link> and donate now.*

*Your donation will help lay the foundations for a healthy and productive future for the children of Palm Island.*

*To learn more about the community of Palm Island and the Cathy Freeman Foundation, please visit [www.cathyfreemanfoundation.org.au](http://www.cathyfreemanfoundation.org.au).*

*Thank you,  
<insert your name>*

**At the end of this booklet, we have included some extra facts and stats on Palm Island and our educational programs. You may want to include these in your communication to potential supporters.**

## 4. Send your 'GoFundraise' page link far and wide

When you are contacting all of your potential supporters, send them a link to your 'GoFundraise' page. If possible, change your email signature at work and/or at home to include the link as a constant reminder to recipients.

In addition to close friends and family, don't forget to contact any other groups you may have connections with: former colleagues, old school/uni friends, friends who have moved out of the area or overseas, members of sporting clubs you belong to, or committees you are part of. If you're involved in business, don't forget to ask your suppliers - they often like to show their support. Use your network to gain momentum and ask your supporters to contact their friends as well.

*A personal phone call or email will attract the best response from potential supporters.*

## 5. Tweet! Tweet! Spread the word via social media

Share your link via your social networking sites (Facebook, Twitter, LinkedIn etc.). Click the 'share' button on your 'GoFundraise' page. This will help you capture people that you may not see regularly.

## 6. Put pen to paper

In the internet era, everyone is bombarded with electronic requests. You might like to consider sending out a letter by mail. It's a very personal request and will be sure to capture your target's attention. Hand-writing a letter makes it even more personalised and shows you have gone to great efforts to make contact.

### 7. Regularly update your supporters

People mean to donate, but sometimes they forget if it's not done straight away. Don't feel embarrassed about asking again and again - it usually takes more than one round of emails to nudge everyone into action.

Update your fundraising page and circulate regularly – tell the story of your marathon journey! Let everyone know how fit you're feeling, how much money you've raised and any other updated information about the event. This will encourage and remind people to donate, if they haven't already.

### 8. Utilise your employer

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 newsletter. Some companies even offer a donation-matching scheme, where they will match the amount of money an employee raises. This is a great way to double your fundraising dollar.

See the case study at the end of this booklet about one of our fundraising heroes and how they recruited their work colleagues to help fundraise.

### 9. Create a donation poster

Create a poster to display 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 'GoFundraise' page and support your efforts.

### 10. Fundraising ideas and suggestions

To increase your fundraising potential, how about engaging in an activity or event? Use your imagination to create your own event or take some tips from the ideas below:

- **Tin rattling** – contact us on 03 9686 4813 if you are interested in tin-rattling. We can help you set this up and assist you with the necessary applications should you decide to tin rattle in public places such as your local shopping centre. You'll be surprised at how quickly a small amount of change can turn into a substantial and generous donation.
- **BBQ/sausage sizzles** – can be held at your local sports field, recreation centre or even Bunnings Warehouse (contact your local Bunnings to organise).
- **Have dinner** – put on a dinner at your house and ask people to make a donation.
- **Art exhibitions and/or auctions** – ask local artists and photographers to donate works which can be viewed or auctioned for the Foundation.
- **eBay™ sales** – clean out your wardrobe and donate proceeds to the Foundation. Ask your friends to do the same.
- **Film nights** – host your own and charge an entry fee or contact your local cinema to organise.
- **Sporting sweeps** – organise your own sweep for upcoming sporting events like Cricket, Rugby, AFL or even the Olympics.

- **Word jars** – forget the swear jars, create a word jar instead and everyone donates a gold coin every time a particular words is used.

The sky's the limit but if you're stuck for ideas, here are some fabulous websites that offer fundraising ideas, products and services: [www.fundraisingideas.com.au](http://www.fundraisingideas.com.au) and [www.fundraisingdirectory.com.au](http://www.fundraisingdirectory.com.au)

## 11. Don't stop fundraising when the 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 'GoFundraise' page again and email it to your contacts. It's a great way of letting your supporters know you have achieved your goal, and of prompting anyone who still hasn't donated to do so.

## 12. Thank your supporters

People love to be acknowledged and it's incredibly enriching to know where their donations are going. Remember to personally thank all of your supporters on behalf of yourself and the Cathy Freeman Foundation (CFF). By donating, your supporters are helping CFF improve the educational outcomes of the wonderful and deserving Indigenous children of Palm Island. CFF will also send a thank you letter.

## MEET OUR FUNDRAISING HEROES



**"I never knew I had it in me to run this far or raise this much money. It was a massive personal achievement for me and an incredibly enriching experience knowing that I was directly supporting these kids."**

*Katrina Milton (right), Psychologist, School Counsellor*

### OUR HERO – DAVE MADRIN, 38, Accountant

**Event:** 10km Melbourne Marathon, October 2011

#### **Why did you choose to support CFF by running this event?**

*I always wanted to support charity, but I didn't want to choose a cause that already had a lot of support. Although every cause is worthy, I have always been interested in Indigenous affairs and my research led me to CFF. They were small, young and I liked that they directed their funds and support to just one community.*

#### **Had you ever run in a Marathon event or fun run before?**

*I'm a fairly sporty person, enjoy my cricket and footy but I've never run in a marathon before. I've run around the footy oval a couple of times, but that's about it. This marathon motivated me to get fit and start running.*

#### **How did you raise funds for CFF (i.e. what activities)?**

*Apart from sending out constant email reminders to my friends and family, I asked my work colleagues to get behind me and sponsor me. We put on a BBQ at work where people had to donate. For every casual dress day leading up to the marathon, all funds went towards my run.*

#### **Why did this particular fundraising activity work for you?**

*I was quite busy at work at the time and had a lot of family commitments between training. I am lucky I have such great work colleagues who organised most of the fundraising activities at work.*

## **OUR HERO – KATRINA MILTON, 43, Psychologist / School Counsellor**

*Event: Melbourne Half Marathon, October 2011*

### **Why did you join the CFF team?**

*CFF is an incredibly worthy cause as Palm Island is such an underprivileged community and to know I was running to be able to help support the children of Palm Island was very motivating.*

*I had run in the 'Run for the Kids' a few years ago which was 16km however this was my first for a half marathon. I started training about 3-4 months before the event and hadn't run for a few years. I thought I was doing well by running a lap of Caulfield Park which is just short of 2km! I couldn't believe I made it to 21.1km and the feeling crossing that finishing line was one I will never forget. I trained twice a week with Trewhealth and I couldn't have run the half marathon without Tory and his team's guidance and support. I also trained with my sister and a friend, so I had people to laugh, whinge and moan with as well as to support and motivate me when I found it hard to motivate myself.*

### **How did you fundraise?**

*I emailed most of my friends and family and asked them for donations/sponsors. All these people are so supportive of me and once they had heard about CFF and the amazing programs they run for the Indigenous youth of Palm Island, they didn't need to think twice when it came to giving money. Apart from starting my training a bit earlier, next time I would think outside the box when it came to fundraising. I heard some fantastic ways of fundraising through other CFF team marathon runners such as looking towards the school and local community as well as family and friends.*

### **What is your advice for potential fundraisers in the CFF running teams?**

*Give it a go! It requires some commitment and dedication, but it was the most fun and rewarding challenge I've ever experienced.*

## **OUR HERO – HEIDI WANE, 56, Semi Retired**

*Event: 3km Melbourne Marathon, October 2011*

### **Why did you choose to support CFF in this running event?**

*I joined the CFF team because I was inspired by Cathy Freeman's dedication and enthusiasm and was impressed after further researching her Palm Island education programs, but saddened to hear of the challenges the children face on a daily basis. After excitedly telling family and friends what I was doing, my friend Sandra joined me in the 3km walk, her daughter Sarah ran the 10 km and my nephew Ben ran the 21 km. We joined forces for the pre-event fundraising component.*

*There was an in-house competition and the athlete with the biggest fundraising tally would get a trip to visit Palm Island. I realise now this challenge is what inspired me, not only did we raise enough to win Ben the trip, my small team and I kept on raising money. We also raised money for Sarah to participate for the Cathy Freeman Foundation team in the 14 km City2Sea. Our team gets a real buzz when our raised money is sent off to the Foundation. We are currently fundraising to send Ben and Sarah to the Outback Marathon in July where they will both run the full marathon and this is our biggest and most ambitious project to date.*

### **How did you fundraise?**

*As the co-ordinator of our little fundraising team, it's usually up to me to think of inventive ways to raise money. Our approach is a combination of "tin shaking" in four hour shifts at local shopping centres after obtaining permission and insurance. A car boot sale, sending donation letters to service clubs, local radio interviews and newspaper articles, sausage sizzles, sending letters to prominent businesses.*

### **What is your advice for potential fundraisers in the CFF running teams:**

*Get together with some trusted friends so you can support each other. Set yourself realistic goals, get started, you will be surprised, you can "move mountains" with a little help. If you are enthusiastic about your chosen charity, others will see how passionate you are and be motivated to help you.*



## KEY STATISTICS ON PALM ISLAND

Use the following information to tell your supporters about the community of Palm Island and the work of the Cathy Freeman Foundation.

- 80% of Palm Island children suffer mild to moderate permanent hearing loss from the middle-ear infection, otitis media; so they struggle with the basics of phonetics and early learning.
- Less than 10% of students graduate from secondary school on Palm Island.
- Truancy rates can be as high as 55%. Such disengagement can be a result of a lack of support from home or it can be due to physical difficulties such as hearing loss.
- Around 60% of the population is under 20 years of age and life expectancy is 50 years (38% lower than the state average).
- On the Island there are 350 homes for 3800 residents and unemployment is 90%.
- Less than 10% of Year 7 students read and write at a minimum National Assessment Program – Literacy and Numeracy (NAPLAN) standard.

## ABOUT THE CATHY FREEMAN FOUNDATION

- The work of the Cathy Freeman Foundation is focussed on and committed to giving Australian Indigenous children a brighter future through education. Currently, the Foundation's work focuses on Palm Island, one of the largest remote Indigenous communities in Australia, located 68km south east of Townsville in far north Queensland.
- Since it was established in 2007, the Cathy Freeman Foundation has been working in partnership with the Palm Island schools and council to deliver five key educational programs. CFF supports over 600 school-aged children every year with the aim of increasing positive educational outcomes.
- CFF employs two full-time Palm Island community members. These positions not only support the programs on the ground, but also create jobs in the community and reinforce the Foundation's commitment to Palm Island. They are also considered to be essential to the outcome of the Foundation's programs and integral for community engagement and future program sustainability.
- CFF was recently acknowledged in the 2013 Prime Minister's Closing the Gap Report for successfully engaging children in school.

*Legal info:*

*All fundraising payments go directly to the Cathy Freeman Foundation and are tax deductible. Your supporters will automatically receive a tax receipt through the 'GoFundraise' facility.*

*Supporters who receive something in return for the payment (eg. entry to an event, a raffle ticket, an art purchase, etc) are unable to receive a tax receipt. Their donation still goes directly to the Foundation and its programs, but can't be claimed through tax.*