



Christmas Fundraising Toolkit

Sports Bar Style Venues



Children's
Hospital Foundation



ALH Group

Partner

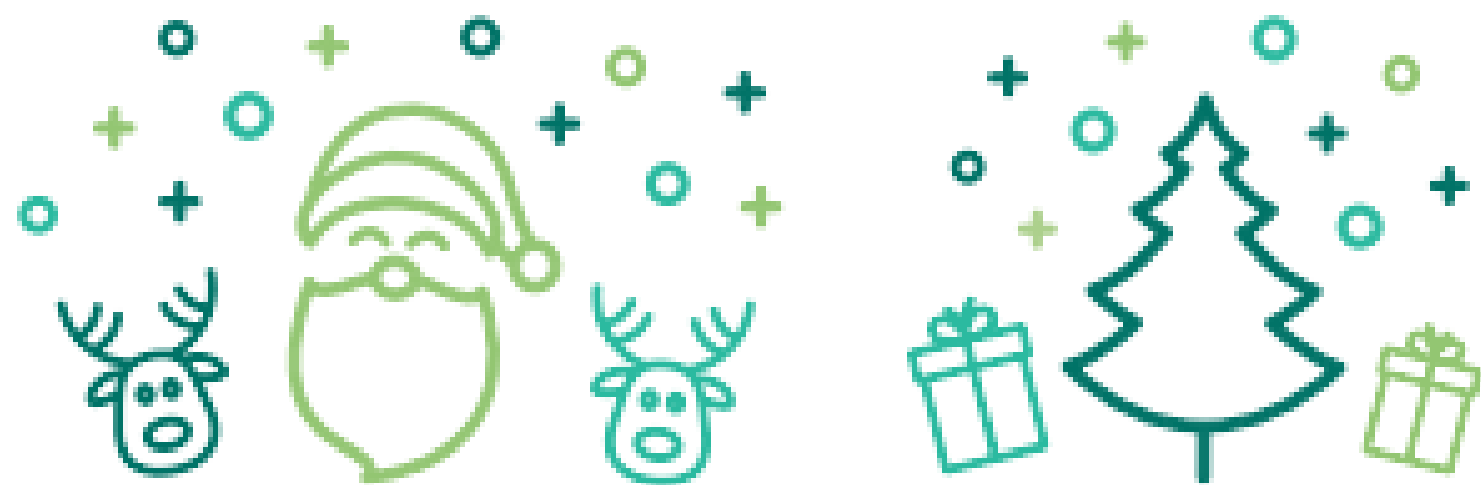


Helping kids in hospital this Christmas

The most precious gifts don't often come neatly wrapped for sick kids and their families – through special moments and memories, the Children's Hospital Foundation helps make hospital feel more like home for families at Christmas.

Your support of the Children's Hospital Foundation helps to fund special moments like a family photo with Santa, a response to their letter from the North Pole or a gift on Christmas morning.

We exist for every kid that ever needs us, no matter who, where or when. Today, tomorrow and for every future generation. Kids like Raf, who spent last Christmas in hospital undergoing treatment for cancer.



**You can help give
sick kids every
chance at life this
Christmas!**

Raf's story

Nine-year-old Raf was a vibrant and happy kid living on his family's property in northern New South Wales when he was diagnosed with stage 4 neuroblastoma in October 2021 – one of the most aggressive forms of childhood cancer.

Within 48 hours, his family's life was turned upside down, relocating to Brisbane for immediate treatment at the Queensland Children's Hospital. Since this time, he's experienced chemotherapy and radiation treatments, surgeries, stem cell harvests and transplants and a life changing type of immunotherapy – Dinutuximab – to treat his cancer.

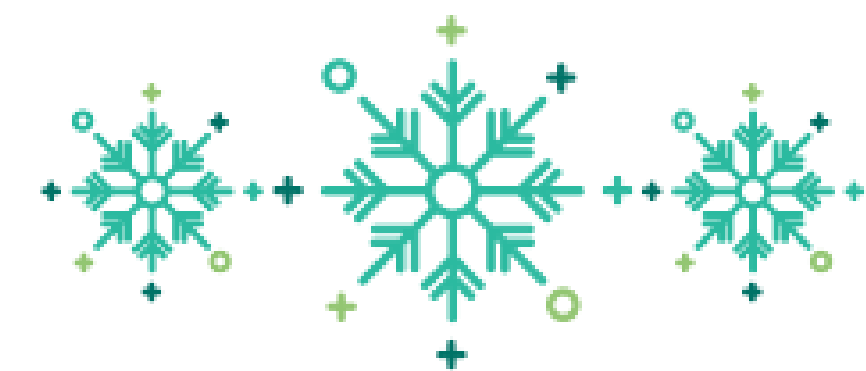
Being away from their home during border closures, the Foundation was there for the family with the little things that get taken for granted – a toothbrush, a phone charger and real coffee. Since his diagnosis, Raf's needs

have significantly changed. He spends a lot of time in the wards or in isolation, due to his compromised immune system. His mum, Natalie, has lost count of the number of 'crafternoons' spent together with Children's Hospital Foundation craft packs. The Foundation has also provided Raf access to iPads, so he can stay connected with his friends and family over the border.

The future is still unknown for Raf, as he continues to undergo treatment at Queensland Children's Hospital. But with the promise of immunotherapy, kids like Raf can have hope for a better future.

The Ian Frazer Centre for Children's Immunotherapy Research is the first of its kind in Australia, which has been established thanks to Children's Hospital Foundation funding. Immunotherapy is globally recognised as an important new approach to cancer treatment and has the potential to make significant

improvements in children's survival and survivorship.



Ways to Fundraise

The possibilities are endless, but here are a few ideas that might work for family friendly venues to get you started

You can find lots of resources on the digital hub to help set this up.

Ask customers to add a \$1 donation to their bill.

Host a car park cricket match (with soft balls!?).

Ask suppliers for product donations and raise funds with drink or food specials with suppliers sponsorship.

Karaoke, darts or a pool comp night. Include fun prizes for added incentive to compete.

Meat trays and raffles – classic ideas that WORK. Use our letter template to ask for donations to raise even more.

Make and sell your own Christmas crackers. You could put golden tickets in to win bigger prizes and have smaller prizes inside others.



The difference you make

No child wants to be in hospital at Christmas. Every December, the staff at Queensland Children's Hospital work tirelessly to get as many sick kids home as possible.

Whichever wonderful way you choose to help sick kids through your venue this Christmas, your fundraising will help.



Could buy puzzles, games and books to engage and distract kids, especially when they're unable to leave their hospital room.



Could provide emergency clothing and personal items to help regional and local families who arrive at the Queensland Children's Hospital unexpectedly.



Could fund a music therapy session to help reduce anxiety and distress for sick kids before treatment

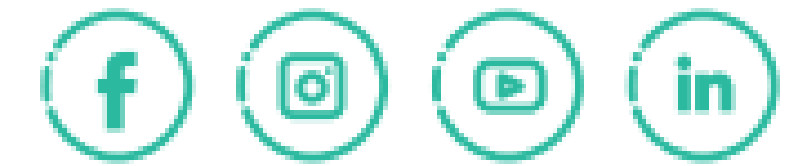


Could fund research to improve treatment and quality of life for children with leukaemia.



Get social this Christmas!

Promote your fundraising events on your social media! Take photos, videos and share them on your page as well as with the Foundation by tagging us! People love to see the fun you are having while fundraising for a great cause.



@childrensorgau

We're so grateful to the ALH Group for your incredible support, already raising over **\$1.6 million** for sick kids during our 10 year partnership. **THANK YOU** for everything you have done and will do to make a difference for sick kids and their families.

We're here to support you!



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"We're here to help you on your fundraising journey to help sick kids in hospital this Christmas. We'd love to hear from you, so please reach out."

Jo Donaldson, ALH Fundraising Coach, Children's Hospital Foundation



**The difference
every kid deserves**