

FIA Conference 2024

Where **passion**
meets **purpose**

Brisbane
28 Feb – 1 Mar

FIA

CONFERENCE



What inspires you?



Galas are not dead!

Key drivers for a successful fundraising gala

COMMUNITY & EVENTS TRACK

Ashley Davies and Michelle Gray-Purcell

Sydney Children's Hospitals Foundation



Community & Events Track
Sponsored By:

HomeMade[™]

Ashley Davies
Relationship Manager



Michelle Gray-Purcell
**Marketing & Communications
Specialist**



Four GOLDen pillars

Get clear on
your purpose

Outline your
impact

Leverage
relationships

Deliver great
financial
outcomes



Sydney
Children's
Hospitals
Foundation



**What comes to mind
when you think of a
fundraising gala?**



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Get clear on your purpose



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Get clear on your purpose

- Every element of communication should resonate with your mission.
- Invite your audience into a compelling story, one that tugs at their emotions and inspires them to give.
- Transform a simple request for support into a powerful catalyst for change.

Changing the future for children with cancer

Nearly 1,000 children and adolescents in Australia are diagnosed with cancer every year. And every week, three children die from the disease.

Too often, parents are being told there are no further treatment options to save their child. It's a truly heart-breaking conversation, a concept that no parent should ever have to comprehend. We want to change this.

With your support, clinicians and researchers alike hope to unlock a new era in childhood cancer survival through the Transplant and Cellular Therapy program at the Kids Cancer Centre.

CAR T-cell therapy is one of the most exciting breakthroughs in leukaemia treatment, giving hope to kids who have relapsed on standard therapies. This revolutionary new immunotherapy boosts the power of a patient's own immune system to attack cancer cells. However, the process is complex, expensive and time consuming, and time is something these kids don't have.

With your help tonight, we can turn breakthroughs into treatments, meaning kids in critical condition don't have to wait until it's too late. Together, we can change the future for kids with cancer.

Aiming for change

In Australia, a number of children and adolescents face cancer diagnoses annually, with some unfortunate outcomes. Every week, a few children succumb to the disease.

Parents often receive disheartening news about limited treatment options. It's a sad concept, and we want to do something about it.

Clinicians and researchers have been doing lots of incredible research and are on the verge of something, so your backing is sought for a treatment program at the Kids Cancer Centre.

We hope to help these researchers find a cure.

Changing the future for children with cancer

Quantifying
the →
problem

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Creating emotional connection →

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Bringing the donor in and telling them what their support could achieve

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*Being clear
about
where the
money will
go*

Changing the future for children with cancer

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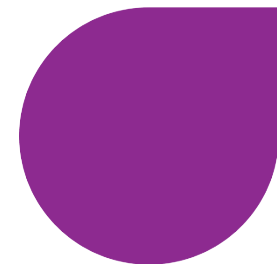
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Inspirational

Case studies

- People connect with the real, human element, and it helps put things into perspective.
- A case study acts as the bridge that **transforms statistics into human experiences.**



Key takeaways: Get clear on your purpose

Always come
back to the
need and shape
it into a
consistent
narrative

Utilise
compelling case
studies to
humanize the
impact of your
work

Tailor case
study
presentations to
suit the event
type

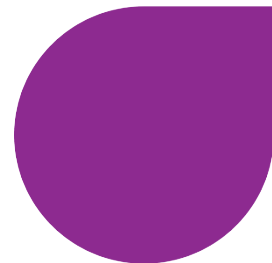


Outlining your impact

Outlining your impact

Why is this so crucial?

It's not just about the immediate impact but about fostering a sustained commitment.



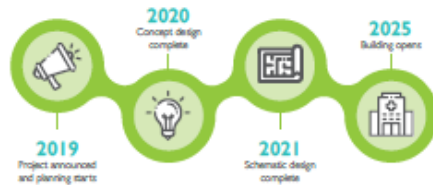
BUILDING THE CHILDREN'S HOSPITALS OF TOMORROW

Sydney Children's Hospital Stage 1 and Australia's first Children's Comprehensive Cancer Centre is set to revolutionise paediatric healthcare in south east Sydney and beyond.

The \$438m project will deliver a new, next-generation facility, located in the heart of the Randwick Health & Innovation Precinct, combining contemporary infrastructure with child-focused, world leading research and compassionate care to provide the best possible treatment for patients and their families.

The new facility will build on the proud legacy of Sydney Children's Hospital, Randwick as a leading provider of paediatric clinical health services, treating nearly 70,000 sick and injured children every year. Also the partnership of Children's Cancer Institute, the only Australian medical research Institute focused solely on childhood cancer with the Kids Cancer Centre, Randwick, both leaders in the field with international recognition for their work.

Stage 1 of the project is already underway, with well-advanced plans to deliver a new world-leading hospital building with enhanced integration of clinical care and research, along with Australia's first Children's Comprehensive Cancer Centre.



The new building, set for completion in 2025, will be home to a new children's emergency department and short-stay unit, a new paediatric intensive care unit and close observation unit, a new Neurooncology Comprehensive Care and Research Centre, a new virtual care centre, new inpatient suites for medical and surgical specialities, and a new medical short-stay unit. Other new facilities include pharmacy and shared medical imaging.

The Children's Comprehensive Cancer Centre will deliver an innovative model of children's cancer care and research, allowing clinicians and scientists to work together seamlessly, with the goal of putting an end to childhood cancer. The new centre will have national and global reach and impact and brings an exciting new capability to the Randwick Health & Innovation Precinct.

The hospital's front entry and forecourt plaza will be a welcoming dynamic space for visitors, containing intuitive wayfinding, an Aboriginal Gathering Place, and new gardens, play and pet areas, with a technology-enabled Discovery Centre and Public Laboratory to deliver a hospital entry with a difference.

The new building has been designed to be distinctly Randwick - forward-thinking and highly agile to reimagine the way paediatric healthcare is delivered now and in the future.

Patients and their families will remain at the heart of hospital design. The new building will prioritise patient-centred architecture, including single rooms designed to optimise natural light and privacy, customised furniture to allow patients to personalise their room, spaces for parents to stay with their children, arts and discovery integrated into clinical wards, and zones for study play and work for the whole family.

Outlining your impact

We ensure we weave impact and transparency throughout all phases of our events. We do this through:

- A detailed prospectus
- Pledge lists
- Fly-throughs
- Mock site tours
- Donor recognition events and
- Impact updates

New models of care will consider the entirety of the patient's journey and their treatment as a whole, while a new paediatric virtual care service will provide clinical support closer to home, extending the hospital's outreach into the community.

Translational research will be embedded into the fabric of the new hospital building and the Children's Comprehensive Cancer Centre, with the design specifically focused on fostering strong collaboration between clinicians and researchers for a true bench-to-bedside model in the Children's Comprehensive Cancer Centre, technologically advanced wet and dry lab facilities underpin the complex integration of clinical care and research. Frontline medical teams will work side-by-side with laboratory scientists throughout a patient's journey to enable more rapid translation of medical breakthroughs, experimental therapies and clinical trials, and new procedures and devices to transform the way sick children are treated.

Over \$1.5 billion is being invested in the Randwick Health & Innovation Precinct of which over \$1 billion is funded by the NSW Government. The Sydney Children's Hospital Stage 1 and the Children's Comprehensive Cancer Centre redevelopment project is a critical part of the Randwick Campus Redevelopment.

Randwick has long been a flagship of internationally renowned clinical care and paediatric research and is now undergoing a once-in-a-generation evolution to transform into a clinical health, university and business innovation cluster.

We cannot achieve our vision for the Sydney Children's Hospital Stage 1 and Children's Comprehensive Cancer Centre redevelopment project without you. Your support is critical in taking the redevelopment to the next level, enabling even greater investment in technology, research and services to offer the best possible care for sick and injured children. Now is the time to get involved in the life-changing project and be part of the paediatric healthcare revolution underway at Randwick.



Leverage relationships

**Donors and
guests**

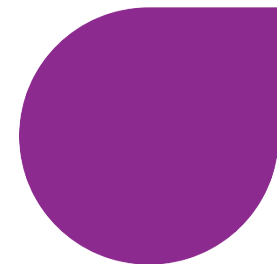
Key partners

**Internal
relationships**

Committees

Donors and guests

- What can you do to ensure they want to attend again?
- What can you do to ensure they want to engage with your comms?
- What can you do to secure another donation?



BOARDING PASS

gold
THE 2021

NAME
2021 Gold Dinner, presented by Crown Sydney

FROM
Sydney Airport

TO
Gate 71

FLIGHT **DATE** **TABLE**
GD2021 10 JUN 2021

SYDNEY AIRPORT IS DELIGHTED TO HOST YOU AT THE 2021 GOLD DINNER

SYD

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GOLD DINNER 2021

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Leverage relationships

**Donors and
guests**

Key partners

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relationships**

Committees



Key partners

- Engage in open dialogues, understand their corporate objectives and weave them seamlessly into your event
- Celebrate successes together
- Understand their brand and mission and align goals to create a seamless narrative.
- Identify meaningful engagement opportunities

Leverage relationships

**Donors and
guests**

Key partners

**Internal
relationships**

Committees



Internal relationships

- Utilise the different skills, connections and specialties from across the organisation to ensure you get the best results.
- Don't be afraid to ask for support.

Leverage relationships

**Donors and
guests**

Key partners

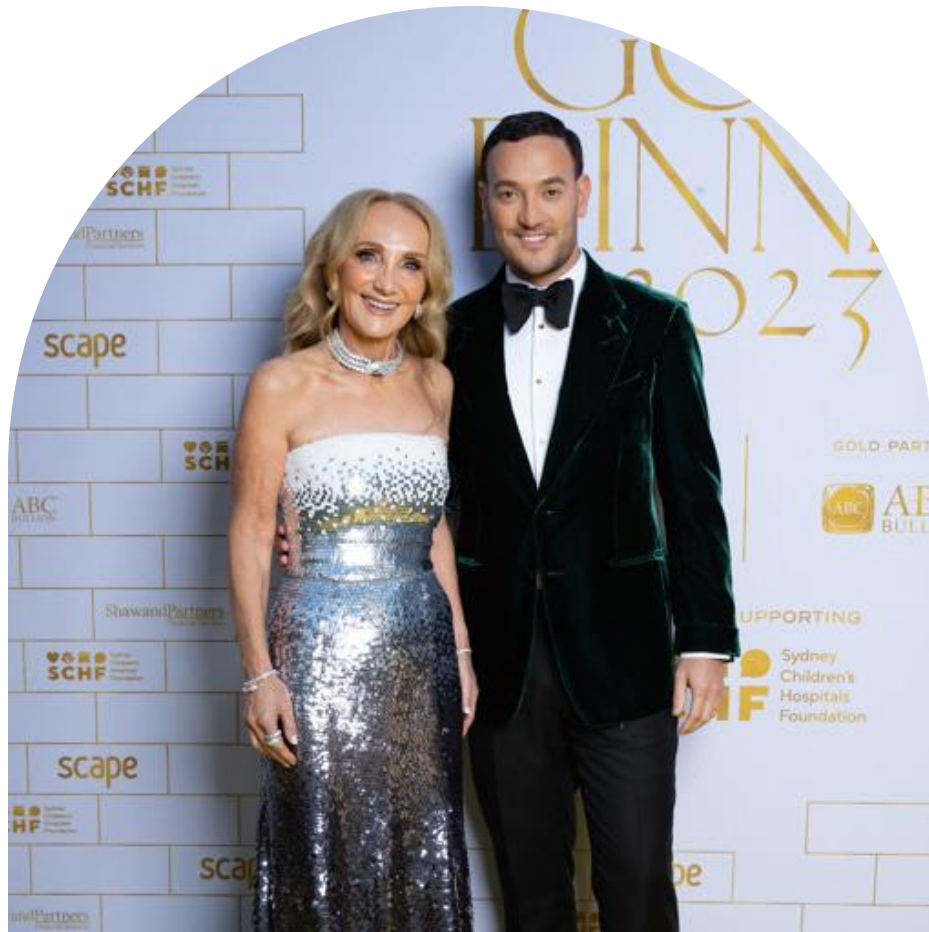
**Internal
relationships**

Committees

Committees

Committee members are your greatest advocates. They have the potential to:

- Connect you with guests
- Open the doors to suppliers willing to contribute their services
- Use their corporate connections to secure sponsors and donations
- Introduce you to potential celebrity attendees or performers.



Key takeaways: Leveraging relationships

Strong
relationships
and
collaboration
are key

Consider what
skills and
connections
already exist
within your
networks

Explore if these
connections can
assist with **key**
elements of
your event

Deliver great financial outcomes

**Ambitious
targets**

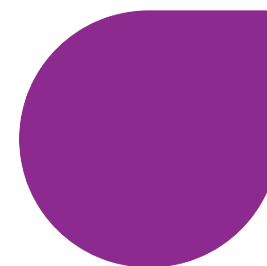
**Multi-year
sponsorship
agreements**

**Fundraising
mechanisms**

Ambitious targets

Our target: \$15 million

**Goal: funding a
revolutionary, Australian-
first Complex Care Centre**



Deliver great financial outcomes

**Ambitious
targets**

**Multi-year
sponsorship
agreements**

**Fundraising
mechanisms**



Multi-year sponsorship agreements

- Create meaningful connections
- Understand their interests and aspirations
- Share opportunities aligned with their brand
- Seek organisations with aligned values
- Look at what you are bringing to the table
- Demonstrate a clear return on investment

Deliver great financial outcomes

**Ambitious
targets**

**Multi-year
sponsorship
agreements**

**Fundraising
mechanisms**

Fundraising mechanisms

- Offer something for everyone, catering to diverse interests, price points, and engagement styles.
- Look for money-can't-buy, once-in-a-lifetime experiences.
- Ensure your auctioneer is well briefed and knows how to work a crowd.



Key takeaways: Delivering great financial outcomes

Select a **tangible and compelling** beneficiary and don't be afraid to go big and **set an ambitious target**

Match **time, resources, and interest** with the chance to have a **true impact.**

Get creative with your fundraising mechanisms and select opportunities that **suit your event**

Golden gala

The annual Gold Dinner Sydney Children's Hospitals Foundation fundraiser on Thursday night raised a whopping \$19.2 million for sick kids, more than double last year's effort, and much of it from west of Hyde Park.

Some 400 bejewelled and coiffured silver tails, including major sponsor and Scape Australia co-founder Craig Carracher, Russian heiress Alina Barlow, seasoned socialites Eleni Taylor and Vanessa Fennell, and freshly minted lovebirds Alessandra Eddy and her property developer boyfriend Robert Whyte eagerly filed into Sydney Town Hall to see who would dig the deepest.

Naturally, it was a miner. Australia's richest human - Gina Rinehart - worth a staggering \$34 billion according to the most recent *AFR Rich List*, sent along her camera-shy daughter Gina

That's gold! Millions expected to be raised for paediatric care centre

ELLIE BUSBY

Sydney Children's Hospitals Foundation (SCHF) is set to raise millions to help build a revolutionary Australian-first paediatric Complex Care Centre at Westmead.

SCHF's 'Wizard of Oz' themed 2023 Gold Dinner has taken over 500 of the nation's leading philanthropists, socialites and VIPs on a journey down the yellow brick road, in an effort to raise millions of dollars to transform complex paediatric care in Australia.

The funds will go towards the construction of The Children's Hospital at Westmead Kids Complex Care Centre, to be known as the Kookaburra Centre.

Children with complex, rare medical conditions need life-long comprehensive care and intensive support to get through daily life.

It is for these children and their families that SCHF's proposed new complex care, orthopaedic, sleep and neuroscience centres would cater for, combining unique models of care with state-of-the-art infrastructure to provide a world-class experience for those in need.



The SCHF 2023 Gold Dinner committee members.

Centre will be a complete game-changer.

"This new centre, what it means to us, is that it's a dedicated place that's going to be patient-focused, and that's what we really need when Maddie goes in because she's so unique and so complex, she needs to be under the care of teams that understand all of her complexities.

"It's like getting the upgrade when you go into a hotel, or getting those first-class seats - it's just going to be a big step up, which families like us need."

SCHF General Manager Philanthropy, Colin Allen, said this year's Gold Dinner, presented by Scape, would give philanthropists a role in revolutionising complex care, making an impact that lasts a lifetime.

"Essentially you're creating a holistic treatment area where they'll support the parents, they'll support the kids, it will just make the experience more streamlined for these kids to get that they need in a way that will benefit the whole family," he said.

"It's really exciting to be raising money for [the Kookaburra Centre], it's very different for the Gold Dinner to be building something."



This year's Gold Dinner raised \$19.2m. Picture: Jake Scevola

Sydney gala breaks world record

Patrick Tadros

One of Sydney's glitziest events has broken the global record for children's hospital charity galas, raising \$19.2m in one night for kids with complex and intensive needs.

But it was a \$5m donation by Aussie billionaire Gina Rinehart's family, on behalf of mining company Hancock Prospecting, that became the largest single pledge made in 26 years at Thursday night's 2023 Gold Dinner for the Sydney Children's Hospitals Foundation.

Philanthropist Bernadette Nassif also took the stage to share her personal story of accessing care through The Children's Hospital at Westmead and the important role community plays when caring for kids with complex needs.

Joshua Penn said he and mum Linda Penn were honoured to resume their roles as Gold Dinner co-chairs. Sydney Children's Hospitals Foundation chief executive Kristina Keneally said the unwavering commitment and generosity of Sydneysiders "enables us to push the boundaries of paediatric healthcare today and safeguard the health of future generations".

First held in 1997, Gold Dinner has raised nearly \$60m for children in urgent need of care.

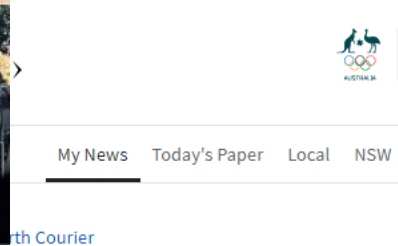


Photo: Damien Leigh Roberts



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Sydney charity party sets world record for most funds raised for kids in need

Aussie billionaire Gina Rinehart's family made the biggest charitable donation at Thursday night's 2023 Gold Dinner.

Members of Sydney's Jewish community played crucial roles in planning, promoting and raising the record-breaking children's hospital charity gala events was set last month at the Sydney Children's Hospital's Foundation's (SCHF) glamorous Gold Dinner 2023.

SYDNEY CHILDREN'S HOSPITALS FOUNDATION Gold Dinner breaks fundraising record

SHANE DESAI/NTK

A NEW world fundraising record of \$19.2 million for children's hospital charity galas was set last month at the Sydney Children's Hospital's Foundation's (SCHF) glamorous Gold Dinner 2023.

It transformed Sydney Town Hall into a stunning 'Wizard of Oz'-style setting, complete with a golden carpet entrance, representing a yellow brick road.

More than 400 people - a mix of Australia's leading philanthropists, business executives and celebrities - enjoyed a night to remember at the in-person-only event, while raising funds for the Kookaburra Centre - a complex care facility about to be built at the Children's Hospital at Westmead.

"She survived thanks to the expert care and equipment available at the hospital.

"That's why we've raised funds for the foundation for many years.



A children's choir sings amid a spectacular floral setting inside Sydney Town Hall. Photos: Damien Leigh Roberts



The Gold Dinner 2023 organising committee. Co-chairs Joshua and Linda Penn are pictured sixth and fifth from the right, and Bernita Kam is third from the right.

highest quality paediatric care regardless of their circumstances," she said. "With these funds, we can build world-class facilities that cater to the complex medical needs of children, ensuring that they receive the care they deserve."

Joshua added, "It's pretty amazing to be able to work with my mum as co-chair, and bounce ideas off each other... it's not something you get the opportunity to do very often."

"The evening's entertainment lineup was headlined by Conrad Sewell, and also featured a children's choir, and a beautiful performance of 'Somewhere Over the Rainbow' by opera singer and Moriah College graduate Eden Shiffoni.

By JO SCRIMSHIRE FOR DAILY MAIL AUSTRALIA

PUBLISHED: 07:14 AEDT, 11 June 2023 | UPDATED: 06:14 AEDT, 1 November 2021

1k shares

A who's who of entertainment, business and politics attended Australia's most exclusive charity event, the Gold Dinner 2021, at Sydney Airport on Thursday night.

The most high-profile arrivals skipped the red carpet, which was held at the departures terminal, with the likes of Chris and Liam Hemsworth being whisked privately to the venue in the middle of the airfield.

Avengers star Chris was accompanied by his wife, Spanish actress Elsa Pataky, while his younger brother was joined by his girlfriend, model Gabriella Brooks.



The Hemsworths bring Hollywood glamour to Australia's most exclusive charity event as Chris, Elsa, Liam and Gabriella skip the red carpet at the Gold Dinner in support of Sydney Children's Hospital

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Gold bar raised for children in need



Linda Penn and son Josh, at their Sydney home, are determined to raise \$15m at Thursday's dinner

Charity event organisers have upped the ante

ELLE HALLIWELL

Last year Australia's richest charity event, the Gold Dinner, raised more than \$9m for the Sydney Children's Hospital Foundation, but co-chair Linda Penn and her son Josh have set the philanthropic bar much higher this year.

For new foundation chief executive Kristina Keneally the pressure is on to sustain the tradition of giving and reach the ambitious target of \$15m, which will fund the building of The Children's Hospital at Westmead's new Kookaburra Centre.

"We have a great Children's Hospital at Westmead," Ms Keneally said, "but what philanthropy is doing is making it a world-class service with co-ordinated care and the best possible patient experience for very sick children and their families."

The former NSW premier and Labor senator, who replaced Nicola Strokes as CEO in November, said the new centre would give children with complex needs a more streamlined medical experience.

"Imagine being a parent of a kid who has to see 10 to 15 spe-



(Top) Bernadette Nassif and Craig Carracher.



Earle Evans, co-CEO of Shar & Partners, one of the event's major sponsors, has pledged to fund the centre's bell, which children will ring when they are discharged or finish treatment. Guests will also be able to put chase equipment for the centre.

"They might have a bed, they can buy nursing rights for the kitchen or even for the building if they really want to dig deep," Ms Penn said.

"I think last year's dinner set new standard, and a lot of people

Children's hospital gala raises record millions

Philanthropy was the star of the show at Thursday night's Sydney Children's Hospitals Foundation (SCHF) Gold Dinner at the Sydney Town Hall. The night broke the global record for children's hospital charity galas, raising an outstanding \$19.2 million.



(Above) Katie and Earl Evans.



(Above) Eleni Taylor; (below) Claudia Karvan.



(Above) Eleni Taylor; (below) Claudia Karvan.



10:39



Four GOLDen pillars

Get clear on your
purpose

Outline your
impact

Leverage
relationships

Deliver great
financial outcomes

1: Getting clear about your purpose captivates and motivates the audience.

Selecting a **tangible and compelling** funding ask

Crafting a **consistent** narrative that resonates with your audience

Backing it with a **powerful case study** to bring the cause to life

2: Outlining your impact helps to achieve immediate results and foster sustained commitment.

Weave impact
into **every**
phase of your
event

Create
transparency

Demonstrate
the real-world
impact of every
dollar raised

3: Leveraging relationships is the key to success

Transform
sponsors into
**passionate
advocates** and
build **enduring
relationships**

**Committee
members** can
be your
**greatest
advocates**

Focus on
**cultivating
relationships** so
donors want to
**return year on
year**

4: Delivering great financial outcomes can be achieved when you:

Set ambitious targets that align with a compelling beneficiary

Secure multi-year sponsors that go beyond financial transactions

Employ a variety of engaging fundraising mechanisms

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Any questions?

Ashley Davies
Relationship Manager



Michelle Gray-Purcell
**Marketing & Communications
Specialist**



**FIA
Conference**
2024

Thank you



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