



Community

Fundraising Toolkit



Thank you for choosing to fundraise for Children's Medical Research Institute

Right now, **1 in 20 kids face a birth defect or genetic disease**. That's one child in every classroom. Cancer and genetic diseases remain among the main causes of serious illness in Australian children. In fact, two Australian children are diagnosed with cancer every day.

But there is hope and that hope starts with research.

Children's Medical Research Institute (CMRI) is a not-for-profit organisation and Australia's first dedicated paediatric research facility. Our scientists conduct world-leading research into genetic diseases, cancer, and birth defects - finding cures and treatments for conditions once thought incurable.

By fundraising in your community, you are standing alongside the **1 in 20 kids who need your help**. You are helping drive discoveries that will improve the health of children within our lifetime and shape a healthier future for generations to come.

We cannot find cures without medical research. And we cannot fund that research without people like you. Thank you for standing with children and families, and for helping turn hope into real, life-changing progress made possible by research.



You're helping kids like Ruby

Ruby, 11
Cancer

When parents Laurie and Craig found out their daughter Ruby had cancer, one of the hardest parts was explaining to the six-year-old that this was vastly different from when her tooth fell out.

"She was sitting on my lap, and I remember her looking up at me saying, 'Mummy, is this worse than when I knocked my teeth out?' And honestly, I don't know how I responded. It was just such a crazy moment in life where you think, 'Darling, this is going to be quite a ride for you'."

Ruby is now in remission from T-cell leukaemia, but her parents know that investment in research needs to continue, to ensure more children have the same outcome.



"Some are still battling with it, they haven't been quite as lucky and unfortunately, we've met others who haven't made it through. We're just very grateful," says Laurie.

Craig encourages everyone to support Children's Medical Research Institute.

"Hopefully one day they can find a cure for diseases and cancers like leukaemia."



DIY Fundraising Ideas



Host an event

Bring people together and raise funds at the same time. From holding trivia nights to raffles, sausage sizzles or karaoke – hosting an event is a fun and social way to make an impact. Get creative and have fun.

Physical challenge

Run, walk, cycle, or swim – take your pick! Take part in a well-known event, like City2Surf, or create your own challenge. Ask friends, family, and colleagues to sponsor you, cheer you on, and help make a difference for sick kids. You might be surprised by how many people are happy to support you.

Something blue

Host a blue-themed morning tea, or a blue-themed party. Charge a ticket price, bring some blue food, and organise raffle prizes to raise extra funds. Don't forget to award a prize for the best dressed in blue!

Celebrate life's moments

Celebrate your special moments in a meaningful way. Whether it's a birthday, wedding, or special milestone, you can turn your big moment into something even more powerful by asking your friends and family to donate to your CMRI fundraising page instead of giving gifts.

In loving memory

Creating an In Memory fundraising page is a special way to honour a loved one's life while helping to give hope to families that need it most. Invite your community to donate in their memory and share a special message on your fundraising page. If you're not sure where to start, our team is here to help.

Your own idea

Got a great idea of your own? Whether it's sky diving, setting a daring challenge for your CEO, hosting a charity football match or golf day, the possibilities are endless. Please reach out as our team would love to help bring your fundraising idea to life!



Fundraising Tips



Customise your fundraising page

Upload a selfie. Your good looks can raise 80% more than fundraising pages without a photo. Update your bio so your family and friends know what this cause means to you. A personal story goes a long way.

Go big on socials

Let the world know you're fundraising for something that truly changes lives. Share why CMRI matters to you. The more personal your story, the more powerful your impact.

Share your fundraising page often – not just once! Post photos, videos, updates, and milestone moments. Use our social tiles to celebrate when you hit 25% or 50% of your goal and beyond.

Bring your friends and family along for the journey and make them feel part of the mission to find cures for the 1 in 20 kids affected by genetic diseases. Every post is a chance to inspire another donation.

Make a self donation

Kickstart your fundraising by making the first donation yourself. It shows your commitment to the cause and helps inspire others to give.

Workplace giving

Ask your employer to match any donations you collect. Many companies have an employee dollar matching program and it's an easy way to double your results. All you have to do is ask!

You can also share your fundraising page with your boss and colleagues through internal channels to raise awareness – or better yet, encourage them to get involved too.

Resources available on our website

Visit the resources page on our website to download a range of handy resources such as social media tiles, email signatures, posters, and more.

Remind and repeat!

Even people with the best intentions can forget to donate. A quick reminder could lead to your next donation! Be sure to thank your supporters for their incredible generosity along the way.

Fundraising authority

If you need verification that you are fundraising on behalf of Children's Medical Research Institute, you can request a Letter of Authority to Fundraise from our team. Some external organisations may require this.



Ask for help

The Community Fundraising Team is here to help. Contact us for tips, advice, or help with setting up your fundraising page.

community@cmri.org.au | 1800 436 437

MEET A

Children's Medical Research Institute

Fundraiser

NAME:

Christine Joy

EVENT:

Harpertastic 1KM Travelling Burpees

AMOUNT RAISED:

\$21,565

**WHAT INSPIRES YOU TO
SUPPORT CMRI?**

My granddaughter Harper inspires me to support CMRI! Along with all the children and families we encounter that are watching their little loved one's battle and fight.

FUNDRAISING TIPS:

Keep your fundraiser fun! The reason behind us doing these events are sick children. So, I love that our event is full of laughter and smiles and mateship!! People working together to get their burpees done. And always keep the real reason as the main focus!



MEET A

Children's Medical Research Institute

Fundraiser



NAME:

Kate Maddalena, Austin Page College

EVENT:

Charities & Arts Committee Dinner, Coast Run, Fashion Parade, other college events

AMOUNT RAISED:

In 2025, the Austin Page Charities & Arts Committee raised a total of \$15,335 for CMRI.

WHAT INSPIRES YOU TO SUPPORT CMRI?

CMRI supports a cause that deeply resonates with many students at Austin Page College, making it especially meaningful to be involved in. As a member of the Charities & Arts Committee at Austin Page College last year, I developed valuable skills in leadership, organisation and teamwork. Being part of these efforts further strengthened my commitment to supporting CMRI and their important research.

FUNDRAISING TIPS:

I believe that to be successful in fundraising it is essential to make it engaging and enjoyable. In my experience, young people are far more likely to participate and remain involved in fundraising events when creative elements are implemented. Providing these opportunities can significantly increase enthusiasm, participation and overall impact.



MEET A

Children's Medical Research Institute

Fundraiser

NAME:

Emma Hogarth

EVENT:

HBF Run for a Reason (Perth) 2025 –
Specsavers 12km

AMOUNT RAISED:

I had an initial target of \$500, and I was beyond grateful when we reached just \$100... never in my wildest dreams did I think we would absolutely smash our goal and raise a whopping \$661!

**WHAT INSPIRES YOU TO
SUPPORT CMRI?**

I was born a little different myself, with a plethora of leg and hip issues that went unanswered until I was eventually diagnosed with classic Ehlers Danlos Syndrome (cEDS), Postural Orthostatic Tachycardia Syndrome (POTS), and Miserable Malalignment Syndrome. Stemming from my own experiences, I am inspired daily to support CMRI in their research of genetic conditions affecting children globally.

FUNDRAISING TIPS:

If you're on the fence about fundraising, my best advice is to just go for it! Don't be discouraged if donations seem "low", any donation amount is wonderful in the first place. At the end of the day, we're still spreading the word and raising awareness for an amazing cause!



What **IMPACT** will you make?

Every minute, **12 kids globally** are born with a birth defect or genetic disease.

The funds you raise make a difference.



\$30

Prevent Blindness

By sequencing one child's DNA to diagnose an inherited eye disease, we can provide hope and the possibility of a cure.

\$80

Revolutionise Cancer Treatment

Purchase one "big data" scan that allows us to see more than 7,000 proteins in a cancer cell and improve cancer diagnosis and treatment planning.

\$50

Unravel Unknown Diseases

Fund stem cell and organoid research needed to understand and develop treatments for rare genetic diseases in children where currently little is known about their condition.

\$120

Cure Genetic Diseases

Help fund gene therapy research, 'the medicine of the future', which can cure previously incurable genetic diseases with a single injection.



Thank you for all of your amazing fundraising efforts.

If you have any questions, or need anything to help your fundraising go the extra mile, don't hesitate to get in touch via email or phone.

community@cmri.org.au

1800 436 437

