

LILLY MELDRUM

11, SNOOKER, AUSTRALIAN CHAMPION

INTRO:

Lilly at 11 years old and after only 18 months, won the 2019 Australian Under 12 mixed gender and Australian Under 18 Girls Snooker championship. Due to her outstanding performance at the table, she is now fundraising through the Australian Sports Foundation (ASF) to represent Australia abroad.



<https://asf.org.au/athletes/lilly-meldrum-to-russia/>

NEED:

Lilly and her father Stuart are fundraising to help cover the costs for Lilly to reach her potential in the sport of Snooker at the upcoming world under 16's snooker championship to be held in Russia in August 2019 at a cost of \$5,000.

FUNDRAISING:

Stuart had been able to secure both radio and TV interviews with well recognised and popular Journalist Alan Jones. He had written a compelling story behind Lilly's career so far and used the ASF to create a fundraising webpage ready to accept tax deductible donations towards her career and travel costs beforehand in preparation for this exposure. Since airing on TV the family has been blown away by the generous support of Australian's chipping in to support Lilly.

DONORS:

Initially friends and those close to Lilly were making small donations but once the general public got involved things really ramped up and one company donated the whole \$5,000 to get her to Russia!

OUTCOMES:

Lilly's Fundraising campaign was less than one month old and after sharing her story through the media had more than doubled her target of \$5,000. The extra funds will be used for her next travel costs as she continues to dominate the sport of Snooker.



This may be intimidating at the start, but once you have some time to think it is very helpful.

We started by talking to friends and family and then started asking the local and state government for support. After this we asked for donations from local businesses and organised some radio and TV interviews.

Personally, the experience has been great, plenty of advice and information regarding fundraising.

As beginners to this fundraising site, we have found the organisation very helpful in getting started. The process has been easy, and we are overwhelmed that we successfully exceeded our target. A big thanks to Chris and everyone involved.

