



SUNSHINE WEEK

SEPTEMBER
17-23 2017



HOST GUIDE

Thank you for your support

100% OF ALL DONATIONS
STAY IN OUR COMMUNITY

Donations help support family & friends
going through their cancer journey

To register and to find out more

SUNSHINEWEEK.ORG.AU

or phone 02 6064 1538

Albury Wodonga Regional Cancer Centre Trust Fund Inc.



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It is with great pleasure that I invite you to read this Sunshine Week Official Host Guide to learn more about the **Albury Wodonga Regional Cancer Centre (AWRCC)** and encourage you to get involved in this brilliant local fundraising week.

The reality is that there are so many charities out there promoting themselves and asking for donations (with 99% of them being legitimate, worthwhile causes) that many people can be put off donating at all because the market seems saturated with a 'charity overload' often occurring. So why would you choose to support us over all the others?

The Albury Wodonga Regional Cancer Centre Trust Fund's point of difference is that we are a 100% local charity organisation supporting a vital local service where 100% of the donations received will stay in our own community and help our family members, friends, colleagues, and acquaintances who may be going through the cancer journey.

Sunshine Week will be held from **Sunday 17th September to Saturday 23rd September 2017**.

Our goal is to see every workplace, educational institution, sporting club and community group in the Albury Wodonga region shaking off the winter blues, embracing the sunshine and raising vital funds for our Cancer Centre.

If you would like to help us to make a genuine difference to the lives of people in our community, then it's really easy - just chat to your work colleagues, school mates or group of friends, get them on board and then register your event at: **sunshineweek.org.au** or call **02 6064 1538**.

Alternatively, check the website for some fabulously fun events that we will be coordinating throughout Sunshine Week so come along to one of these to show your support.

Sunshine Week is a unique opportunity to keep your valuable donations local and we are extremely grateful for your support. We have put together this manual to provide appropriate guidance when organising an event during Sunshine Week. The process can be daunting and overwhelming but hopefully this guide will assist you to make the experience as enjoyable and rewarding as possible.

So good luck! Happy reading and we look forward to partnering with you because with your support we shine.

Grant Luff

Grant Luff

Chairperson of the Albury Wodonga Regional Cancer Centre Trust Fund



BACKGROUND TO THE BIRTH OF THE ALBURY WODONGA REGIONAL CANCER CENTRE

Cancer has touched most of us. Whether it is ourselves who have fought and survived or we have watched as close family, friends or colleagues have battled cancer. The good story is, although widespread, there are more and more people beating a cancer diagnosis through improved levels of care.

In an extraordinary example of 'people power,' for many months members and supporters of the Albury Wodonga Cancer Foundation lobbied hard to state and federal government ministers and representatives, as well as generated significant media interest, obtained 17,000 signatures on a community petition, and made it very clear how essential an integrated cancer centre was for the region.

In May 2011, the Federal Government announced they would fund the development of a \$65 million Albury Wodonga Regional Cancer Centre (AWRCC). The new integrated centre on Borella Road will consolidate and expand existing public and private cancer services in the region.



FACILITIES AT THE ALBURY WODONGA REGIONAL CANCER CENTRE

The Albury Wodonga Regional Cancer Centre houses the most modern cancer treatment facilities of the day and unites cancer services under one roof offering a place to educate, support, research, diagnose and treat all forms of cancer.

The Albury Wodonga Regional Cancer Centre includes:

- 30 inpatient beds
- 30 chair – day chemotherapy facility
- 3 radiotherapy bunkers
- 17 medical consulting rooms
- An education and training facility
- A 'Wellness Centre'
- 2 paediatric treatment chairs connected to the current paediatric unit
- A PET/CT scanner facility on the Albury Hospital site

HOW YOUR EVENT DONATIONS WILL BE USED

Government funding will only provide a certain level of service. If the Albury Wodonga Regional Cancer Centre is to be a first class, proactive and formidable cancer facility we must source and manage the extra funds ourselves. The more funds we can secure, the better the service we are able to provide to the people of the wider Albury Wodonga region.

With this in mind, the Albury Wodonga Regional Cancer Centre Trust Fund will allocate donations to the service area most in need.

Some examples of how your donation will be used include:

- The purchase of new life saving cancer equipment and the ongoing maintenance or upgrading of essential cancer equipment
- Professional development programs and training for staff in the latest technology
- Supporting cancer research through clinical trials
- Supporting other unique cancer related projects such as fitting out the Wellness Centre and the dedicated children's treatment space.

SUNSHINE WEEK FUNDRAISING IDEAS

Why not use a good cause like funding the Regional Cancer Centre as an excuse to get together with friends, family, work colleagues and the community this Sunshine Week.

Shake off the winter blues and host a morning tea in the sunshine; ask your attendees to bring a plate to share and don't forget your gold coin donations.

If you're feeling more adventurous then perhaps you could coordinate something on a grander scale. Feel free to call our Fundraising, Marketing and Events Manager Jane Evans if you need any advice or assistance. If it's an event for the general public then we can even help you promote it through our networks. Below is a list of some ideas to inspire you:

- Open Garden Tours
- Golf, Bowls or Tennis Day
- Concert
- Fashion Parade
- Fun Run, Triathlon or Bike-a-thon

- Trivia or Bingo Night
- Art & Craft Exhibition
- Motivational Speaker Evening
- Karaoke/Open Mic Night
- Fete
- Gala Dinner
- Movie Night
- Wine and Cheese Tour
- Car Show and Shine
- Raffles
- Sausage Sizzle
- Lamington/Chocolate Drive
- Fresh Produce Stall
- Cooking Demonstration
- Street/Garage Sale

Why not ask all your event attendees to wear their fave sunshine beach wear to have a bit of extra fun on the day! Perhaps you could award a prize for the craziest gear or best hat!

HOW TO REGISTER YOUR EVENT

It's simple! Once you've finalised most of the details, just jump on the Sunshine Week website sunshineweek.org.au click on the **REGISTER AN EVENT** under the **GET INVOLVED** tab and register your event. Within 48 hours of registering, our Fundraising Manager will be in touch to forward you our:

- event poster so you can display these around your workplace or school;

- downloadable DL size invites to distribute to your guests in person or by post;
- collapsible cardboard donation boxes to place on the table on the day to collect donations; and
- any other information you may require.

BANKING YOUR FUNDS

Making your final donation after your event is also easy. You can do this via one of the four ways listed below:

1. ONLINE

Simply pay securely by credit card through either of the following websites:

awcancertrust.org.au/make-a-donation
sunshineweek.org.au/donation

2. IN PERSON

Hand over the donations in person to our Fundraising Manager who is located at the Albury Wodonga Regional Cancer Centre, Borella Road Albury. Simply make an appointment by calling **02 6064 1538**.

3. DIRECT DEPOSIT

Deposit your donations at your local bank in to our account:

Bendigo Bank

Account: Albury Wodonga Regional Cancer Centre Trust Fund Inc.

BSB: 633-000

Account No: 150854123

Be sure to list the event contact person's name as a reference

4. WE'LL COME TO YOU!

We can collect from you! Just give us a call on **02 6064 1538**.

AND JUST REMEMBER...

The Albury Wodonga Regional Cancer Centre Trust Fund's point of difference is that we are a 100% local charity organisation supporting a vital local service where 100% of the monies raised will stay in our own community and help our family members, friends, colleagues, and acquaintances who may be going through the cancer journey.

So when you are marketing your event it would be very worthwhile to effectively promote this message so the community who participate will feel like their funds / time / resources are truly making a difference at a grass roots level.

We would like to wish you the best of luck with your event planning and preparations.

THANK YOU IN ADVANCE FOR SHINING THE LIGHT
ON OUR REGIONAL CANCER CENTRE.

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