

# Walk Me Home: Launching a physical event with heart.

COMMUNITY, EVENTS & CORPORATES  
ROB NOVOTNY AND LUKE EDWARDS

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*HomeMade*



**WELCOME**

**WALK  
ME HOME**



# BROMANCE: 2013 VS 2022







WHY



# ABOUT THE EVENT

**EVENT DATE:** SUNDAY, 27 MARCH 2022

**START LINE:** LYNE PARK, NEW SOUTH HEAD ROAD, ROSE BAY

**FINISH LINE:** RMHC SYDNEY

**REGISTERED WALKERS:** 1079

**WALKERS ON THE DAY:** 800

- The Walk Me Home event was a concept originally slated for 2020, however due to Covid was postponed. Then we tried in 2021 TWICE, and you guessed it, postponed!
- The stunning 25km coastal journey starting at the picturesque Lyne Park in Rose Bay, heading through Hermitage Foreshore Walk, up to Hornby Lighthouse and then down towards the iconic Bondi Beach. Our 800 walkers on the stunning coastal walk to Coogee before making their final stop at Ronald McDonald House in Randwick.
- Activation points were set up along the way. Hosted by Recovery Partners and McDonald's Eastside along with volunteer course marshals helping guide our walkers back the House,



# ABOUT THE NAME

**WALK  
ME HOME**



# THE COURSE

**A 25KM WALK  
FOR SICK KIDS**

**27 MARCH 2022**

**WALK  
ME HOME**





# WE NEEDED HELP

So we approached Luke at Elevate  
Fundraising...



# WALK FOR SICK KIDS

A 25km coastal walk to support sick and injured children.

2023 DATE COMING SOON



1,079

People walking



\$604,922

Raised so far



3,781

Nights Funded

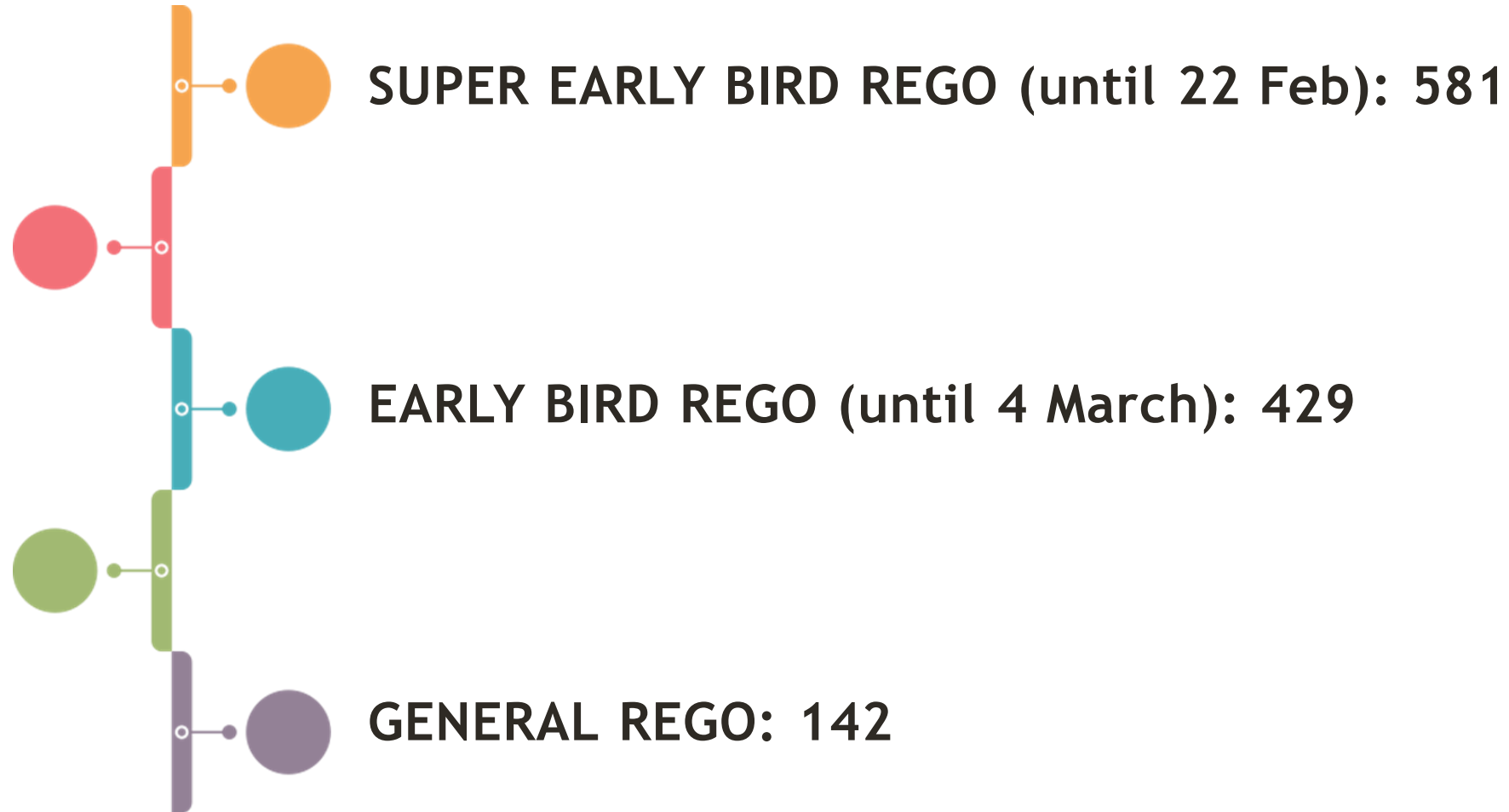


# TIMELINES

FEBURARY						
MON	TUES	WED	THURS	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
	LIVE					
21	22	23	24	25	26	27
	SUPER EARLY BIRD CLOSES					
28						

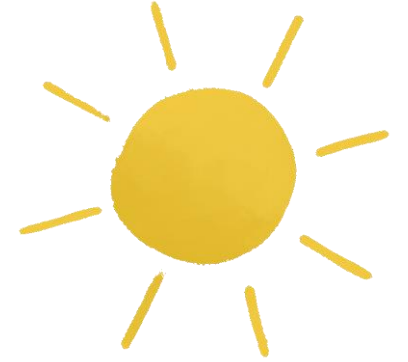
MARCH						
MON	TUES	WED	THURS	FRI	SAT	SUN
	1	2	3	4	5	6
				EARLY BIRD CLOSES		
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
						WALK ME HOME
28	29	30	31			

# REGISTRATIONS

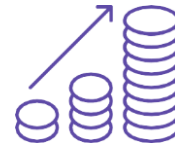




# FORECAST



**Participants 800**



**Money Raised \$352,000**



**Registration Revenue  
\$36,000**



**Active Fundraisers  
640**

# ACTUAL



**Active Participants 1,090**  
**Total Incomplete 222**



**Money Raised \$604,922**



**Registration Revenue**  
**\$33,337**



**Active Fundraisers 695**  
**\$0 Fundraisers 395**



# BUDGET BREAKDOWN



Registrations \$33,337  
Donations \$604,922  
Sponsorship: \$52,000



Expenses \$144,752



Net Income \$548,281

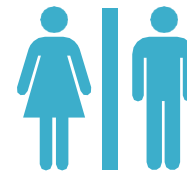


Total donations 6,387

# EVENT STATISTICS



Raised \$160 - \$1599 473



Female 519  
Male 187  
Other 5  
Skipped Q 379

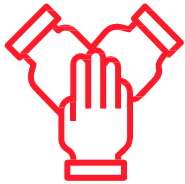


Raised \$1600 or more 65



Credit Card 4,923  
PayPal 2,129

# EVENT STATISTICS - TEAMS









109 teams registered  
100 were active

Eight of the active teams did  
not fundraise

Highest Fundraisers:  
SCIS Property Group raising \$42,547

Six teams raised over \$10,000

1		SCIS Property Group	Raised <b>\$46,547</b>
2		Team Manny	Raised <b>\$22,994</b>
3		Bookclub babes	Raised <b>\$22,944</b>
4		Salesforce Sydney walkers	Raised <b>\$13,634</b>
5		Multiplex Girls	Raised <b>\$10,666</b>
6		RMHC Sydney	Raised <b>\$10,090</b>







# EVENT STATISTICS - INDIVIDUALS



Of the 1090 registered 695 were active fundraisers

Our highest fundraiser was Gurvinder Singh raising \$15,466

Our top eight Individual fundraisers raised over \$5,000

1		Gurvinder Singh	Raised <b>\$15,466</b>
2		Krissy Marsh	Raised <b>\$10,364</b>
3		MULTIPLE Nikolina Veselinovic	Raised <b>\$6,706</b>
4		Nicole O'Neil	Raised <b>\$6,559</b>
5		Grant Rodwell	Raised <b>\$6,004</b>
6		Robin D'Rozario	Raised <b>\$5,695</b>



# EVENT OFFERING

All walkers were provided a red Walk Me Home backpack containing snack bars donated by Carman's and Macro Mike, sunscreen donated by Loreal, water and a Pixie's Pix toy. A couple of promotional items were also included, namely an RMHC Sydney House Hero postcard and a Sherpa flyer.

Those who raised over \$160 were provided a red Walk me Home t-shirt

VIPs who raised over \$1600 were given a yellow wristband and a mini Leo plush toy from Royal Bank of Canada.

The mini Leos were also given out to children on the day at the start line.

# SPONSORS

## PRESENTING SPONSOR



Royal Bank  
of Canada

## VOLUNTEER SPONSOR



## DASHBOARD SPONSOR



## ACTIVATION PARTNERS



Recovery Partners





WALK  
ME HOME



WALK  
ME HOME

I'M WALKING 25KM  
FOR SICK KIDS

WALK  
ME HOME

I'M WALKING 25KM  
FOR SICK KIDS

WALK  
ME HOME

WALK  
ME HOME

WALK  
ME HOME

CHALLENGES

& KEY

LEARNINGS

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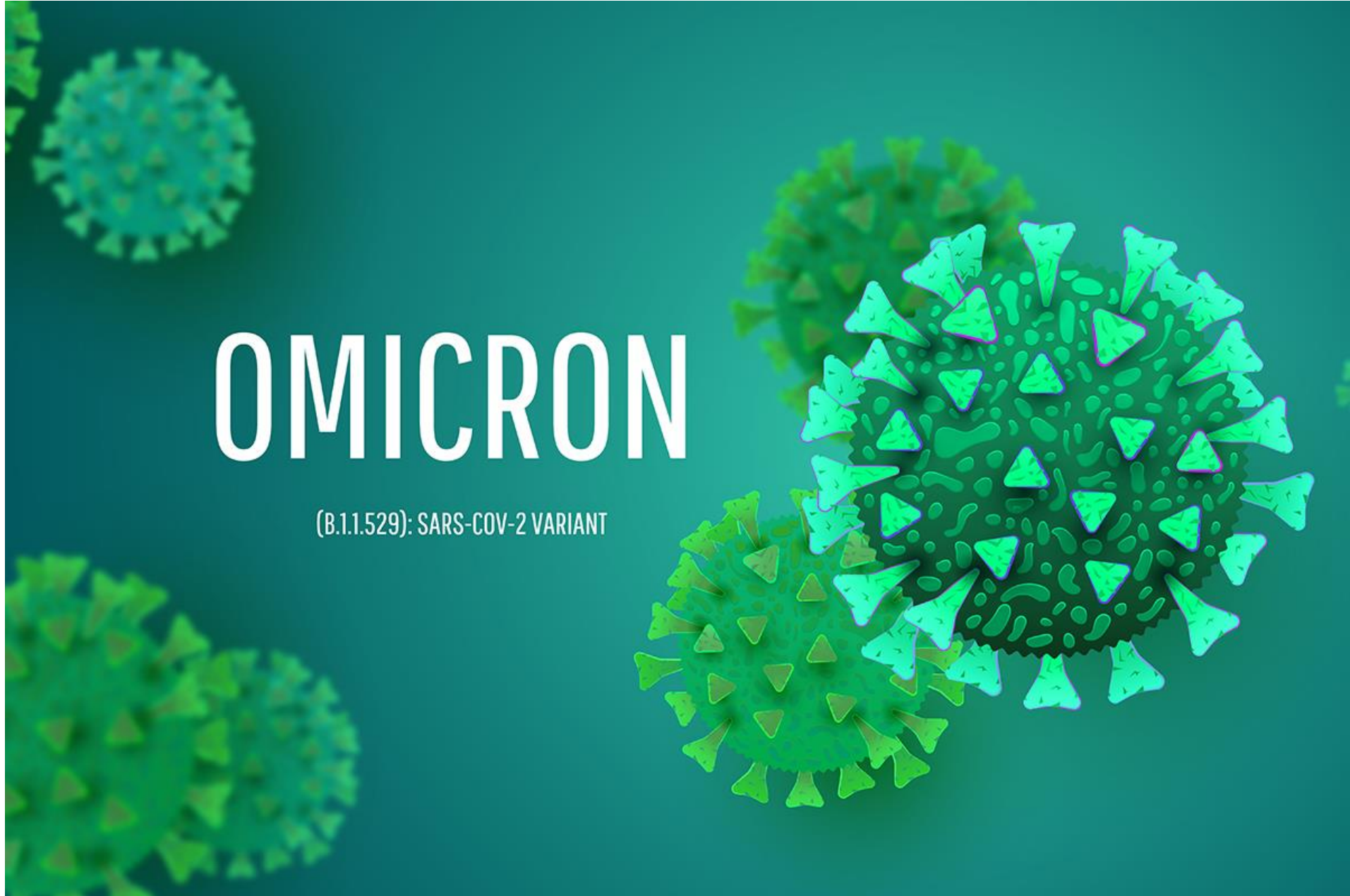
# INTERNAL CHALLENGES

- More signage + course marshals on the route was needed
- People not reading their emails/SMS about the day
- Permissions from councils were a struggle
- Additional staff at start line to process registrations quicker
- Rethink the VIP finish line as the BBQ was so popular that a number of VIPs enjoyed that rather than using the VIP space
- Rethink the t-shirts and potentially giving all walkers one or people can purchase them as part of the registration payment, as the sea of red was great for photo opportunities and branding along the course
- More sponsors on board to take part in activations along the course
- Look at our budget and have more photographers on course if we don't get enough volunteers

**COVID**

# OMICRON

(B.1.1.529): SARS-COV-2 VARIANT



# KIDS & FAMILIES







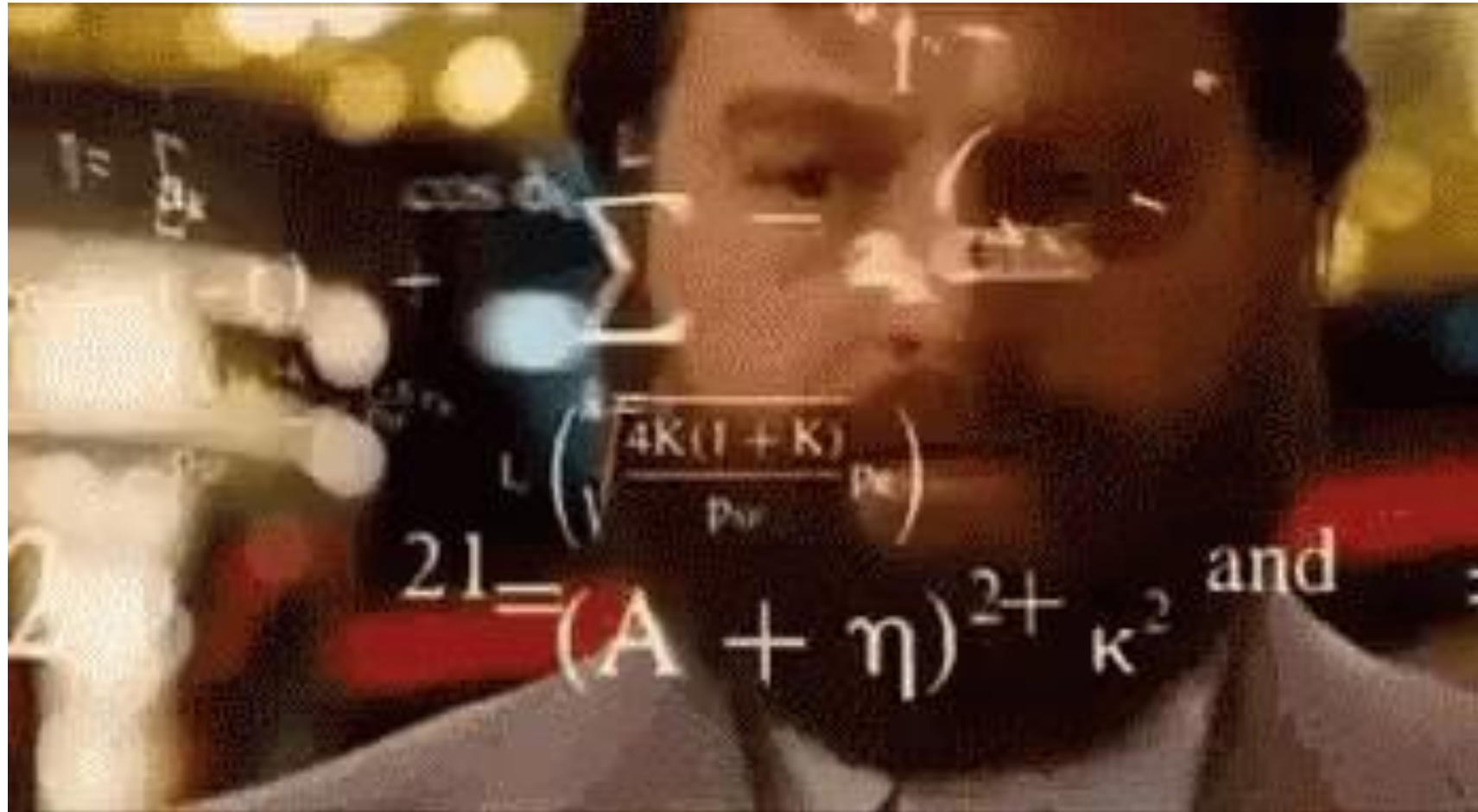






# THE BROMANCE CONTINUES....





# Stats

## PARTICIPANTS



Participants: 66%  
Invited: 34%

## FUNDRAISING ACTIVATION



Participants: 80%  
Invited: 48%

## AVERAGE



Participants: \$783  
Invited: \$519

## OVERALL RAISED



Participants: 83%  
Invited: 17%



**I n t e n t**

**“To be determined to do  
or achieve something.”**

**WALK  
ME HOME**





**WALK  
ME HOME**   
RMHC  
Sydney



# WALK FOR SICK KIDS

A 25km coastal walk to support sick and injured children.

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# WALK ME HOME



## MEET OUR KIDS

Meet our Walk Me Home ambassadors who will be cheering you across the finish line!

You'll be walking for these little legends.

Kyasha



Luca





# Krissy Marsh

I am walking 25km for sick and injured kids.

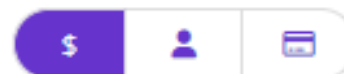


BOOKCLUB BABES

Please support  
my 25km walk for  
sick kids

Raised  
\$10,361

My Goal  
\$480



Select amount to donate

\$80 will **share 1 night of accommodation** for a sick child and their family.

\$80	\$160	\$320	\$480
\$			

DONATE

## Support my 25km walk for Sick Kids

On Sunday 27 March, I'm walking 25km for seriously ill and injured children and their families.

For sick kids staying at Ronald McDonald House, they just want their families close as they battle childhood diseases, illnesses and injuries.

On average, it costs \$160 to support a sick child and their family for one night.

Please support my 25km walk to keep families together as they face the most difficult journey of their lives.

Together, we can show these brave kids that we're fighting for them.

Thank you.





**I'M WALKING**  
**25KM**  
**FOR SICK KIDS**

WALK ME HOME 

**I'M WALKING 25KM FOR SICK KIDS LIKE KYESHA**



**PLEASE SPONSOR MY WALK!**


**SUPPORT ME TO HELP SICK KIDS**



**PLEASE SPONSOR MY 25KM WALK**

WALK ME HOME 

**I'M WALKING**  
**25KM**  
**FOR SICK KIDS**

**PLEASE SPONSOR ME**  
**[LINK IN BIO]** 

**WALK ME HOME** 

WALK ME HOME 

**SUPPORT ME TO GIVE SICK KIDS A PLACE TO CALL HOME**



**SPONSOR MY 25KM WALK TODAY**

**I'M WALKING**  
**25KM**  
**FOR SICK KIDS**

**SPONSOR MY WALK TODAY**

WALK ME HOME 

WALK ME HOME 

**SUPPORT ME TO GIVE SICK KIDS A PLACE TO CALL HOME**



**SPONSOR MY 25KM WALK TODAY**





WALK  
ME HOME



THANK YOU FOR  
WALKING 25KM  
FOR SICK KIDS



## Welcome to the family!

Hey friend,

THANK YOU for signing up for Walk Me Home to walk 25km for sick kids!

We're SO excited, because YOU are part of our family now. 🥰

And you've raised \$ already, that's FANTASTIC!

YOU are giving kids like Ryesha a safe place to call home. ❤️

Little Ryesha is fighting leukemia and is currently in isolation at the house while she recovers from a bone marrow transplant...



WALK  
ME HOME



A NIGHT AT  
THE HOUSE



## Your support for sick kids

Hey there,

When you signed up for Walk Me Home and made your AMAZING pledge to raise \$480 to support sick kids and their families...

You made a special commitment to these brave kids. ❤️



Because your support will show our families they are not alone as they fight disease, illness and injury.







# THANK YOU

## IT'S YOUR CONFERENCE

COMMUNITY, EVENTS & CORPORATES TRACK SPONSORED BY *HomeMade*

