

Christmas Fundraising Toolkit



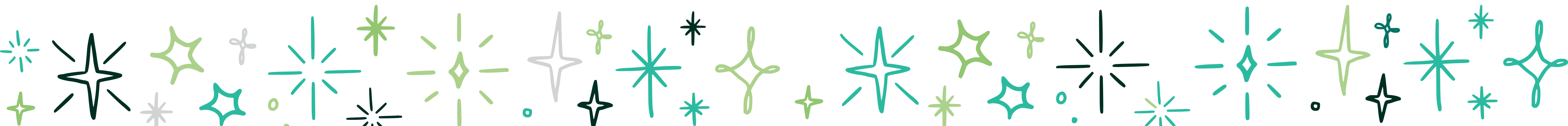
Make a wish, make a difference this Christmas

I wish I didn't have cancer. I wish I could be home with my brother for Christmas. I wish I could see my dog.

Every December, over 9,000 children receive life changing care at the Queensland Children's Hospital. One in two of these children come from regional and remote parts of the state.

These are the wishes of brave children who are spending their holidays at the Queensland Children's Hospital - away from their homes and loved ones - battling serious illness, injury or disease.

This Christmas, all funds raised will allow the Children's Hospital Foundation to continue to support essential care and the patient experience at Queensland Children's Hospital - fulfilling the wishes of our state's sickest children.



Support for kids like John

Diagnosed before birth with a severe neuromuscular disorder known as spinal muscular atrophy (SMA), John entered the world under the heavy shadow of a condition that had previously taken the life of his sister, Hannah.

Carolyn and Steve welcomed their daughter Hannah in 2014. Just eight months and 22 days later, the two had to say goodbye.

At the time, there was no way to treat SMA, and the disease progressed relentlessly. For the Pearce family, the first clinical trials to treat SMA began shortly after Hannah's passing – a bittersweet realisation that a potential treatment was just out of reach for their daughter.

In 2023, the two welcomed John into the world. But this time, unlike with Hannah, there was a way to stop the disease.

At just five days old, John was treated with a ground breaking gene therapy infusion known as Zolgensma.

John is now 19-months-old and thriving. Beyond a sleeping mask, the therapy has had a minimal impact on his daily life – allowing him to grow and develop just like any child his age.

In Australia, about 400,000 children live with rare or complex illnesses like spinal muscular atrophy.

Until recently, families across Queensland often faced the tough choice between missing out on treatment or travelling interstate or overseas to access a trial.

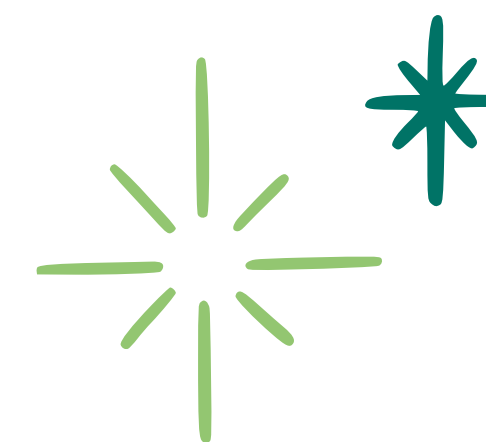
With the support of the Children's Hospital Foundation, the Queensland Children's Hospital ACTION Centre launched in May to provide specialised care – close to home.

This new statewide hub brings advanced treatments and clinical trials to children with life-limiting conditions, just like John.



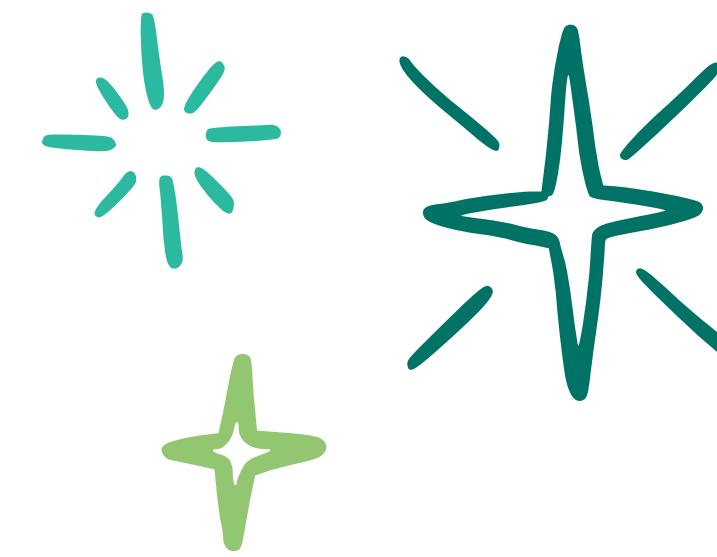
“It’s almost impossible to put into words what it means because, for us, the difference has been life and death.”

- Carolyn, John’s Mum



Ways to fundraise

There are many ways you can fundraise to make a wish, make a difference this Christmas. Here are just a few ways you can support.



Family Friendly Venues

- Ask customers to add a \$1 donation to their bill
- Ask customers to purchase a kids' activity for \$2
- Host a family day at your venue
- Everyone loves a meat tray or fruit basket raffle
- Guess the number of candy canes in the Christmas stocking competition
- Include a special Christmas menu item and donate all the proceeds

Nightclub Style Venues

- Ask customers to add a \$1 donation to their bill
- Host a special event, such as a gig or dress-up party
- Ask suppliers for product donations and raise funds through food or drink specials
- Host a karaoke, darts or pool competition night
- Hold a trivia night to engage mid-week crowds – consider a small entry fee for donation
- Make and sell your own Christmas crackers

Sports Bar Style Venues

- Ask customers to add a \$1 donation to their bill
- Host a car park cricket match
- Ask suppliers for product donations and raise funds through food or drink specials
- Host a karaoke, darts or pool competition night
- Everyone loves a meat try or fruit basket raffle
- Make and sell your own Christmas crackers



We are here to help you this Christmas



We are so thankful for ALH Hotels and your incredible support raising more than \$1.5 million over the past 10+ years.

Our team is here to support you and answer any questions you may have. Please contact us via email or call us on 0418 710 211.

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The difference
every kid deserves



Get social this Christmas

Promote your fundraising events on your social media! Take photos or videos and be sure to tag us at the Foundation.

   @childrensorgau

childrens.org.au