

SCRUB UP⁺
SEPTEMBER
For kids in hospital



Fundraising Kit – Business

Your tools for success



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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

Welcome

Buy a scrub hat and support sick kids in Gold Coast public hospitals.



By purchasing a scrub hat and fundraising in September, you'll be giving sick and vulnerable young patients the best possible care and support in hospital.

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:

- A letter of authority to fundraise on behalf of Gold Coast Hospital Foundation (see page 6)
- Marketing 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: Chase was excited to hear that he was going to be a big brother, but only four days later, his family were given the devastating news that Chase had leukaemia. At just four years of age, Chase was like any other energetic little boy – taking part in his first tennis tournament and competing in his school's cross-country. This young Gold Coast family's world turned upside down after doctors discovered a lump on Chase's neck. Life became a blur of hospital visits and chemotherapy treatment as young Chase began his ultimate fight for survival.

About Scrub Up September™



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 to support the sickest and most vulnerable young patients impacted by serious illness or injury.

With your support, funds raised during Scrub Up September™ will help purchase vital medical equipment, fund world-class health research and provide interactive play and sensory areas at Gold Coast University Hospital, Robina Hospital and across the health service.

Ways to get involved

You can get involved in a range of ways to show your support for kids in hospital.

1. Buy our specially designed Betty and Will Get Better scrub hats and other merchandise on our new online shop launching in September.
2. Raise money during the month of September by hosting an event, selling wall tokens or donating a percentage of sales.
3. Donate to Gold Coast Hospital Foundation during Scrub Up September™.

About the Foundation



Gold Coast Hospital Foundation is a community-minded not-for-profit organisation supporting 100,000 patients and families each year who are impacted by serious illness or injury.

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 27 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 and Renal
Patient Transport
Services**



**Emergency
Accommodation
Service**



**Purchasing medical
equipment and aids**



**Funding hospital-led
health research**

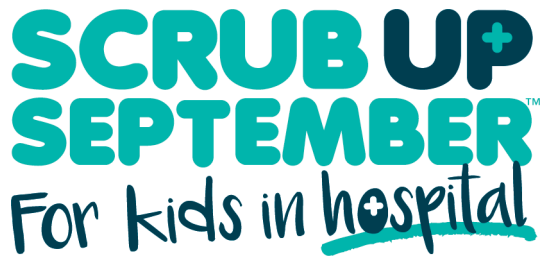


**Improving hospital
facilities and
patient spaces**



**Providing scholarships
for Gold Coast
Health staff**

Authority to fundraise letter



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 2021.

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 2021.

Yours sincerely,

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

Name:

Signature:

Where your funds go

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.

Make your event a success

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 marketing 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

Buy a scrub hat and other merchandise

This year, you can wear your support all month long! By purchasing a scrub hat in September, you'll be giving sick and vulnerable young patients the best possible care and support in hospital. We also have Betty Get Better lapel pins and wall tokens featuring our incredibly brave ambassador Chase available to purchase during Scrub Up September™.

Visit our online shop at www.gchfoundation.org.au to buy your merchandise in September.

4

Donate to the Foundation

Donate during Scrub Up September™ at scrub-up-september-2021.raisely.com

5

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.

6

Remember we're here to help

We want your fundraising 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.

Fundraising ideas



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.
- Scrub Up September™ for kids in hospital is Gold Coast Hospital Foundation's annual fundraising campaign to support the sickest and most vulnerable young patients impacted by serious illness or injury.
- Funds raised during Scrub Up September™ will help Gold Coast Hospital Foundation purchase vital medical equipment, fund world-class health research and provide interactive play and sensory areas at 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 ambassador story 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 buy 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 buy 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 buy 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 100,000 patients and families each year who are impacted by serious illness or injury.

Marketing resources

Posters




Promotional posters and a fun colouring-in sheet for kids are available to download online.

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:

-  /gchfoundation
-  @goldcoasthospitalfoundation
-  /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



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

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.

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**