



A case study of collaborative success - Starlight Purple Haze

The past, present & future is purple

CONNECT.
COLLABORATE.
UNITE.



Cath Petsos, FIA Conference 2022



Who do you barrack for?

CONNECT.
COLLABORATE.
UNITE.

FIA WA FUNDRAISING FORUM



What we'll cover

Who & Why



Starlight's Journey
– The How?



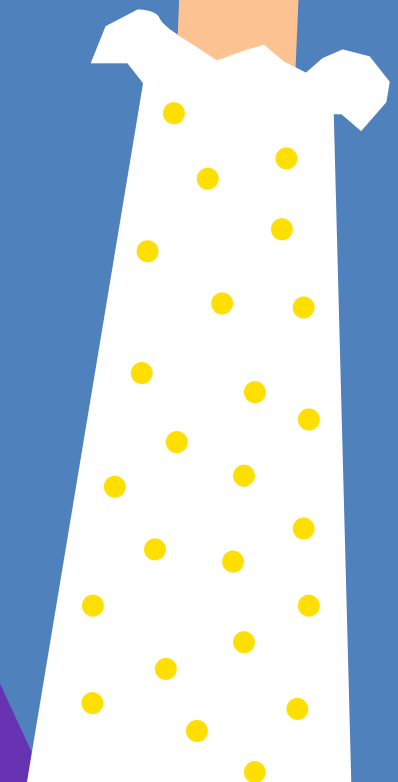
Shared impact



Our Top 5
Learnings



Q&A





Who is Starlight?

Our mission

To brighten the lives of seriously ill and hospitalised children, young people and their families

Why?

Because happiness Matters

How?

We transform, connect and entertain



CONNECT.
COLLABORATE.
UNITE.

FIA

WA
FUNDRAISING
FORUM



A walk down memory lane...



CONNECT.
COLLABORATE.
UNITE.



WA
FUNDRAISING
FORUM



Purple Haze – The Why & How?

Setting the Foundation for a legacy event

The legacy of an event is the long-term positive impact it can have on the host [and its stakeholders and community] culturally, economically and physically.



We are proud of what we are now comfortable to call our legacy event. Can you plan for it? Some suggest yes.

The Why?

20 years ago Fremantle Football Club decided they needed to do something community focused.



Why did they come to Starlight? **PURPLE!**

Starlight consider ourselves EXTREMELY lucky to have hit upon that Purple Haze idea 20 years ago; and we never assume the next event is a given.

CONNECT.
COLLABORATE.
UNITE.



WA
FUNDRAISING
FORUM



Shared impact

Leading positive impact from the Club

“Some incredibly impactful work has been carried out over a long period of time, and we know there is more work to be done to ensure we continue to make a positive, tangible and lasting difference.”

Fremantle Dockers Football Club,
Anchoring a Sustainable Future'- 2022



CONNECT.
COLLABORATE.
UNITE.

FIA

WA
FUNDRAISING
FORUM



Starlight's journey – the how?

CONNECT.
COLLABORATE.
UNITE.

★ Starlight's Purple Haze journey with the Dockers



Fremantle Football Club & Starlight host their first community day – 13K raised



Inaugural sponsor Fremantle Ports signed on



Move to Optus Stadium



Pilot Fans Pledge – Matched Giving partner signed on - South32



Covid 19 – Formal introduction of Fans Pledge Milli Lucas Memoriam



20 years! Fundraising reaches over \$500K!

2003

2010

2018

2019

2020

2022



★ Our Top 5 learnings from Starlight Purple Haze

CONNECT.
COLLABORATE.
UNITE.



WA
FUNDRAISING
FORUM



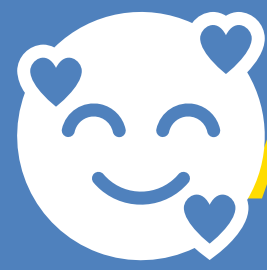
#1 

There is massive potential for charities.



CONNECT.
COLLABORATE.
UNITE.

#2



A passionate community is essential.



CONNECT.
COLLABORATE.
UNITE.



WA
FUNDRAISING
FORUM

#3

Know your strengths.



Balance is everything



Collaborate from the start



Connect them to your cause



Give thanks & appreciation

CONNECT.
COLLABORATE.
UNITE.

#4

Need the tools to evolve and grow.

PLEDGE A DONATION
for every goal Freeo kick!

FANS PLEDGE

Supporting
Starlight
Children's Foundation

20 YEARS
Starlight
PURPLE HAZE
GAME

Presented by
SOUTH32

Make every goal count for Starlight and help brighten the lives of sick kids!



FANS PLEDGE

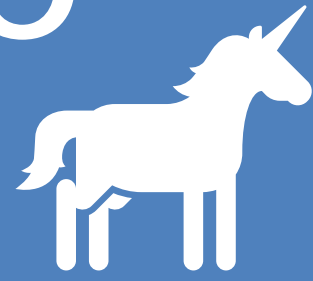
Supporting
Starlight
Children's Foundation

POWERED BY **swysh.**

CONNECT.
COLLABORATE.
UNITE.



#5



CONNECT.
COLLABORATE.
UNITE.



THANK
YOU.



IMAGINE THE
POSSIBILITIES.



WA
FUNDRAISING
FORUM

Photo credit: South32