



Fundraising Toolkit





Contents

About Humpty	3
The problem we solve	4
Creative fundraising ideas	5
Steps to begin fundraising	6
Where your donation goes	8
Asher's story	9
Fundraising checklist	10
Fundraising tips	11
FAQs	12

Thank you!

Thank you for your interest in fundraising for the Humpty Dumpty Foundation.

It is thanks to Humpty's Good Eggs, people like you who support, donate and fundraise for the Foundation, that we are able to provide urgently needed paediatric medical equipment and health initiatives that improve health outcomes to hospitals Australia-wide. For more than 30 years, Humpty has been helping hospitals and health services care for sick children in hospital and with your help, we will be able to continue this work for years to come.

Paul Francis OAM
Founder and Chairman

About Humpty

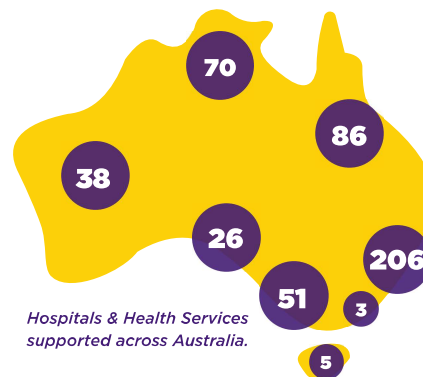
We see a future where every Australian child has access to the healthcare they need, no matter where they live.

Humpty's mission is to raise funds to provide essential and often lifesaving medical equipment and healthcare initiatives for sick kids in hospitals in every corner of Australia.

Humpty bridges the gap between the limited and stretched health budgets and unmet paediatric medical equipment needs of hospitals and health services Australia-wide.



Humpty keeps families closer together by helping children recover closer to home



Humpty empowers healthcare workers in big city hospitals and in rural and remote communities



64%
of public hospitals supported across Australia



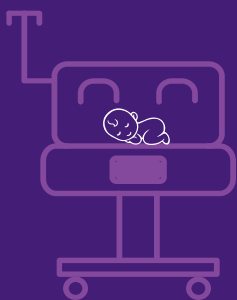
6,500+
pieces of medical equipment



2/3
of equipment donated to rural and remote communities

The problem Humpty solves

Humpty bridges the gap between the finite health budgets and unmet paediatric medical equipment needs of hospitals and health services Australia-wide.



In Australia, we are privileged to have an accessible public health system. Unfortunately, health budgets cannot meet the ever-growing demand for medical equipment.

The right medical equipment can make a significant difference to the care children receive. It leads to a much better health outcome and, in some cases, even means life over death – particularly in more vulnerable and remote communities.

Humpty helps provide child-specific, easy-to-use, reliable and neonatal and paediatric medical equipment that dramatically increases positive health outcomes and saves lives every day.



Humpty keeps families together by helping children recover close to home.

Children get sick all over Australia. In metropolitan areas, a hospital may be just down the road. But for regional and remote communities, the closest hospital could be many hours away. The right equipment, in the right place, at the right time, can mean a child receives care close to home instead of transferring to another hospital.

It shouldn't matter where you live, but sadly, it does. Around 28% of the Australian population lives in rural and remote communities. Babies and children living in these regions face higher rates of hospitalisation, injury and even death due to the challenges of their geographic location, and inaccessibility to the healthcare services they require.

Almost $\frac{2}{3}$ of paediatric medical equipment provided by Humpty and its supporters goes to hospitals in rural and remote communities, improving health outcomes while reducing separation and anxiety for parents and children.



Humpty empowers healthcare workers in rural and remote communities.

We work with hospitals and health services to improve the capacity and capability of healthcare workers to manage serious and life-threatening medical emergencies through a combined approach of paediatric medical equipment and health initiatives.

Creative fundraising ideas

There are many ways you can raise for Humpty.

Community-minded individuals and businesses can show their support for Humpty through fundraising initiatives ranging from raffles to morning teas; golf tournaments to galas or even dedicating a percentage of proceeds from the sale of an item.

Need some help getting started? Here are some of our favourite fundraising ideas.



Blow out the candles to make Humpty's wish come true

Dedicate your birthday or celebration to raising money for sick kids in hospital and have your guests donate a gift to Humpty in lieu of presents.



An egg-cellent night for charity

Host a movie, dinner or trivia night and donate the proceeds to Humpty.



Continue the Good Egg Legacy

Start a fundraiser in memory of a loved one.



Eggs-ercise for Humpty

Host a school sports day, walkathon, jogathon or sporting challenge for Humpty.



Bake some eggs for a good cause

Cake sale or morning tea & donate proceeds to Humpty.



How to start...

Get started on your fundraising journey.

Fundraising for Humpty can be done online or in person. Both methods are a great way to get friends, family or co-workers involved to support Humpty.

Online fundraisers are quick and easy to set-up, and don't take much effort to get started.

In-person fundraisers require a little more organisation, but you get the opportunity to exercise your creative side and the outcome of the event is a rewarding feeling unlike any other.

Steps to begin Online Fundraising:

1

Choose a fundraising idea

2

Visit humpty.org.au/fundraise

3

Click on the experience that suits your fundraising idea best

Fundraise Your Way, Get Active Fundraising or Fundraise in Memory

4

Follow the steps to create an account so you can track your fundraising efforts

5

Download Humpty's Fundraising Toolkit and Fundraising Resources from the website to aid in your fundraising efforts

6

Spread the word of your online fundraiser by word-of-mouth and online using the Humpty Fundraising Assets, and begin fundraising!

Steps to begin In-person Fundraising:

- 1** Choose a fundraising idea
- 2** Visit humpty.org.au/fundraise
- 3** Under the 'Host your own Fundraising Event' fundraising option, click the link to fill out the 'Application to Fundraise' form, fill it out and submit it.
- 4** Once your application has been reviewed and accepted, a member of Team Humpty will reach out to approve and finalise your fundraising details
- 5** To boost your in-person fundraising efforts, you may create an online fundraising page in support of your in-person fundraiser

- 6** To create an online fundraiser to support your fundraising efforts, view the steps on page 6: Steps to begin Online Fundraising
- 7** Download Humpty's Fundraising Toolkit and Fundraising Resources from website to aid in your fundraising efforts
- 8** Plan your fundraising event and spread the word about your fundraiser
- 9** Hold the event
- 10** After you have completed your fundraiser, reach out to Team Humpty for next steps about how remit the funds you have raised.

Where your donation goes

\$50

Helps Humpty organise equipment distribution and hospital feedback for donors

\$100

Supports Humpty's work to deliver and install medical equipment direct to sick kids in hospital

\$250

Assists in assessing updates and innovations to equipment directly with medical suppliers

\$500

Helps Humpty to work directly with hospitals to assess their medical equipment needs and submissions

\$1,000

Assists in providing an urgently needed piece of equipment to a hospital or health service

\$2,000

Helps provide a milk warming device to a hospital to aid mother's in feeding their babies efficiently and safely, and reducing the wait time for babies to feed

\$5,000

Helps to provide a humidification system to a hospital which will support ventilation to sick and premature babies, ensuring their tiny lungs stay warm and do not dry out

Like to fundraise towards a specific piece of equipment?

Check out Humpty's Wishlist



Scan above or [click here](#)

Please note that a portion of funds raised through fundraising will go towards helping Humpty continue the work we do to help sick kids



Asher's Story

Asher was just 2.7kg and although a straightforward birth, he was whisked away to the resus table having been unresponsive and struggling to breathe.

A nasogastric tube could not be passed to his stomach and after a few calls to supporting specialists and a very experienced midwife, the team rightfully suspected a Tracheosophageal Fistula (TOF). A TOF is a congenital malformation where the oesophagus does not connect normally to the stomach, yet the trachea abnormally does. This clearly needs immediate surgery, without which the chances are nil.

Unfortunately, Asher's story is one of deep heartbreak. He soldiered on with his cute little snorkel (CPAP hood) but during his surgery to repair his TOF, he sustained injuries he could not survive.

He started to decelerate and not long after his parents, David and Juanita Keir, had to make the horrible decision to switch off his life support and said goodbye having known him only 3 days.

Giving is something very important to the Keirs, and in the hours following the loss of their son, they set up a donation page. They did not want flowers or gifts.

They wanted Asher to have a legacy to impact others positively so that his short life would not be a waste.

After a few torturous hours of sleep, they set up Asher's Gift, and their friends, family and community came together to raise over \$25,000 for the Humpty Dumpty Foundation within a matter of weeks.

The Keir's are forever grateful to our friends and family who rallied in this time of heartache to raise these funds and it really did bring a glimmer of hope to our broken hearts.

The Humpty Dumpty Foundation's impact extends beyond the equipment. Humpty, with the support of our community, helped us heal after that forever special August.



Fundraising Checklist

- ☐ **Choose your fundraising activity**
Brainstorm with friends and family to come up with a creative fundraising idea.
- ☐ **Create your account if you are doing an online fundraiser**
Go to humpty.org.au/fundraise and click create your account.
- ☐ **Fill out an Application to Fundraise if you are hosting an in-person fundraiser**
This will notify our events team of your fundraiser and ensure that you are following Humpty's guidelines at your event.
- ☐ **Set up your online fundraiser**
This will allow you to encourage others to join in your fundraising efforts even if they cannot be present for the actual fundraising event.
- ☐ **Review Terms and Conditions**
- ☐ **Download Fundraising Toolkit & Resources**
You can use these resources when promoting your fundraising event and on the actual day of the event.
- ☐ **Plan your event**
Make a list of realistic goals for your event and we recommend creating a timeline leading up to your event.
- ☐ **Promote your event**
Use social media, word of mouth and our fundraising resources to promote your event.
- ☐ **Hold your event**
Have fun at your fundraising event!
- ☐ **Thank participants**
Don't forget to thank participants.
- ☐ **Collect remaining funds**
Collect all remaining funds from participants and make sure to include funds from your online fundraiser if applicable.
- ☐ **Deposit Funds**
*You can deposit funds from your fundraising event to Humpty using the details below:
BSB: 032102 Acc #: 113811*

If you need any help or have any questions, please reach out at 1300 486 789 (1300 HUMPTY) and a friendly Humpty Team Member will be more than happy to help.



Fundraising tips

Set realistic fundraising goals

Personalise your page

Spread the word

Engage your friends and colleagues

Aim high and self-donate

Follow up and say thank you

FAQs

Where does the money go?



All donations to the Humpty Dumpty Foundation go towards the procurement and delivery of children's medical equipment and healthcare initiatives to public hospitals across Australia. Included in these initiatives are working directly with clinical teams to assess their urgent equipment needs and negotiating with suppliers to secure the most robust, child-specific, state-of-the-art equipment available.

Are all donations tax deductible?



Donations \$2 and over are tax deductible.

What should I include on my fundraising materials?



The Humpty proudly supporting logo should be included on all of your fundraising materials.

How can I cover the costs of my event?



You are responsible for covering all costs for your event, however, fundraising events do not need to be costly. Some low-cost fundraising ideas include holding a fundraising dinner with friends at home or a simple cake sale.

Best ways to publicise my fundraiser?



We recommend you publicise your fundraiser by posting on social media, printing flyer handouts or by word-of-mouth.

What if I don't reach my goal?



If you don't reach your goal, don't be alarmed. Humpty is grateful for any amount of funds you raise, and by fundraising you are truly making a difference for sick kids in hospital.

How do I submit my funds to Humpty?



Call the Humpty team to use a credit card
1300 486 789



Send a cheque
Suite 2.04, Level 2
10 - 12 Clarke Street
CROWS NEST NSW 2065



Pay via direct deposit
The Humpty Dumpty Foundation
BSB: 032 102
Account No: 113 838



Thank you for supporting Humpty

If you have any questions or concerns, please contact Team Humpty at humpty@humpty.com.au
or call 1300 486 789 (1300-HUMPTY)

Keep up with Humpty on our socials



@humptydumptyfoundation