

Geelong
Advertiser

RUN4 GEEELONG 2024



Barwon Health
Foundation

**A RACE FOR
BETTER HEALTH**

FUNDRAISING TOOLKIT

**Resources and information to
supercharge your Run4Geelong
fundraising goal and create an
even greater impact.**

WELCOME TO RUN4GEELONG 2024

Thank you for registering to take part in Geelong's favourite community event. Your participation and fundraising will help to make a difference to Barwon Health, the local health service that cares for you and your loved ones.

Help us to beat those tallies in 2024 and make this the biggest Run4Geelong yet!

Significantly, you decide which area of our health service you want your Run4Geelong registration and fundraising to support.

Last year Run4Geelong attracted over 3,000 participants of all ages and abilities, and raised over \$160,000 in support of the 'above and beyond' needs of Barwon Health.





WE'RE HERE WHEN YOU NEED US

Run4Geelong is presented by Barwon Health Foundation and sponsored by the Geelong Advertiser, together with other wonderful partners.

Each year, Barwon Health provides care to over 500,000 people in our community through all stages of life and circumstance - from the birth of a child to end of life care and every bump along life's journey.

The Barwon Health Foundation exists to improve the health and wellbeing of the Greater Geelong region by investing in Barwon Health's life-saving and life-changing care. We provide support for the latest medical equipment for our hospital, patient comfort and care, and investing in cutting edge research and clinical trials.

With the amazing support of our community, we aim to make a difference and to ensure that the very best care is close to home.

SOME OF OUR RECENT IMPACT

- ✔ Co-funding of Barwon Health North's new dental facility.
 - ✔ **Large equipment bank creation to assist local MND patients.**
 - ✔ Virtual skylights installed in Barwon Health's radiation bunkers to help calm cancer patients during treatment.
 - ✔ **New state-of-the-art birthing beds funded for Barwon Health's maternity wards.**
 - ✔ Oncology equipment funded for rehab patients at Barwon Health's Sunrise Centre.
 - ✔ **Robotic surgery ultrasound device to assist with kidney, liver and pancreatic surgery.**
 - ✔ Emergency accommodation funded for local at risk local youth.
 - ✔ **180 hours of music therapy sessions for sick children at University Hospital Geelong.**
- And so much more!

**RUNA
GEELONG
2024**



GET STARTED!

REGISTER

- 1** Register yourself in a race for better health at run4geelong.com.au
- 2** A unique fundraising page will then be created for you.
Choose your fundraising goal. **Aim high!**
- 3** Select the area of our health service that you wish to support.
- 4** Tell your story. Personalise your page as to why you are taking part in Run4Geelong.
- 5** Set the tone. Once complete you can be the first to make a donation to your page!
- 6** Next share your unique fundraising page link with family, friends, colleagues and social networks. Tell them why this cause is close to your heart.
- 7**

ALREADY REGISTERED...

- 1** Login to your account at run4geelong.com.au by clicking on the person icon and entering your email and password.
- 2** Make sure to add in a profile picture and write a post detailing the area of Barwon Health you are raising funds for.
- 3** Next share your unique link with family, friends, colleagues and social networks. Tell them why this cause is close to your heart.

10 STEPS TO SMASH YOUR GOAL

1 Share our social tiles to your social media platforms and encourage family and friends to get behind you.

2 Post regular Instagram stories about your training and your journey to Run4Geelong, reminding followers of your goal.

3 Share with your workmates, let your workplace know about your fundraising challenge.

4 Talk about why you are fundraising and why the cause and Barwon Health are important to you and the wider community.

5 Keep sharing the love. If you have various social media accounts, post different pics and messaging across them all to keep all your networks engaged.

6 Pop our Run4Geelong email signatures on the bottom of your emails and link to your page.

7 If someone can't donate, ask them to share your fundraising page with their networks.

8 Give thanks! Make sure you publically thank those who support you as it encourages others to do the same. Gratitude goes a long way.

9 Hold a bake sale/garage sale/morning tea/book sale, a wonderful way to raise funds while promoting your involvement.

10 Be sure to share on event day. Share your outfit, your warm up, those pre-event nerves. Most donations are made in the last week of the event, even on the day!

REACH OUT

Don't forget the Barwon Health Foundation are with you every step of the way.

Please don't hesitate to contact us should you need anything to superpower your fundraising pathway to Run4Geelong.

03 4215 8900

foundation@barwonhealth.org.au

run4geelong.com.au

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