



# COMMUNITY FUNDRAISING TOOLKIT



# TURN CARE INTO ACTION

## **Thank you for choosing to fundraise for Bloomhill.**

Every month, people and families across the Sunshine Coast come to Bloomhill after a cancer diagnosis. Every journey is different, but no one should have to face it alone.

From our Wellness Centre in Buderim and across the Sunshine Coast, Bloomhill provides personalised, nurse-led cancer support that helps people feel informed, connected and supported throughout their cancer journey.

Your fundraiser helps ensure this care remains available for everyone who needs it.

# WAYS YOU CAN FUNDRAISE



## **HOST SOMETHING LOCAL**

Morning tea at work, long lunch with friends, community BBQ, school fundraiser or sporting event.



## **TAKE ON A PERSONAL CHALLENGE**

Run, swim, walk or commit to something meaningful and invite others to support you.



## **CELEBRATE WITH PURPOSE**

Mark a birthday, anniversary or milestone by asking for donations instead of gifts.



## **CREATE YOUR OWN IDEA**

Trivia night, raffle, workplace competition or sporting event. Simple ideas often work best.



## **FUNDRAISE IN MEMORY**

Honour someone special who was supported by Bloomhill.



# HOW IT WORKS

1

## REGISTER YOUR IDEA

Submit your fundraising idea through our [Community Fundraising form](#) so we can approve and support your activity.

2

## PLAN WITH CONFIDENCE

We provide guidance, impact information and messaging support to help you prepare.

3

## SHARE YOUR STORY

Tell people why you are fundraising. Personal stories inspire support.

4

## DELIVER YOUR ACTIVITY

Host your event or complete your challenge.

5

## SUBMIT FUNDS AND CELEBRATE

Return funds within four weeks and share the impact you've made.







# HOW YOUR SUPPORT MAKES A DIFFERENCE



**\$330**

Your fundraiser helps ensure this care remains available for everyone who needs it.



**\$3,852**

Funds a month of new client nursing assessments, ensuring every person who comes to Bloomhill receives personalised care from day one.



**\$14,400**

keeps Bloomhill's volunteer transport service on the road for a year, ensuring local people impacted by cancer can get to treatment, appointments and the support they need.

## EVERY DOLLAR RAISED HELPS LOCAL PEOPLE IMPACTED BY CANCER

Your fundraising helps provide Bloomhill's nurse-led cancer care, giving people on the Sunshine Coast access to personalised support, allied health services, exercise physiology and wellness programs throughout their cancer journey.

Donations are processed through the Leukaemia Foundation, Bloomhill's Deductible Gift Recipient, before being directed to Bloomhill Cancer Care



# MEET SOME FELLOW FUNDRAISERS POWERING LOCAL SUPPORT FOR THOSE IMPACTED BY CANCER

## Dave is making a splash for cancer care.

When Dave's dad was diagnosed with cancer, his family didn't know where to turn. That's when Bloomhill stepped in, providing not only Dave's dad, but the entire family with vital counselling and care to help them navigate one of the hardest periods of their lives.

Even after losing his dad, Bloomhill has remained close to Dave's heart. Wanting to help more families access the same care, he created the Bloomin' Good Swim – a fun-filled community event encouraging people to make a splash at his local aquatic centre while raising vital funds and awareness for Bloomhill.

“

When going through cancer, you remember the people and places that showed up for you. Bloomhill was part of that support network for us, and that's stayed with me ever since. Organising the Bloomin' Good Swim feels like a way of giving back and helping make sure other families can access the same care and support when they need it most.

”



Susie Maroney OAM, David Ross and Mason Blacker





*Matthew Flinders students raising funds for Bloomhill on their market day.*

## Local school rallies to make a difference.

For Matthew Flinders Anglican College, partnering with Bloomhill Cancer Care was a natural fit. Over the years, cancer has touched the lives of many students, staff and families within the school community, inspiring them to come together and make a meaningful difference.

This incredible school has embraced a wide range of fundraising activities, volunteering opportunities and awareness initiatives – uniting students and staff in a shared commitment to supporting local families facing cancer.

Students have strengthened their leadership skills, built deeper connections, and gained a greater understanding of their impact.



“

**Supporting a charity that provides care to local families affected by cancer felt incredibly meaningful.**

”

“

### ADVICE FOR OTHER SCHOOLS

You don't need one huge event to make a difference. Small initiatives, strong leadership and getting your community involved can create meaningful change.

”





## AFTER ENDURING LIFE'S TOUGHEST MOMENTS, YOU'RE HELPING AUSTRALIANS LIKE ALEX SMILE AGAIN

**At 30 years old, Alex was busy raising two young daughters alongside her husband – then a shock breast cancer diagnosis changed everything.**

Alongside the physical challenges came fear, uncertainty and the overwhelming responsibility of having to be a mum and raising children while navigating a life-changing diagnosis. Throughout her cancer journey, Bloomhill's nurses provided guidance, reassurance and practical support for both Alex and her family, helping them feel less alone during one of the most difficult times in their lives.



With the support of those around her and the care she received from Bloomhill, Alex is now cancer-free and back doing what she loves most – being a mum to her two beautiful daughters and a loving wife.

**“I now truly understand how precious life is and not to take a single day for granted. I feel incredibly grateful to have this time with my little family and to keep watching my girls grow.”**

**“The nurses have been incredible, and I completely trust them. It has made such a huge difference, just knowing there is a safe space where you can feel normal again.”**

**By raising funds for Bloomhill, you're helping more people like Alex access personalised cancer care, emotional support and a trusted community of care when they need it most.**



# TIPS TO BOOST YOUR FUNDRAISING



**Tell your story. People connect with why you are fundraising.**



**Set a clear goal. Targets motivate supporters.**



**Be the first to donate and lead by example.**



**Share updates regularly to maintain momentum.**



**Always thank your supporters.**







# THANK YOU

**Bloomhill exists so no one has  
to face cancer alone.**

When you fundraise, you are helping someone in our community access nursing care, counselling, movement therapy and connection at a time when they need it most.

To register your fundraiser, complete the Community Fundraising submission form on [our website](#).

For questions, contact the Bloomhill Fundraising Team.

**Email: [fundraising@bloomhill.com.au](mailto:fundraising@bloomhill.com.au)**

**Phone: 07 5445 5794**





# IMPORTANT INFORMATION



- All community fundraising activities must be approved prior to promotion
- Funds raised must be submitted within four weeks of your activity
- Organisers are responsible for permits, insurance and compliance with relevant legislation.
- Tax deductible receipts apply to voluntary donations over 2 dollars where no goods or services are received in return.
- Full Community Fundraising Terms and Conditions are included as an appendix.

Bloomhill Cancer Care acknowledges the Traditional Custodians of the land on which we live, work and gather, the Kabi Kabi and Jinibara peoples.

We pay our respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples across the Sunshine Coast community.

We recognise the strength, resilience and ongoing connection First Nations peoples have to land, culture and community.





**Bloomhill**

CANCER CARE

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