

SCRUB UP⁺
SEPTEMBER
For kids in hospital



Fundraising Kit - Business

Your tools for success





Wear your scrub hat and raise funds for sick kids in Gold Coast public hospitals.

By wearing a scrub hat and fundraising in September, you can help Gold Coast Hospital Foundation make sure every child in our public hospitals receive world-class care and have access to the best possible medical equipment and facilities.

We're here to help

Our team at Gold Coast Hospital Foundation is here to help you make your fundraising for *Scrub Up September™* for kids in hospital a great success.

We can assist you by providing:

- Free Scrub Up September™ scrub hats. **Due to COVID-19, we will be supplying a limited number of hand-made scrub hats for your event.**
- A letter of authority to fundraise on behalf of Gold Coast Hospital Foundation (see page 6)
- Event resources including posters, a colouring-in sheet, images, email signature and social media tiles (see pages 10-12)
- General news and Scrub Up September™ updates from Gold Coast Hospital Foundation
- A certificate of appreciation to thank you for hosting your fundraiser

Unfortunately, our team cannot provide:

- Reimbursements for expenses incurred
- Guaranteed marketing of your event across our platforms (including the website, social media, newsletter, EDM, and media relations)
- Staff to run your event
- Prizes or raffle items



Pictured: Baby twins Neve and Will are cared for by Registered Nurse Nikki Butler in the Neonatal Intensive Care Unit (NICU) after the tiny duo entered the world prematurely at just over 28 weeks. Neve and Will spent the first 80 days of their precious lives recovering in hospital and benefiting from the use of Gold Coast Hospital Foundation-funded NICU breathing equipment before they could finally go home with their family.

Welcome	3
About Scrub Up September™	4
About Gold Coast Hospital Foundation	5
Authority to fundraise letter	6
Where your funds go	7
Make your event a success	8
Fundraising ideas	9
Marketing resources	10
Banking your funds	13



Get in touch

Our Fundraising Coordinator, Tegan, is here if you have any questions.

P: (07) 5594 6986 | E: scrubup@gchfoundation.org.au
www.gchfoundation.org.au/scrubupseptember



A fun way to help sick kids in hospital

Scrub Up September™ for kids in hospital is Gold Coast Hospital Foundation's annual fundraising campaign that brings the Gold Coast community together during September to wear a scrub hat and raise much-needed funds to help sick kids in hospital.

Funds raised during Scrub Up September allows Gold Coast Hospital Foundation to fund vital medical equipment, world-class research and interactive play and sensory areas in our hospitals.



Did you know?

Our hospital's Paediatric Emergency Departments treated 37,989 children last financial year.

Gold Coast Hospital Foundation is a locally-based community charity supporting more than 180,000 patients and their families last financial year who faced medical hardship caused by illness, injury or disability.

With no government funding, the Foundation relies on the generosity of kind-hearted individuals in the community, sponsors, corporate partners, and people who leave a gift in their Will to fund its vital work.

Together with this wonderful support, the Foundation is committed to raising much-needed funds to improve health outcomes for children and adults through a range of vital support programs.

The Foundation was established 25 years ago as the official charity for Gold Coast Health, which delivers a broad range of health services from Gold Coast University Hospital, Robina Hospital, Varsity Lakes Day Hospital, two major Allied Health Precincts at Southport and Robina, plus 13 community health facilities.

Visit www.gchfoundation.org.au to learn more.

Pictured: Alliyah has struggled to breathe on her own since birth and spent the first 20 months of her life in hospital fighting a rare life-threatening respiratory condition.

Our programs



Cancer Patient Transport Service



Emergency Accommodation Service



Purchasing medical equipment and aids



Funding hospital-led health research



Improving hospital facilities and patient spaces



Providing scholarships for Gold Coast Health staff

Authority to fundraise letter

Where your funds go



RE: Consent to fundraise/collect gifts on behalf of Gold Coast Hospital Foundation.

To Whom It May Concern,

Please accept this letter of authority for Scrub Up September™ registered participants _____ to fundraise and collect prizes on behalf of Gold Coast Hospital Foundation for its signature fundraising campaign, *Scrub Up September™ for kids in hospital*, in September 2020.

Gold Coast Hospital Foundation exists to support children and adults experiencing medical hardship as a result of illness or injury; ensuring the Gold Coast community has access to the best health care and health education available.

This authority to fundraise has been granted to _____ to allow them to hold a Scrub Up September™ fundraising event or activity. All donations from this activity will be used by the Foundation to support unwell or injured children at Gold Coast University Hospital, Robina Hospital and all Gold Coast Health public facilities.

Gold Coast Hospital Foundation is a true local charity, relying on the support of our generous community to assist in the delivery of world-class care, treatment and support. Any assistance you can provide _____ would be gratefully appreciated.

This consent is subject to state charities legislation and is valid until 31 December 2020.

Yours sincerely,

Tegan Tarquinio
Fundraising Coordinator – Business and Community
Gold Coast Hospital Foundation

Name: _____

Signature: _____

(07) 5594 6986 | scrubup@gchfoundation.org.au | www.gchfoundation.org.au/scrubupseptember | ABN 95 387 912 125

All money raised during *Scrub Up September™ for kids in hospital* will help improve patient care, quality of life and health outcomes for children receiving treatment at Gold Coast University Hospital, Robina Hospital and all Gold Coast Health public facilities.

Here are some of the ways your generous fundraising can make a significant difference to unwell children in hospital by helping to fund:

- Vital health research into childhood illnesses.
- Interactive play areas and facilities that help provide much-needed distraction for hospitalised kids.
- The purchase of essential medical equipment to provide young patients with specialist care and a better chance of improved health outcomes.

Together with our amazing Scrub Up September™ participants, Gold Coast Hospital Foundation can help provide the best care to young patients and their families during times of medical hardship.



Registered charity

The Foundation is registered with the Australian Charities and Not-for-profits Commission (ACNC) Register.

1

Choose a fundraising event where the whole team can get involved

The more inclusive of your organisation or community, the more successful your event will be. Choose an activity that everyone will enjoy such as team sports, creative sales, or events that require a committee.



2

Promote your event

Scrub Up September™ is an excellent opportunity for you to raise the profile of your business, school or club.

Market your event by using the event resources provided on pages 10-12 and actively promote the event to your audience across various platforms. Some of these include email, website, blog, newsletter, social media, PR/media, and word of mouth. This promotion is free, but extremely effective.

Tip: Don't be afraid to send friendly reminders and updates on how your fundraiser is going to your audience.

3

Don't forget to wear your scrub hat

A limited number of hand-made scrub hats can be provided for free to reinforce the message that Scrub Up September™ supports our local doctors, nurses, and clinicians in achieving better health outcomes for their young patients.

If you need scrub hats for your event, please fill out the [Product Order Form](#) and email it to scrubup@gchfoundation.org.au

4

Bank all money using your personalised reference code

You will be emailed a banking slip containing your personalised reference code and details of how to bank all funds raised.

The sooner you deposit the funds after your event, the sooner your contribution can be put to good use to help improve health outcomes for Gold Coast public patients.

5

Remember we're here to help

We want your event to be a success and will support you to make sure your event goes smoothly. Please contact the Foundation's Fundraising Coordinator, Tegan, on 5594 6986 if you have any questions.



Businesses and workplaces

- Donate a percentage of sales for one day, a week, or the whole month
- Donate \$1 from each product sold for a day, week or the whole month of September
- Encourage your employer to match all employee donations, dollar for dollar
- Who doesn't enjoy some friendly rivalry? Watch your fundraising dollars soar by organising a fundraising competition between franchises or departments for the most funds raised in a day, week, or the whole month
- Round up for charity – ask customers to round up their purchase and donate the difference to help children in hospital
- Auction your boss – hold a silent auction with the highest bidder winning a day of personal assistance courtesy of the boss
- Hold a casual dress day for a donation
- Set up a cupcake stall at work
- Celebrate with a barbecue and drinks for a donation
- Participate in a fun run, or marathon race and raise money for Scrub up September™
- Sell our tokens - ask us how! Speak to Tegan on (07) 5594 6986.

When it comes to thinking of a cracking idea to help you raise funds at your Scrub Up September event, the list really is endless! Here are some of our favourite fundraising activities or events to help you get started.

Marketing resources



To maximise your fundraising efforts, we have compiled some marketing resources to help with all your Scrub Up September marketing and promotional activity.

These resources include

- Pre-written copy that can be used on your website, newsletter and social media
- Posters
- Images
- Social media tiles
- Email signature

When promoting your event, please clearly state that the event is part of Scrub Up September™ for kids in hospital in support of Gold Coast Hospital Foundation.

Suggested phrases

- This event is part of Scrub Up September™ for kids in hospital and proudly supports Gold Coast Hospital Foundation.
- Funds raised will help Gold Coast Hospital Foundation provide improved health outcomes for unwell or injured children in Gold Coast public hospitals.

Please refer to our organisation as Gold Coast Hospital Foundation (not any variation of this).



Don't forget

You can also share our patient stories with your audience to show the impact donations will have on children in hospital.

Suggested copy for website, newsletter and social media

50 words or less:

Scrub Up September™ for kids in hospital is Gold Coast Hospital Foundation's annual fundraising campaign that brings the Gold Coast community together during September to wear medical scrub hats and raise money to help unwell children at Gold Coast University Hospital, Robina Hospital and all Gold Coast Health public facilities.

100 words or less:

Scrub Up September™ for kids in hospital is Gold Coast Hospital Foundation's annual fundraising campaign that brings the Gold Coast community together during September to wear medical scrub hats and raise money to help children in hospital.

Scrub Up September™ is aiming to fund vital health research, purchase essential medical equipment, and provide interactive play and sensory areas in our hospitals. These important projects will help improve patient care, quality of life and health outcomes for unwell or injured children at Gold Coast University Hospital, Robina Hospital and all Gold Coast Health public facilities.

150 words or less:

Scrub Up September™ for kids in hospital is Gold Coast Hospital Foundation's annual fundraising campaign that brings the Gold Coast community together during September to wear medical scrub hats and raise money to help children in hospital.

Scrub Up September™ is aiming to fund vital health research, purchase essential medical equipment, and provide interactive play and sensory areas in our hospitals. These important projects will help improve patient care, quality of life and health outcomes for unwell or injured children at Gold Coast University Hospital, Robina Hospital and all Gold Coast Health public facilities.

Gold Coast Hospital Foundation is a locally-based community charity supporting more than 180,000 patients and their families last financial year who face medical hardship caused by illness, injury or disability.

Marketing resources

Posters

Promotional posters and a fun colouring-in sheet for kids are available to [download online](#).

Images

Browse our selection of Scrub Up September™ images [online](#) that can be used to promote your event.

Social media

Being active on your social media channels in the lead up to, during and after your event is an effective way to keep your followers up-to-date on what you're doing for Scrub Up September™ and asking your audience to support the cause by making a donation.

Don't forget to follow us on social media and tag us in your posts. We will have some posts planned that you can share with your followers, which is a great option for those who are time poor.

Our social media handles:

- [f /gchfoundation](#)
- [@goldcoasthospitalfoundation](#)
- [in /gold-coast-hospital-foundation](#)

Our hashtags:

- #scrubupseptember
- #forkidsinhospital
- #goldcoasthospitalfoundation

Social media tiles are available to [download online](#).

Email signature

Publicise your event by including our [email signature](#) on the bottom of your emails. You can hyperlink the email signature to www.gchfoundation.org.au/scrubupseptember



Banking your funds



As an official participant of Scrub Up September™ you will receive a banking slip containing Gold Coast Hospital Foundation's bank account details and your personalised reference code.

Please deposit the proceeds of your event to the Foundation within 14 days of the end of the event or activity.

Bank: Bendigo Bank
BSB: 633 000
Account Number: 163 648 496
Account Name: Gold Coast Hospital Foundation

There are two ways to bank your funds:

1. Directly deposit the funds into the Foundation's bank account via internet bank transfer; or
2. Go into a Bendigo Bank branch and deposit the funds

Remember to use your personalised reference code included on your banking slip so we can track all funds raised and ensure it goes directly to helping kids in hospital.

Download all marketing resources [online here](#).

SCRUB UP⁺ SEPTEMBER[™] For kids in hospital

**Thanks for 'Scrubbing Up'
for a good cause!**

Address

Retail Tenancy 3, Gold Coast University Hospital
1 Hospital Boulevard, Southport QLD 4215

P: (07) 5594 6986

E: scrubup@gchfoundation.org.au

www.gchfoundation.org.au/scrubupseptember

ABN 95 387 912 125



**GOLD COAST
HOSPITAL
FOUNDATION**