



The Courier-Mail Children's Fund Fundraising Toolkit

Thank you for choosing to make a difference in the lives of Queensland children.
Your fundraising efforts create a real, lasting impact.

Every Dollar Changes Lives

Your decision to fundraise helps provide medical equipment, educational resources and programs that help Queensland children thrive. Every dollar you raise goes directly to children in need, with all administration costs proudly covered by News Corp Queensland.

This toolkit has everything you need to plan, promote and deliver your fundraising activity with confidence.





Over a Century of Making a Difference

For more than 100 years, The Courier-Mail Children's Fund has brought Queenslanders together to change children's lives. From life-changing prosthetics to hospital technology and support programs, our grants fund essential services for children facing illness, disadvantage or hardship.

When you fundraise with us, you're helping deliver practical support - right here in Queensland.

Planning Your Fundraiser

01

Choose Your Idea

Think about what will suit your group, workplace or community best — from charity morning teas to fun runs, trivia nights to workplace giving drives.

02

Set Your Goal

Decide how much you'd like to raise and how long your fundraiser will run. Even small events make a big impact.

03

Register Your Event

Contact our team for official approval, logos and guidelines. We'll ensure your event is supported, safe and compliant.

Fundraising Ideas to Get You Started

Morning Tea or BBQ

Host a casual gathering with gold coin donations or plate sales

Fun Run or Sports Challenge

Get active while raising funds and awareness

Raffle or Silent Auction

Gather prizes from local businesses and sell tickets

Trivia or Movie Night

Bring your community together for an entertaining evening

Free-Dress Day

Perfect for schools — students donate to wear casual clothes

Workplace Giving Drive

Corporate gold coin days or regular payroll donations

Your Impact in Action

\$50

Provides learning resources for a child with special needs

\$500

Helps purchase hospital equipment for regional Queensland

\$5,000

Funds a mobility aid for a child in care

Every amount makes a real difference. Set a goal that feels achievable - you might be surprised by how much your community can raise together.



Get the Word Out

Social Media Tips

- Tag The Courier-Mail Children's Fund and us **#CourierMailChildrensFund**
- Share personal stories about why you're fundraising
- Post regular updates on your progress
- Thank supporters publicly

Local Media Tips

- Contact your local newspaper or radio station
- Share your event story with community newsletters
- We can provide press release templates
- Use official logos and imagery we supply

Collecting Donations Made Easy

1

Online Donations

Set up an official fundraising page through our approved partner platform. Supporters receive instant tax receipts, and funds go directly to the Children's Fund.

2

Cash Donations

Keep clear records of cash or EFTPOS payments at your event. Deposit funds to our official account within 14 days — we'll provide all details when you register.

3

Tax Receipts

All donations of \$2 or more are tax-deductible. Online receipts are automatic, and we can provide receipts for offline donations on request.

After Your Event



Say Thank You

Thank your donors, volunteers and sponsors.

We can provide certificate templates to make this easy.



Share Your Success

Send us photos, totals raised and stories from your event.

We love celebrating our community fundraisers and may share your story (with permission).



Deposit Your Funds

Please deposit your funds as soon as possible using the details provided in your registration pack.

Together, We're Building Brighter Futures

Every act of generosity counts. Whether you raise \$50 or \$5,000, you're helping Queensland children get the care and opportunities they deserve.

We're Here to Support You

- Event registration and compliance advice
- Marketing materials and official logos
- Media templates and social post examples
- Certificates of appreciation

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