



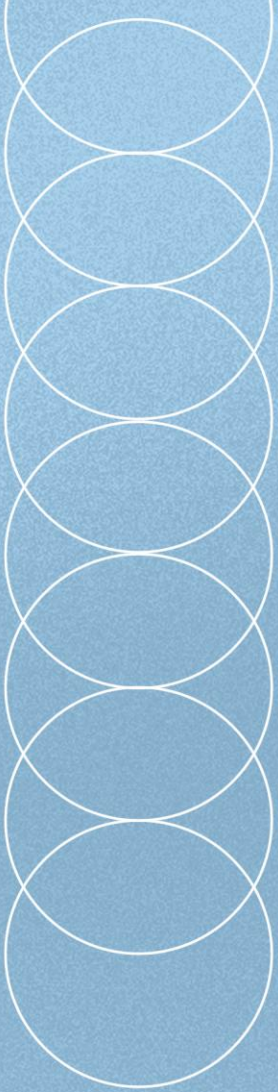
FIA Conference 2023

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Singing The Same Tune: How A Consistent Storytelling Architecture Can Result In Record Breaking Campaigns

FUNDRAISING HOW TO

**Ellen Marshall and Nicole Ilacqua
Sydney Children's Hospitals Foundation**

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Robejohn



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Ellen Marshall
Head of Brand, Marketing and
Communications



Nicole Ilacqua
Campaigns Manager





We acknowledge the Traditional Owners of the lands on which we meet today, the Wurundjeri peoples of the Kulin Nation and we pay respect to their Elders past, present and emerging.

Artwork by David Williams of Gilimbaa

In the next 60 minutes we will explain:

**How consistent
storytelling can help
donor acquisition
and retention**

**How SCHF developed
a consistent
storytelling
framework**

**What tools, resources
and structure SCHF
created to support all
fundraising activity**

**How you can
implement this
for your
organisation**

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Tens of millions raised for bushfire aid

By Kaitlyn Offer

Updated January 7 2020 - 3:18pm, first published 3:11pm



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Keep across all the live scores and results from the Australian Open at Melbou

FLOOD WARNING For the latest flood and weather warnings, search on [ABC Emergency](#)

Breakdancing confirmed for 2024 Paris Olympic Games, but Tokyo 2021 has even more new events

Posted Tue 8 Dec 2020 at 11:47am, updated Tue 8 Dec 2020 at 11:53am



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Lebanon in mourning after deadly Beirut blasts

Hospitals struggle to cope with thousands of wounded after huge blast ripped through the capital's port

Airbnb has permanently banned parties at its listings. Here's what to know before you book

By Dannielle Maguire

Posted Fri 1 Jul 2022 at 5:02pm

LIVE BLOG Keep up with the latest ASX and business news

Stewart McSweyn runs world's fastest mile for 2020, becoming the quickest Australian for 15 years

Posted Wed 30 Dec 2020 at 12:44pm, updated Wed 30 Dec 2020 at 1:25pm



TikTok to Withdraw From Hong Kong as Tech Giants Halt Data Requests

By PAUL MOZUR

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A huge THANK YOU to Bunnings Warehouse Australia for donating a jaw-dropping \$250,000 to the #GoldTelethon Appeal. The team have often supported the Foundation through community events like their iconic sausage sizzle, but due to COVID-19 this hasn't been possible. Thank you for continuing to show sick kids they can still count on your kindness!



Sunday 29 March 2020



Dear Nicole,

By joining the Bob 'Tug' Wilson Walk for Kids with Cancer and raising much-needed funds you are helping kids like Josh.

Just in time for Christmas, seven-year-old Josh rang the bell to signify the end of treatment after being diagnosed with acute lymphoblastic leukaemia (ALL).



It's RADIOTHON day! Your donations will be DOUBLED until 6pm thanks to our generous matchers. This means you can make double the impact for sick kids, like Hugo, who needed life-saving treatment at The Children's Hospital at Westmead after suffering a stroke. Hugo has made great steps in his recovery thanks to the world-class care he received.

Donate now and double the difference for sick kids:

www.radiothon.org.au 🧡

And remember, tune in to our special Radiothon show at 4... See more



Looking for something to brighten your day? Get cosy, grab the snacks and click the link below to watch our Light Up Xmas Appeal, on 9Now until Dec 31 🧡



MEDIA RELEASE

Giving childhood back to sick kids Bandaged Bear Appeal: 1 – 31 March

Every moment a child spends in hospital is a moment they are missing from their childhood.

Hospital forces children into a grown up world of medical tests and spending time away from their family and their friends.

In March 2020, the Bandaged Bear Appeal will be raising vital funds for The Children's Hospital at Westmead so doctors and nurses can give children the chance to spend more of their childhood with their family and friends and less time in hospital.

The Children's Hospital at Westmead cares for more than 87,000 children every year, performing more than 14,000 operations on our sickest kids.

City2Surf has gone virtual! The course might be a bit different, but our cause is still the same – raising vital funds to help sick kids. Register today and join Team Bandaged Bear or Team Kids. Together, we can give sick kids across NSW a running start!

Join #TeamKids: <https://bit.ly/3KYsGrP>

Join #TeamBandagedBear: <https://bit.ly/3hfOV63>



In tough times we don't give up. Illnesses like cystic fibrosis won't stop for COVID-19 and neither will our healthcare heroes who care for these kids. They still need your support. Show them they can count on your kindness. Please donate what you can to the Sydney Children's Hospitals Foundation annual Gold Telethon Appeal:

www.goldtelethon.org.au



Dear Nicole

As we aren't able to come together at our annual A Bear Affair gala this year, we have placed the much loved Bear Cottage Wishes online for you to purchase. By making a 100% tax deductible donation you are making a significant difference to the precious lives of the children and families who rely on Bear Cottage. With every Wish you grant, you will be gifted a gorgeous framed butterfly print produced by volunteers at Bear Cottage.



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Repetition is key



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Solution

Creating a consistent architecture for storytelling



“Master Narrative”

Q1

“Theme”

A compelling story we tell across all our donor engagements

Q2

“Theme”

Q3

“Theme”

Q4

“Theme”

“Stories”

The stories which support our campaigns and appeals which bring our theme to life

“Stories”

“Stories”

“Stories”

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**A story
theme must
be:**

Broad

Flexible

Inspiring

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	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Q3	This quarter we are... Celebrating the diversity of the kids we care for											
Q4				This quarter we are... Shining a light on kids' health								
Q1							This quarter we are... Getting kids home from hospital sooner					
Q2										This quarter we are... Working together to do amazing things for sick kids		

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Q3: January – March

NARRATIVE	Sydney Children's Hospitals Foundation All in for kids' health					
THEME	CELEBRATING THE DIVERSITY OF KIDS WE CARE FOR					
STORIES	DIVERSITY	ACCESS AND TREATMENT	REPRESENTATION	DIVERSITY OF DISEASE	FACES OF	MOMENTS
	Supporting all the communities we care for	Sickness doesn't discriminate, neither do we	Serving children in regional and remote NSW	Clinicians leading research into rare disease	SCHN translators, social workers, NDIS staff, nurses	Lunar New Year, Rare Diseases Day, Harmony Day
FOCUS	FUNDING PRIORITY Community Health / Priority Populations / Research: Rare Diseases					
EVENTS	Bequest New Year Resolution Campaign, Mustang Lovers Car Show, Lunar New Year Gala, 65k 4 65 Roses Walkathon, A Bear Affair, Coles \$2 Token Campaign for Curing Homesickness, Walk for Kids with Cancer, GYMA Gala					

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Q4: April – June

NARRATIVE	Sydney Children's Hospitals Foundation All in for kids' health				
THEME	SHINING A LIGHT ON KIDS' HEALTH				
STORIES	UNSEEN While some kids look otherwise healthy, we're shining a light on those diseases that can be unseen like Autism, Asthma	UNHEARD We are shining a light on programs and services that positively impact the health and wellbeing of Aboriginal children	UNSPOKEN We're shining a light on mental health with 1 in 7 Australian kids experiencing mental health conditions	UNDISCOVERED Innovations in research, medical technology & equipment means what was previously unfound can now be diagnosed and even cured	MOMENTS Autism Awareness Day, Reconciliation Week, World Health Day, Undiagnosed Children's Awareness Day, World Asthma Day and Tourettes Awareness Day
FOCUS	FUNDING PRIORITY Indigenous Health / Mental Health / Child Protection / Autism / Kids Research / Equipment				
EVENTS	Sydney Sick Kids Appeal, Emerald Ball, Grace Gala, Gold Dinner, Fire NSW Annual Charity Ball, Costco Golf Day, Nurses Ball				

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Q1: July – September

NARRATIVE	Sydney Children's Hospitals Foundation All in for kids' health					
THEME	GETTING KIDS HOME FROM HOSPITAL SOONER					
STORIES	CANCER Getting cancer patients home sooner with groundbreaking research from Kids Cancer Centre	ACCESS Post-Covid, telehealth is even stronger, allowing more kids to be treated from home	EDUCATION Helping to keep kids learning and getting readjusted when back at school	BACK AT HOME Kids are missing home, but home is also missing the kid. The experience of the family back at home	RESEARCH Researchers pushing the boundaries to get kids home from hospital sooner	MOMENTS Childhood Cancer Awareness Month, Blue September, National Pain Week, NATICD
FOCUS	FUNDING PRIORITY Virtual Children's Hospitals / Telehealth / Oncology / CHERI / KCC / Back on Track					
EVENTS	Superhero Week, Leaping Livers Lapping the Lagoon, City2surf, The Diamond Event, Coles \$2 Card Campaign for Oncology					

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Q2: October – December

NARRATIVE

Sydney Children’s Hospitals Foundation
All in for kids’ health

THEME

WORKING TOGETHER TO DO AMAZING THINGS FOR SICK KIDS

STORIES

STRONGER

Working together as one Foundation and one network supporting sick kids

TREATMENT OVER TOYS

Kids love toys at Xmas but treatment is more important

LIGHT UP

Let's light up the faces of all sick kids in hospital over the holidays

CELEBRATE

Celebrate all we have achieved together

MOMENTS

Mental Health Week, World Sight Day, National Nutrition Week, Deaf People Week and World Prematurity Day

FOCUS

FUNDING PRIORITY
Respiratory / Research / Critical Care / Emergency

EVENTS

Blackmores Sydney Running Festival, Bequest soft ask letter, Coogee Bay Golf Day, Momenta Gala Dinner, Sydney Kids Committee Gala, Convoy for Kids, Sydney Markets Gala, Race for Grace, Light Up Xmas Appeal, Lights for Kids

How does it actually work?



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Toolkit examples



Sydney Children's Hospitals Foundation

Q4 - 2022



Shining a light on kids' health

Key Messaging

Kids dream of being extraordinary - the thought of becoming an astronaut, vet, doctor, scientist or firefighter is what they spend their childhood aspiring for.

Looking back on these types of childhood memories brings up feelings of happiness, gratitude and hope. But for many kids out there, childhood is far from what it should be and their dreams seem out of reach.

Instead of playdates there are appointments, instead of sleepovers there are stays and instead of firsts there can be lasts. Childhood is spent being rushed between hospital wards and outreach centres, undertaking routine tests and scans and missing the important milestones that every child deserves.

Whether they're a toddler or a teenager, fighting a common injury or a rare disease, whether they're from inner suburbs, outer cities, regional, rural or beyond, these sick kids are courageous and brave - they are anything but ordinary. They are extraordinary.

Despite going through bad days, weeks, months and even years, they appreciate that one good day, making every laugh, memory, and moment matter. They long for that one ordinary day.

By supporting the Sydney Sick Kids Appeal, you can help give sick kids and their families many more good days. You can shine the light on kids' health, helping all sick kids, no matter where, no matter what.

No child should have to go through this, but those who do deserve our all. By supporting Sydney Children's Hospitals Foundation this tax time you can make one donation that helps all sick kids, regardless of their age or the type of illness or injury they're fighting.

Do something extraordinary and put your money where your heart is this Sydney Sick Kids Appeal to give all sick kids the best chance at the ordinary childhood they deserve.

To do this, we need to put a spotlight on:

The unseen conditions and diseases, often chronic, that impact the lives of children and their families

The unheard programs, services and staff that are positively impacting the health and wellbeing of priority populations

The unspoken conditions which are silently affecting children within our communities

The undiscovered from innovations in medical technology which mean what was previously unfound can be now diagnosed to the groundbreaking research into rare diseases paving the way for game-changing treatments, preventions and cures



Q4 key messaging

The unseen: making the invisible, visible



Up to 1 in 5 children have a chronic illness like cystic fibrosis, asthma, diabetes, eczema or arthritis. On the outside, these kids may appear healthy but their long-term or persistent conditions can have a daily impact on a child's routine and health, both physically and mentally.

- In the last year, approx. 1,200 respiratory patients have been admitted to Sydney Children's Hospitals Network.
- Chronic conditions affect up to 20% of children cared for across Sydney Children's Hospitals Network. Often these illnesses can affect their self-esteem, wellbeing, education and pain levels. It's critical we continue to advocate for these kids and help raise vital funds for their world-class care.
- Respiratory conditions like asthma and cystic fibrosis, are the most serious, life-threatening conditions facing Australian children today.
- Asthma is the leading cause of disease burden in children aged 5-14 years old. Whereas, 1 in every 500 babies will be diagnosed with cerebral palsy- the most common cause of physical disability in children.
- Almost 3.3 million people in Australia (15% of population) are living with a disability, 90% of which are invisible. This prevalence is also reflected across Sydney Children's Hospital Network, where over 160 staff and thousands of patients identify as having a disability too.

The unspoken: giving a voice to silent diseases



Almost 1 in 7 children are living with mental illness. The most common mental health disorder for boys is attention deficit hyperactivity disorder (11%), compared to anxiety in girls (6.9%).

- Approximately, 50% of adult mental health conditions begin before the age of 14, 75% occurs before the age of 25. We must continue to support and address these illnesses from a young age, so these kids can enjoy their childhood and adult life. This starts with raising awareness and giving a voice to these silent diseases.
- Mental illness can also have a significant impact on a child's wellbeing and daily life. That's why intervention at a young age is essential. To encourage families to seek professional help and remove the stigma around mental illness, we need to challenge perceptions and start the conversation.

Before sharing these statistics below externally, please check in with BMC due to the sensitive nature of this data.

- More than 2,000 children were admitted to SCHN ED in acute mental distress over the past year*
- Since the onset of COVID-19 (March 2020) 94,796 kids have been cared for by SCHN *

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Q4 hospital statistics

The unheard: shining a light on the numbers

Number of patients cared for across SCHN



Number of ED presentations across SCHN



Number of NETS retrievals by air and road



- An ED Fellow cares for **15** sick kids a day on average
- In 2021, approximately **216** patients were started on BiPap/CPAP therapy
- **1,957** patients visited ICU in 2021
- In the last year approximately **4,500** patients have benefited from Child Life and Music Therapy
- **25,356** Child Life Therapy sessions were delivered in the last year
- There are **2,503** nurses across SCHN
- **200** families are currently visiting Bear Cottage for respite
- Since Bear Cottage opened its doors in 2001, **1,000** families have stayed for respite and end-of-life-care.

The undiscovered: unlocking new innovations and ideas



More than **600** researchers are conducting over **160** clinical trials across the Network - finding new treatments and better care for seriously unwell children. Together, we can help find answers to some of the conditions affecting kids today that are still unsolved.



In the past year, the Foundation has contributed **\$12,751,623** million towards innovative research. We're investing in the future and providing new hope to families who need it most.



Collectively, rare diseases are very common, with rare genetic disorders affecting **180,000** children in NSW. In developed countries, rare diseases account for **6** out of **10** childhood deaths.




Every year, the Network's genetics team receives around **2,000** new referrals to provide care for children with a suspected rare disease. For many of these families, finally receiving a diagnosis after years of searching for answers is life changing.

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Q4 approved CEO quotes



Q4 - 2022

Shining a light on kids health

CEO Quotes



Please attribute the following to:
Nicola Stokes, Chief Executive Officer
Sydney Children's Hospitals Foundation

United in a single purpose

Right now, as the health system continues to face the challenges associated with the pandemic, the benefits of working together are simply too big to ignore. With the support of our generous donors, we're able to equip diverse teams of paediatric health experts with access to the funding they need to provide the best possible healthcare to all sick kids, whenever and wherever they need it.

Changing one kids life today, future-proofing the health of all kids tomorrow


We each have the opportunity to shape the future of children's healthcare. Some of our donors are making a direct difference today, while others are working to shape tomorrow - together we are all a part of something bigger! Together, we are achieving immediate effects and long-term impacts to change one kid's life today and future proof the health of all kids tomorrow.

Together, for all sick kids

Together with our generous supporters, we are united in one single purpose: to help all kids live their healthiest lives. Together, we are changing the landscape of paediatric healthcare with the impact being felt across treatment rooms, research labs, outreach programs and beyond. For those that stay a short time or a long time, we are making a difference that lasts a lifetime.

The greatest gift of all


This holiday season we're working together to give children and their families the greatest gift of all - a bright, happy and healthy child. No matter where children are receiving their treatment, we work together with the Network to achieve amazing things. From supporting state-of-the-art clinical care, revolutionary patient experience and world-first research programs - together, we really can give sick kids and their families a reason to celebrate at this special time of year.



Q4 - 2022

Shining a light on kids health

CEO Quotes



Please attribute the following to:
Cathryn Cox, Chief Executive
Sydney Children's Hospitals Network

How important is fundraising for SCHN and what impact does this have on kids' health?

"Each year across our Network, we deliver the very best, world-class care to some of the state's sickest and most vulnerable children and families. This is a team effort and the community are a large part of that team.

From the purchase of state-of the art equipment, investing in life-changing research, supporting vital services and so much more, every dollar makes a difference to the lives of so many in our care.

I am proud to work alongside Sydney Children's Hospitals Foundation as we help children live their healthiest lives, both now and into the future."

Reflection on the last year and the dedication from staff, acknowledging the challenging times

"The COVID-19 pandemic has been tough for everyone working in healthcare. Across the Network, our staff have shown true resilience and compassion as they adapted to the numerous challenges a one in a hundred-year pandemic brings.

Our ways of working have also changed, and telehealth and virtual care have become integral in caring for our patients and families while also ensuring we keep them as safe as possible.

The community support via Sydney Children's Hospitals Foundation has been so important during these tough times. It has helped, and continues to help, our staff who are working tirelessly to respond to the changing needs of our patients and families and for this, we are so grateful.

Despite the challenges presented over the past year, the dedication of our staff hasn't wavered, and I am proud to be part of a team that is committed to helping children and young people live their healthiest lives."

Why is it important that we work together for the future of kids' health?


"Every day we are making progress in healthcare. With advancements in technology, clinicians and researchers are finding new ways to treat and manage diseases that previously had no cure and giving hope to families that previously had no answers.

With the support of the community, we can continue to achieve these milestones and improve outcomes for children and families.

When we work together, the possibilities for the future of kids' health are endless."


Together, unlimited.

Q2 awareness days – facts and information



Sydney Children's Hospitals Foundation

Q2 - 2022



Working together to do amazing things

What's On

October

World Mental Health Day

3rd

- 1 in 7 young people aged 4 to 17 years experience a mental health condition in any given year.¹
- Suicide continues to be the leading cause of death for young Australians.²
- Almost 1 in 7 children are living with mental illness.
- The most common mental health disorder for boys is attention deficit hyperactivity disorder (11%), compared to anxiety in girls (6.9 %).

Cerebral Palsy Day

6th

- Cerebral Palsy is the most common cause of physical disability in children.³
- 1 in 700 Australian children are affected by CP.⁴
- Approximately 35,500 children, young people and adults are living with CP in Australia.
- In 2018, total cost of CP in Australia was around \$5.17 billion.

Allied Health Professionals Day

14th

Across SCHN there are **17 different** professionals that make up Allied Health. These include: Art Therapy, Audiology, Child Life Therapy, Exercise Physiology, Genetic Counselling, Music Therapy, Nuclear Medicine Technology, Nutrition and Dietetics, Occupational Therapy, Orthotics, Orthoptics, Pharmacy, Physiotherapy, Psychology, Radiography, Social Work and Speech Pathology.⁵

Children's Week

22nd - 30th

Theme: All Children have the right to a standard of living that supports their wellbeing and healthy development.

Diwali

24th



Happy Diwali!

Hindi – Diwali ki Shubhkamnayein

Punjabi – Tuhanu Diwali diyan boht both vadhayan

Marathi – Shush Diwali

¹<https://www.beyondblue.org.au/media/statistics>

²<https://www.beyondblue.org.au/media/statistics>

³<https://www.schn.health.nsw.gov.au/fact-sheets/chronic-illness>

⁴<https://www.schn.health.nsw.gov.au/fact-sheets/cerebral-palsy-cp>

⁵<https://www.schn.health.nsw.gov.au/fact-sheets/cerebral-palsy-cp>

⁶<https://www.schn.health.nsw.gov.au/news/articles/2020/10/celebrating-our-allied-health-professionals>

November

Light Up Xmas Appeal Launch

7th

Give sick kids the brightest Christmas possible.

World Pneumonia Day

12th

Approx. 672,000 children globally die from pneumonia a year.⁶

World Kindness Day

13th

Theme: In a world where you can be anything, be kind.

World Diabetes Day

14th

- Approx. 1 in 5 children have a chronic illness like diabetes.⁷
- There are around 11,000 children and young people in Australia who are living with diabetes.⁸
- There are 1.1 million children around and adolescents around the world living with type 1 diabetes.⁹
- Around the world, more than 132,000 children and adolescents are diagnosed with type 1 diabetes each year.¹⁰
- Diabetes is the fastest growing chronic condition in Australia.¹¹

Antimicrobial Awareness Week

18th - 24th

- Over 50 per cent of children who present to hospital receive some form of antibiotics.
- WHO has declared that antimicrobial resistance one of the top 10 global public health threats facing humanity.**¹²

World Children's Day

20th

Marks the anniversary of the date that the UN General Assembly adopted both the Declaration and the Convention on children's rights.

⁶<https://stoppneumonia.org/>

⁷<https://www.schn.health.nsw.gov.au/fact-sheets/chronic-illness>

⁸<https://www.diabetesaustralia.com.au/living-with-diabetes/diabetes-and-daily-life/school/>

⁹<https://www.schn.health.nsw.gov.au/news/articles/2020/10/celebrating-our-allied-health-professionals>

¹⁰<https://www.idf.org/61-about/550-diabetes-in-children-and-adolescents.html>

December

Hanukkah

18th - 26th



"Hanukkah Sameach!"

Christmas Day

25th



Merry Christmas in different languages

- Merry Christmas - English
- Feliz Navidad - Spanish
- 聖誕快樂 - Mandarin
- Joyeux Noël - French
- عيد ميلاد مجيد - Arabic
- Frohe Weihnachten - German
- Buon Natale - Italian
- Prettige Kerstdagen - Dutch
- Feliz Natal - Portuguese
- メリークリスマス - Japanese
- Kalá Xristouyenna - Greek
- Buon Natale - Italian
- Sretan Božić - Croatian
- Selamat Hari Natal - Indonesian
- Nollaig Shona - Irish
- תגיד שמחה - Hebrew
- mutlu noeller - Turkish
- god Jul - Swedish
- wesołych świąt - Polish
- il-Milied it-tajjeb - Maltese
- veselé Vánoce - Czech

¹¹<https://www.idf.org/61-about/550-diabetes-in-children-and-adolescents.html>

¹²<https://www.diabetesaustralia.com.au/about-diabetes/diabetes-in-australia/>

¹³<https://www.who.int/news-room/fact-sheets/detail/antimicrobial-resistance>

Q2 patient stories



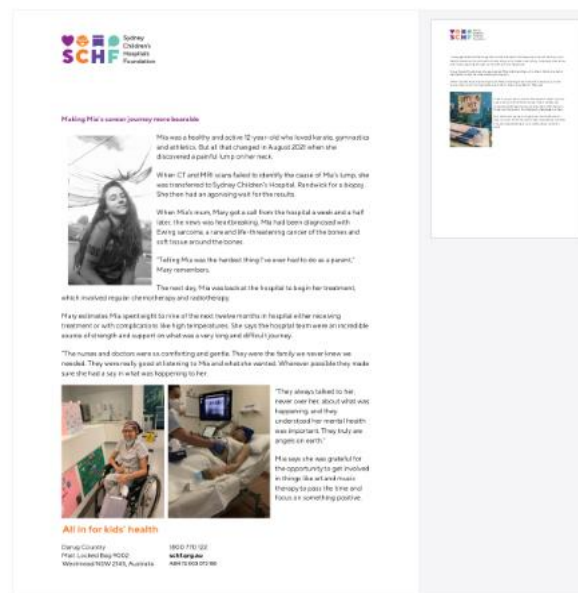
Eleanor's Story_Mighty Eleanor

DOCX 3 Pages, 2.66 MB, 24.11.2021

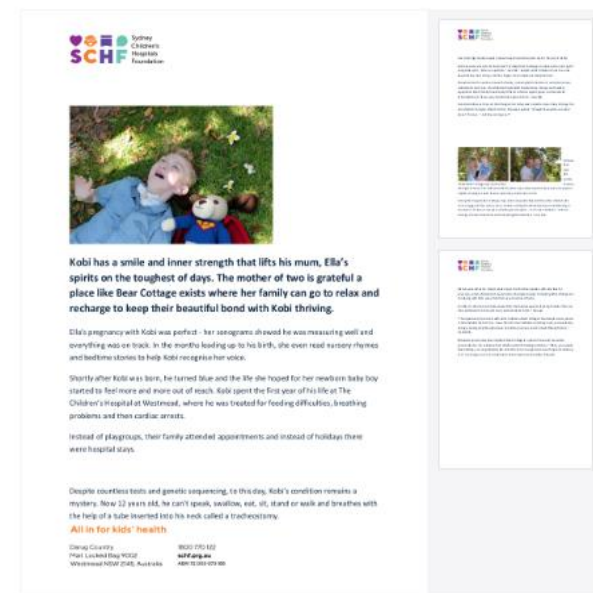


Marcus' Story_Marcus' home away from home

DOCX 3 Pages, 1.15 MB, 23.11.2021



Mia's story, Sydney Children's Hospital,
Randwick



Kobi's story - Bear Cottage

Q2 approved clinician quotes



Clinician quote

"We are all in this together. We are all chasing the end of the rainbow and a world where no child develops cancer.

Each year, the Cancer Centre for Children at The Children's Hospital at Westmead cares for around 200 newly diagnosed children and adolescents with cancer. Treating these children and young people is complex and requires an enormous team effort. The community are an invaluable part of this team, helping to provide the extra support we need to purchase the latest equipment, fund vital research and improve treatments so each of our patients has the best outcome possible.

The importance of the community's support cannot be over-stated. It not only helps us in the Cancer Centre for Children, but it reaches families far beyond our hospital's walls as well.

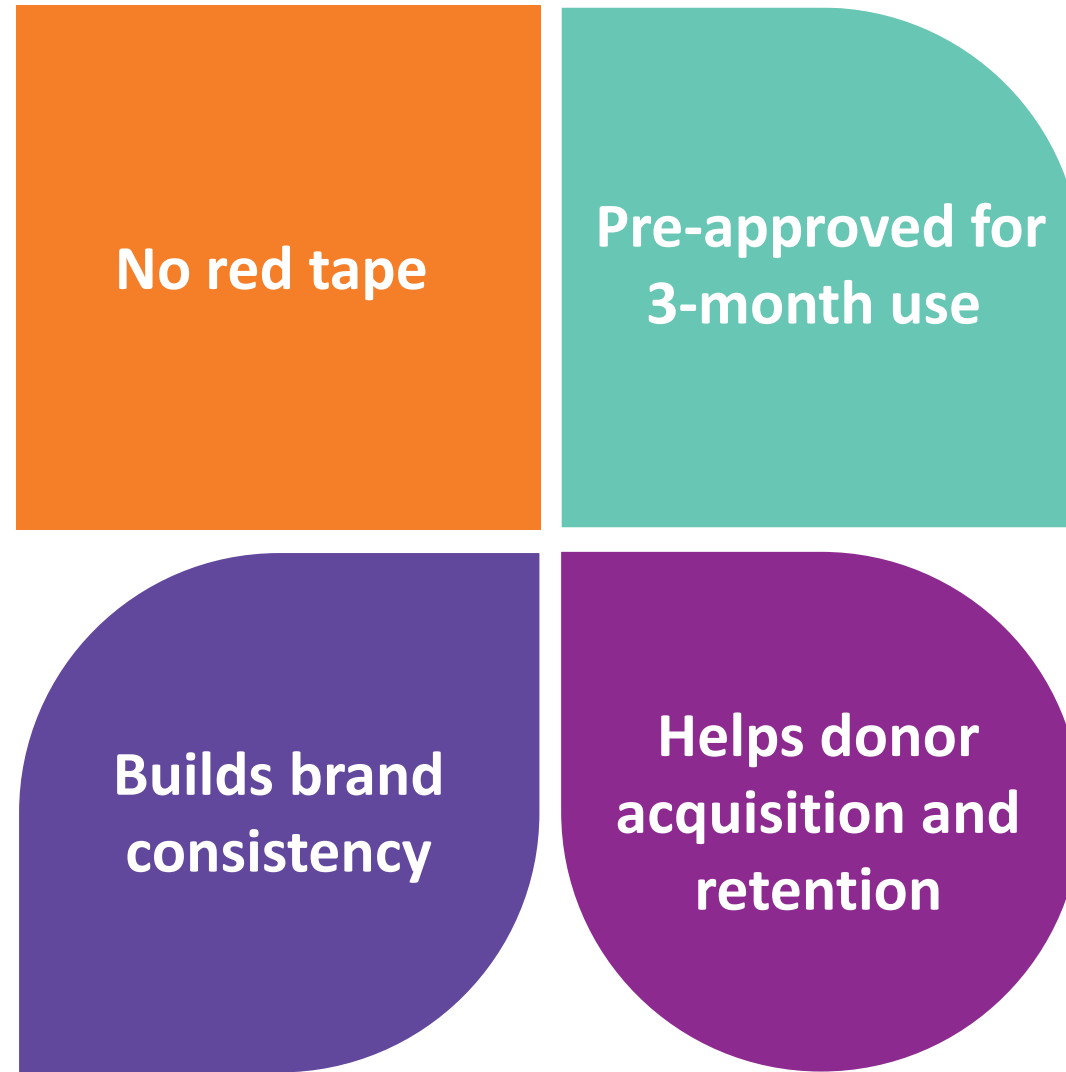
By supporting the Cancer Centre for Children, you are helping to make an investment in the lives of children today, and the futures of children tomorrow and for that, we can't thank the community enough."

Dr Luciano Dalla-Pozza

Director of the Cancer Centre for Children at The Children's Hospital at Westmead

5

Toolkit benefits

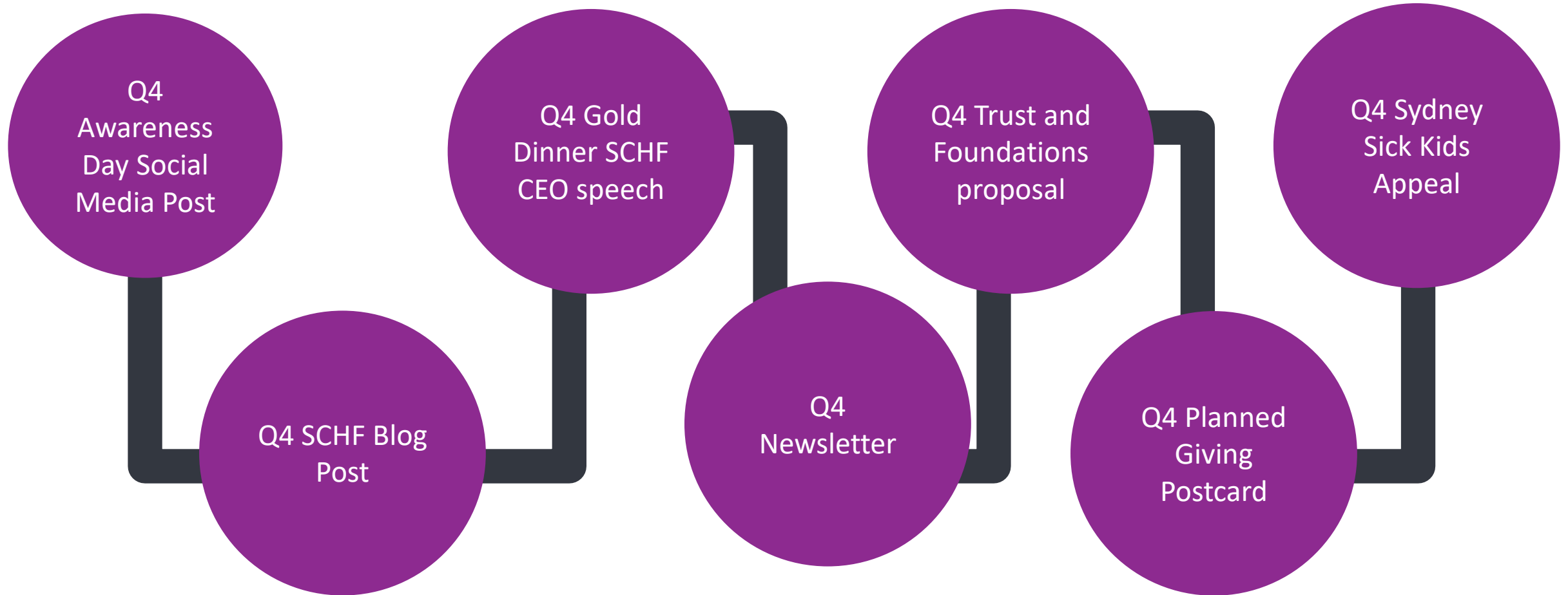


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Q4 storytelling in action




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Q4 storytelling in action

Key Messaging Document



Q4 - 2022



Shining a light on kids' health

Key Messaging

Kids dream of being extraordinary - the thought of becoming an astronaut, vet, doctor, scientist or firefighter is what they spend their childhood aspiring for.

Looking back on these types of childhood memories brings up feelings of happiness, gratitude and hope. But for many kids out there, childhood is far from what it should be and their dreams seem out of reach.

Instead of playdates there are appointments, instead of sleepovers there are stays and instead of firsts there can be lasts. Childhood is spent being rushed between hospital wards and outreach centres, undertaking routine tests and scans and missing the important milestones that every child deserves.

Whether they're a toddler or a teenager, fighting a common injury or a rare disease, whether they're from inner suburbs, outer cities, regional, rural or beyond, these sick kids are courageous and brave - they are anything but ordinary. They are extraordinary.

Despite going through bad days, weeks, months and even years, they appreciate that one good day, making every laugh, memory, and moment matter. They long for that one ordinary day.

By supporting the Sydney Sick Kids Appeal, you can help give sick kids and their families many more good days. You can shine the light on kids' health, helping all sick kids, no matter where, no matter what.

No child should have to go through this, but those who do deserve our all. By supporting Sydney Children's Hospitals Foundation this tax time you can make one donation that helps all sick kids, regardless of their age or the type of illness or injury they're fighting.

Do something extraordinary and put your money where your heart is this Sydney Sick Kids Appeal to give all sick kids the best chance at the ordinary childhood they deserve.

To do this, we need to put a spotlight on:

- The unseen** conditions and diseases, often chronic, that impact the lives of children and their families
- The unheard** programs, services and staff that are positively impacting the health and wellbeing of priority populations
- The unspoken** conditions which are silently affecting children within our communities
- The undiscovered** from innovations in medical technology which mean what was previously undiagnosed can be now diagnosed to the groundbreaking research into rare diseases paving the way for game-changing treatments, preventions and cures

Sydney Children's Hospitals Foundation

1

Excerpt from a Trusts and Foundation grant proposal

Shining a light on kids' health

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Instead of playdates there are appointments, instead of sleepovers there are stays and instead of firsts there can be lasts. Childhood is spent being rushed between hospital wards and outreach centres, undertaking routine tests and scans and missing the important milestones that every child deserves.

Whether they're a toddler or a teenager, fighting a common injury or a rare disease, whether they're from inner suburbs, outer cities, regional, rural or beyond, these sick kids are courageous and brave - they are anything but ordinary. They are extraordinary.

Despite going through bad days, weeks, months and even years, they appreciate that one good day, making every laugh, memory, and moment matter. They long for that one ordinary day.


Your ongoing support helps give sick kids and their families many more good days. You are helping to shine the light on kids' health, helping all sick kids, no matter where, no matter what. Your ongoing support to the Clinical Trials Program at The Children's Hospital at Westmead is continuing to offer ways to help children and their families on their cancer journey.



The Graf Family Foundation supports more than just a child

Page 2 of 5

Q4 Newsletter




Sydney Children's Hospitals Foundation

[Volunteer](#)[Fundraise](#)[Donate](#)

Newsletter

Edition No.3



Greetings from Nicola

Sick kids want nothing more than to experience a normal childhood. Instead of doctor appointments they want to be on the playground. Sick kids are extraordinary, but what they and their families long for are just the ordinary days that many of us may take for granted.

As SCHF prepares for our upcoming Sydney Sick Kids Appeal, we're excited to be able to give more opportunities to these extraordinary children and their families so they can have many more, much longed for,

Together, unlimited.





Together, unlimited.



CONFERENCE

The results speak for themselves

2020

TAX

\$1,644,889

1,343 new donors

Average gift = \$130

XMAS

\$4,359,830

961 new donors

Average gift = \$106

The results speak for themselves



Together, unlimited.



CONFERENCE

The results speak for themselves

2021

TAX

\$6,342,473

1,893 new donors

Average gift = \$183

The results speak for themselves

2021

TAX

\$6,342,473

1,893 new donors

Average gift = \$183

XMAS

\$9,031,811

1,149 new donors

Average gift = \$122

The results speak for themselves

2022

TAX

\$20,736,420

4,080 new donors

Average gift = \$228

Together, unlimited.



CONFERENCE

The results speak for themselves

2022

TAX

\$20,736,420

4,080 new donors

Average gift = \$228

XMAS

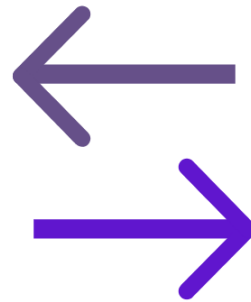
\$11,814,358

4,055 new donors

Average gift = \$152



**As the fundraising
sector evolves so
does our model**



Our top 5 tips on how to start

S.T.O.R.Y

- Start with the problem
- Tell your teams
- Observe your needs
- Rely on data
- Yearn for change



How consistent
storytelling can help
donor acquisition
and retention



How SCHF developed
a consistent
storytelling
framework



What tools, resources
and structure SCHF
created to support all
fundraising activity



How you can
implement this
for your
organisation

Together, unlimited.



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Questions?



Scan here for
my LinkedIn!

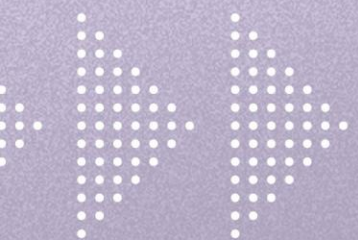


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Thank you

FIA Conference 2023
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Robejohn



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