



**We will cure
childhood
cancer.**

**It's not if.
It's when.**

**A GUIDE FOR FUNDRAISING
CHAMPIONS**



**Children's
Cancer
Institute**

The impact of your fundraising

Each and every donation you receive, no matter the size, will make a difference. Every dollar received through government funding, needs to be matched with funding from people just like you.

DID YOU KNOW?

Most people don't realise that childhood cancer is different from adult cancer – it occurs in different tissues and behaves differently, and therefore requires uniquely tailored treatments. Historically, large pharmaceutical companies generally haven't focused their research on drug discoveries for childhood cancers, concentrating instead on the larger adult cancer market.

\$69

FUND A JUNIOR RESEARCHER

For \$69 an hour you can fund a junior researcher and all their consumables to complete their role at the lab bench.

\$2,600

LIFE-SAVING TEST TO DETECT RISK OF RELAPSE

\$2,600 will fund the cost of life-saving minimal residual disease tests to detect one child's risk of relapse from leukaemia.

\$89

FUND A SENIOR RESEARCHER

Covers the costs of a senior researcher, doctor of science, and all their consumables for one hour to complete their role at the lab bench.

\$130

DNA SEQUENCING TO DETECT UNIQUE GENE MARKERS IN A CHILD'S LEUKAEMIA

\$130 covers the cost of DNA sequencing to identify leukaemia markers for one child which will be used to monitor the presence of residual leukaemic cells in their body after therapy.



Thank you for raising funds for Children's Cancer Institute

Here at Children's Cancer Institute, we have one goal: to save the lives of all children with cancer and improve their long-term health, through research. By raising funds, you will be helping us reach that goal. You will be helping kids with cancer and their families, now and in the future.

Today, as a result of medical research, eight out of ten children will survive their cancer. But the fact is, there are still three children dying from cancer every week in Australia. We believe this is three too many.

There is much more work to be done to reach our goal of a 100% cure rate. But with enough support, we believe we can and will cure childhood cancer in the foreseeable future.

Today, we are at the forefront of a new era in childhood cancer treatment: personalised medicine. We know a 'one size fits all' approach to treating children with cancer doesn't work. What is needed is a new approach, one in which treatment is

tailored to the individual. We believe this is the key to curing all children, and giving survivors the best possible quality of life.

Through our Zero Childhood Cancer personalised medicine program, we are working with hospitals from all over Australia to identify personalised treatment plans for individual children and maximise their chance of survival. These are very exciting times and there is every reason to be feel optimistic about the future.

We are absolutely determined to achieve our goal. We won't stop until the job is done, and we know you won't either.

Thank you and good luck!

Professor Michelle Haber AM
Executive Director, Children's Cancer Institute



Worldwide, about 300,000 new cases of cancer are diagnosed each year in children and adolescents.

CHILDREN UNDER THE AGE OF FIVE ARE MORE LIKELY TO GET CANCER THAN OLDER CHILDREN.

Every week in Australia, almost three children and adolescents will die from cancer.

CANCER KILLS MORE CHILDREN THAN ANY OTHER DISEASE.

More than 1,000 children and adolescents are diagnosed with cancer each year in Australia.

Leukaemia is the most common cancer diagnosed in children, followed by brain cancer.

Brain cancer kills more children than any other cancer.

70% OF CHILDHOOD CANCER SURVIVORS EXPERIENCE A SERIOUS LONG-TERM CONSEQUENCE OF THEIR CANCER OR ITS TREATMENT.

Childhood cancer survivors are five times more likely than other people to get cancer a second time.

Jade's story

As a two-year-old, Jade was vibrant, outgoing and cheeky. Full of life and without a care in the world, she loved swimming, climbing, camping... anything that got her out and about.

When Jade started getting symptoms like nausea, headaches and lethargy, her parents were concerned. Soon their normally outgoing little girl started hiding under the lounge and didn't want to go anywhere or do anything. They knew something serious was going on.

After three trips to the doctor and two trips to the hospital, a doctor noticed that Jade had a tremor. She was admitted to the ward and given an MRI, which showed a large pancake-shaped tumour covering the left side of her brain. The doctors took Hayley and husband Mark into a small room to deliver the devastating news.

"As soon as you walk in and you see the doctor's face, your heart sinks. You just know. You know what a bad news room looks like and feels like."

Jade was diagnosed with an extremely rare Cerebral Ganglioneuroblastoma tumour on the brain. Surgery quickly followed as doctors tried to remove as much of the tumour as possible, but Jade was losing too much blood, so the operation was stopped.

Instead, Jade began three months of toxic chemotherapy. When this failed to kill the cancer, Jade went in for a second round of surgery, then a third and fourth.

"That's when the damage occurred," says Hayley. "They hit something that affects the right side.

It took her speech, took everything. Her right side was paralysed. She couldn't sit up. She was flat on her back."

Jade was left with an acquired brain injury. But her journey didn't end there. She was to undergo further rounds of chemotherapy, a stem cell transplant, and then one final operation.



"Since she watched the Paralympics, she's obsessed with swimming or doing gymnastics at the Olympics," says Hayley.

Through it all, Jade's determination showed through. She learned to walk, talk, read and write all over again. Something other seven years old's take for granted.

Now in Year 3 at school, Jade has ongoing challenges including difficulties with speech and moving her right hand. Her parents are also well aware that the intensive chemotherapy could lead to other problems later in life.

"You just don't know, in terms of late effects and what sort of damage is done," says Hayley, "But at the time, we had no choice. She had to have the nasty stuff."

During treatment, Hayley says Jade "took it like an absolute champion" and "just accepted that she had to do it." Hayley tried hard not to show her worries and anxiety. "You just push it down, because you have to. We're their line of hope; their way of knowing that they are going to be okay."

Despite continued challenges, Jade is determined to achieve her best.

Start your fundraising here

There are loads of ways you can help fund the work we do, either on your own, in a group or at work.

Head Shave - Trivia Night - Sausage Sizzle - Concert - Bake Sale - Dinner Party - Sports day - Wedding Favours - Art Exhibition - Raffle - Mufti Day - Movie Premier - Fashion Show - Talent Quest - Black-tie Ball - Golf Day - Car Wash - Barefoot Bowls - City2Surf - Blackmores Sydney Running Festival - Cole Classic - Beach 2 Beach - Run Melbourne - Melbourne Marathon City - City 2 Bay - Gold Coast Marathon - BridgeToBrisbane - HBF Run For A Reason - Perth Running Festival - Canberra Times Running Festival - Tough Mudder - International Trek - International Marathons - Endure for a Cure

Where to start

Once you have chosen which type of fundraising you are going to do, the fun begins. Follow this checklist to help you through the process.

- **PLAN YOUR EVENT.** Pick a date and roll out your plans. Have you picked a venue?
- **OPEN AN ONLINE FUNDRAISING PAGE THROUGH OUR WEBSITE AND SET YOURSELF A FUNDRAISING TARGET.** Be ambitious, but make sure you are realistic. If you hit your target before the event you can always increase it.
- **PERSONALISE YOUR PAGE.** What is your story?
- **WHY DON'T YOU MAKE THE FIRST DONATION TO LEAD BY EXAMPLE?** Your contacts will be more inclined to make a donation of similar size to the person who has donated before them, so if you donate \$50, the chances are so will the next person.
- **TELL EVERYONE.** Share your online fundraising page's link with family and friends through social media, email (and even word of mouth).
- **ASK YOUR EMPLOYER IF THEY WILL DOLLAR MATCH** the donations you raise.
- **ASK LOCAL BUSINESSES FOR A DONATION** or even to donate a prize if you are running a raffle.
- **CONTACT YOUR LOCAL NEWSPAPER OR RADIO** and let them know what you're doing.
- **SHARE YOUR ONLINE FUNDRAISING PAGE**, again, again and again!



DID YOU KNOW?

It takes an average of 3 asks to your family and friends before they remember to donate to you!



- **CHECK IN ON SOCIAL MEDIA.** Why don't you try Facebook or Instagram live video? Don't forget to tag us [@kidscancerinst](#) [#curingchildhoodcancer](#)
- **NOMINATE A BUDDY** to capture the day through pictures and/or video.
- **GET YOUR BUDDY TO VIDEO INTERVIEW YOU** (and guests if applicable) at the end of your event.
- **LET EVERYONE KNOW** how your event went and there is still time to donate.
- **SAY A HUGE THANK YOU** to all your sponsors and let them know how your event went.
- **BANK ANY OFFLINE DONATIONS** you received using the details on the next page
- Complete our **POST-EVENT SUPPORTER SURVEY**
- **PLAN NEXT YEARS EVENT!**

Important things you should know

EXPENSES

- Please remember that under NSW law expenses must be no more than 50% of the total gross income received from fundraising.

BANKING

- Please note that under the NSW Charitable Fundraising Act 1991, money received from fundraising must be banked into a Bank, Building Society, or Credit Union account. The account should contain only money from the fundraising appeal. Try and keep all your donations linked to your online fundraising page.
- **Bank directly into** St George
Account Name Children's Cancer Institute Australia for Medical Research
Account Number 553008053
BSB 332 051
Reference CE_{Your Name}

GAMING ACTIVITIES

- Please contact Children's Cancer Institute if your fundraising event involves raffles, bingo or any other kind of gaming or gambling activity. Children's Cancer Institute will send you a specific set of guidelines.

PUBLICISING YOUR EVENT

- If you wish to use the Children's Cancer Institute logo for your event, please contact

Children's Cancer Institute first for permission. As a registered trademark, the logo must not be altered or adapted in any way.

- All promotional material must be approved by Children's Cancer Institute before printing or distributing to the media, the public or on the internet.
- Children's Cancer Institute can help with providing templates for media releases.
- Please use our full and correct name at all times: Children's Cancer Institute.
- Please notify Children's Cancer Institute first before agreeing to use any public personality, celebrity or entertainer for your event.

RECEIPTING

- Tax deductible receipts can only be issued for people donating money of \$2 or more.
- Ticket purchases (Eg raffle), entry to an event, donations of service and auction purchases are NOT tax-deductible.

FINANCIAL RECORDS

- To enable Children's Cancer Institute to comply with the legal regulations of each state and territory, all fundraisers must keep a record of all income and expenditure related to the event.

PROHIBITED ACTIVITIES

Children's Cancer Institute does not endorse fundraising events involving:

- Face to face public solicitation (asking for donations), unless an appointed agent acting on behalf of the Institute.
- Violent and dangerous activities.
- Tobacco.
- Activities centered on large consumption of alcohol.
- Sexual activities.
- Activities which are demeaning or degrading.



INSTAGRAM

@childrenscancerinstitute

TWITTER

@KidsCancerInst

FACEBOOK

facebook.com/KidsCancerInst

Get in touch
events@ccia.org.au
PO Box 81
Randwick
NSW 2031
1800 685 686