

# Leukaemia Foundation Fundraising Guide

Everything you need to know to reach your fundraising goal and fuel real, tangible change for people in Australia facing blood cancer



Leukaemia  
Foundation®



# Acknowledgement of Country

In the spirit of reconciliation with First Nations peoples of Australia, the Leukaemia Foundation acknowledges the Traditional Owners of the Countries on which we operate.

We acknowledge and respect First Nations peoples' spiritual beliefs, connections to land, sea and communities.

The Leukaemia Foundation pays our respect to Elders past and present and extends that respect to all Traditional Owners across the Nation.



**Leukaemia  
Foundation<sup>®</sup>**



# Supporting Australia's blood cancer community for 50 years.

Thank you for choosing to fundraise for the Leukaemia Foundation. You've joined a community of trailblazers, determined to shape a brighter future for blood cancer patients and their families. And that's a pretty big deal.

**In this guide, you'll find everything you need to know – from fundraising tips and ideas to how your fundraising makes an impact.**

Every dollar you raise will help provide practical and emotional support services, fund breakthrough research projects, and help us campaign for change for Australians with blood cancer. We couldn't do this life-changing work without you. So, from everyone at the Leukaemia Foundation, thank you.



# Here's how you can get involved..



## Challenge yourself and join an event

Get active with a physical challenge. Conquer an event near you like Run Melbourne, Sydney Marathon or Brisbane Marathon Festival, and more. Sign up and step up to make a real difference in the lives of Australian families facing blood cancer.

You can see the full list of events [on our website](#).



## Create your very own fundraiser

Fundraise your way by doing something that's meaningful to you. It could be asking for donations in lieu of gifts for your next celebration, hosting an event, or taking on a personal challenge. Get creative and support the blood cancer community in your way.

[Sign up](#) and get your fundraising page going and our Community Specialists team will get in touch to help you with your event.



# Don't just take our word for it, hear from some of our fundraisers.



**Michael Swift**

Cycled 2000km & Raised \$5,503

I first connected with the Leukaemia Foundation by participating in World's Greatest Shave every year in high school. After graduating, I wanted to continue giving back, so I cycled 2000km across Australia, solo and unassisted, to raise funds for Australians facing blood cancer.



**Daniel Dawes**

Fundraises every Christmas

My family and I wanted to raise money in honour of my wife's mother, and to help families that are going through the same thing we did. For the last five years we have been fundraising as part of our Christmas light display, collecting donations and selling raffle tickets to visitors.



**Sarah Stuart-Jones**

Walked 20km and Raised \$11,010

I knew nothing about blood cancer before my dad was diagnosed with acute myeloid leukaemia(AML), so my plan was to spread awareness and help by raising funds. I walked 20km on Dad's birthday, asking people to sponsor me by donating. The experience was very empowering, and I felt connected to Dad during the walk.

# How it works



## Launch

Sign up on our fundraising platform, tell your story, and set up your online fundraising page. Make sure to include details about your activity and why it's important.



## Share

Spread the word about your page far and wide and promote your activity beyond your core group. You'll be surprised by who is happy to donate to you.



## Plan

Remember to plan ahead and communicate the details of your event to those attending. Our Community Specialists are here to coach you through planning your special event.



## Celebrate

After your event, thank your donors and supporters. Share the success of your fundraiser, and celebrate the impact of the contributions with everyone involved.

# How your fundraising makes an impact

Big or small, every donation matters – and helps us support Australians living with blood cancer today, while investing in a better tomorrow.

## LAST YEAR OUR SUPPORTERS HELPED US FUND:



**37,655**

nights of accommodation  
provided to 550 families



**18**

New research projects funded  
in 2022-2023



**40,081**

interactions with our Blood  
Cancer Support Coordinators



**\$276,603**

in assistance grants provided  
to patients and families



# Tips to give your fundraising a boost

1

## Update your profile photo and tell a story

when you log in to your online fundraising page. Your photo and story have incredible power to inspire donations.

2

**Making the first donation to your page** is the easiest way to get the ball rolling, and it shows others that you're leading by example. If they're unsure how much to donate, it also gives them an amount to match.

3

## Sharing your fundraising page on your socials or via email

is a quick and easy way to receive donations. Social media is also a great way to thank your sponsors, give fundraising updates and countdown to your event.

4

**Ask everyone you can think of** to help, an excellent place to start is to make a list. Ask family and friends, colleagues, local businesses and community groups. Send them an email or SMS with a link to your fundraising page and keep a checklist of everyone you have asked so you can follow them up.

5

**Lean on your unique skills**, do you have the ability to draw or a secret obsession with making homemade jewellery? Auction it off online or at your event, or simply offer your skills in exchange for a donation.





# Tips to give your fundraising a boost

6

**Sell your pre-loved goodies** from around the house or sell them on Gumtree or Facebook Marketplace. It's a great way for a quick cash injection and to de-clutter the house at the same time.

8

**Organise a raffle for your event** and ask local businesses to donate a prize or gift voucher. Then spread the word and sell raffle tickets in exchange for a \$5 or \$10 donation to you.

10

**Say 'thank you'** because nothing shows appreciation like a heartfelt thank you. Thank everyone who donated, volunteered or gave prizes. If you're feeling creative, you could post a thank you video for everybody to watch. By saying 'thank you' publicly, you will also remind others to support your event if they haven't already done so.

7

**Get creative** when it comes to fundraising, the bigger the better. Organise a game of trivia or cricket to bring out your community's competitive spirit or put on an epic sausage sizzle that even Bunnings would be proud of.

9

**Follow up!** Most people will want to support you in reaching your goal! People are busy or waiting for payday, so it's always good to gently remind people how they can help you.

# Bonus tip: Make donations more tangible

To maximise your conversations with potential donors, try using these simple dollar amounts to contextualise their donations and highlight the impact of their contributions.



**\$30**

provides an information pack to a family who've just received a blood cancer diagnosis and helps them understand and prepare for the challenges ahead.



**\$150**

supports the research of a PhD scholarship recipient for a whole day. This brilliant scientist could discover the next great breakthrough towards a cure. And it could be because of you.



**\$80**

provides the first night of accommodation for a regional family who has urgently relocated to the city for life-saving treatment with nowhere to stay.



**\$560**

funds the work of a Blood Cancer Support Coordinator for more than a day, as they reach out and provide specialist care in every scary moment that follows a blood cancer diagnosis

# Our work simply wouldn't be possible without you

Thanks to you, we've made a big impact so far. But there is more to be done. And every dollar you raise brings us closer to our goal of zero lives lost to blood cancer by 2035. If you have any questions, or want some fundraising or event day ideas – we're here to help.

Call us on **1800 500 088** or visit **[fundraise.leukaemia.org.au](https://fundraise.leukaemia.org.au)**.