



The Malaghan Institute
Fundraising Pack



Research is our Journey.
Cure is our Destination.

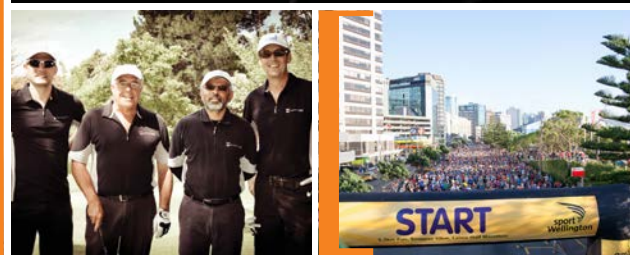
Thank you

Fundraising for the Malaghan Institute is a fun and rewarding way for community groups, schools, workplaces, clubs and individuals to make a difference to medical research.

Our scientists believe the key to treating disease like cancer, asthma and allergies lies within our immune system, the body's own natural defence against infection and illness.

We value your support.





Fundraising ideas

Challenge yourself, push your limits and with the support of family and friends you will be surprised at what you can achieve.

Ideas:

- Sponsored run/cycle walk
- Beard/head shave
- Golf day
- Break a bad habit – like smoking!

Run For Research at Wellington Round the Bays

Join the *Run for Research!*

Come join in the buzz of this iconic Wellington event on Sunday 22 February 2015. You don't have to be the super fit, athletic kind to take part. Enjoy the community spirit, grab some friends, family or colleagues and join us!

Work place events/activities

Liven up your office and get together for a great cause!

- Swap jobs with your boss for the day.
- Hold a gold coin casual Friday.
- Office games – Olympics, mini golf, chair races or team quiz!
- Swear jar in the office.

Social events

The possibilities are endless!

- High tea party
- Karaoke night
- Auction evening

At home

Do something in the name of charity from the comfort of your own home.

- Gather your friends and family and start a regular walking group and put in \$5 each outing.
- Give your place a spring clean and hold a garage sale to sell unwanted items.
- Hold a movie night.

Make your fundraising a success!

Make it about you

Make your own personal fundraising event/activity great by making it sound as exciting as possible! Add your own personal story to motivate would-be supporters.

Get creative to keep your fundraising event fresh and your passions high!

Start brainstorming and see what you can come up with, It doesn't have to be a large-scale effort.

Plan of action

Ensure you have planned the event and had it approved by us before starting your fundraiser.

- Writing a checklist of the things you will need and a time line of what is involved is helpful!
- Think about extra things you can do for your main event to increase donations, such as – a raffle or a bake sale.
- Make sure there are no calendar clashes for critical date such as rugby games or major local events.
- Choose a date that will allow for enough time to plan for and promote your event.
- Remember to check if a permit is required for the event you are holding.

Publicity and promotion

Here are some great ways to get people's attention:

- Write an article and publish it in your school, work or community group's newsletter.
- Create a poster or flier and circulate at local supermarkets, cafes and community areas.
- Get your family and friends on board to help spread the word - word of mouth is powerful, so tell everyone in your neighbourhood.

Smile!

Your enthusiasm and passion to make a difference will remind people how important medical research is for the future of our loved ones!

Goals

Set achievable targets and don't stress, focus on having fun. Aim to raise four times more than you spend. Some of the most successful fundraisers can be very low cost!

Donation matching

Challenge you employer to match the money you raise! This is a great way to get your work place behind you and to engage colleagues. Many organisations have a match giving scheme - so don't be shy!

Inspired fundraising



➤ Darci Thompson "Malaghan is very close to my heart!"

You make a positive difference to the future of medical research here in New Zealand. Here's inspiration from a fellow fundraiser:

Darci Thompson – Every step is a gift

Darci took part in the Run for Research in 2014 in memory of her father, who died a mere nine months after being diagnosed with a brain tumour. Darci was also running in memory of her partner of 12 years, Keith, who passed away from cancer just two months and 18 days from diagnosis.

"I have spent a lot of time in cancer wards. Cancer can touch everybody, everyone thinks it can't but it can. A lot of people leave too soon – and so I do my bit!"

"I run because I can where others can't. Even when it's hard and it hurts, I'm thankful I can do it. Every step is a gift." Darci says she chose to support the Malaghan Institute because "the researchers are top notch, are doing some cutting-edge work, and getting the word out about their research."

DARCI'S TOP TIPS:

1. Remember your goal and keep the drive alive!
2. Keep people up to date with how you're tracking.
3. Share your story through a blog or an online fundraising page.

"I run because I can where others can't. Even when it's hard and it hurts, I'm thankful I can do it. Every step is a gift."



I SUPPORT THE RUN FOR RESEARCH

Online fundraising page

Online fundraising is quick and easy and great for sponsored activities like fun walks/runs and bike rides. It's also great for staff collections or collecting donations instead of gifts as the link to your personalised page can be emailed.

Your supporters simply make a credit card donation and are automatically issued with a receipt. You can conduct online fundraising on its own or in tandem with a fundraising event or activity you are planning.

It takes only minutes to set up your personalised fundraising page, complete with customised pictures, text and details about your fundraising.

Every donation made is recorded on your page (along with any messages of support from your donors) and you can also add in any funds you raise in cash from a fundraising event or activity. Then all you need to do is email your friends, colleagues and contacts to ask them to support your efforts.

You can update your page at any time to let your supporters know your progress. To set up your own Malaghan Institute fundraising page, go to www.everydayhero.co.nz/charity/view?charity=45

Then click on "Create a Supporter Page". You can use it to inspire others with a story about why you are supporting the Malaghan Institute, post updates, images and videos, and ask others to help you.

All donations are processed by Everyday Hero and passed on to the Malaghan Institute.

Fundraiser proposal form:



If you're planning an event, we need a few details from you.

APPLICANT'S CONTACT INFORMATION

Name/s: _____

Organisation Name: (if applicable) _____

Address: _____

Suburb: _____

City: _____ Post code: _____

Phone: _____ Mobile: _____

Email: _____

EVENT/ACTIVITY INFORMATION:

(Please attach any further information to this form)

Name of fundraising event / activity: _____

Description of event / activity: _____

Once we have approved the use of our branding you can use it. Would you like a copy of our logo?
(The use of the Malaghan logo is only allowed for the duration of the event and cannot be shared with a third party)

Yes (Please state how it will be put to use) _____

No

AGREEMENT

As the organiser of the proposed event, I agree to the fundraising guidelines of the Malaghan Institute and I take full responsibility for any claims for injuries or damage arising from the event of interest.

Name of Applicant: _____

Signature of Applicant: _____ Date: _____

PLEASE RETURN THIS FROM TO:

Niall Mackay, Giving Manager
 Malaghan Institute of Medical Research
 PO Box 7060
 WELLINGTON 6242

THANK YOU!