

BRING IT ON!
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WHICH
ADVENTURE
WILL YOU
CHOOSE?

SATURDAY 2 SEPTEMBER 2023





BRING IT ON! FUNDRAISING GUIDEBOOK

WELCOME

Thank you for your interest in our annual fundraising event, Bring It On! The ultimate adventure challenge is designed to test your courage, strength and endurance while raising funds and awareness for people living with cystic fibrosis in WA.

This year's event will take place on Saturday 2 September. Choose between the Matagarup Zip+Climb or VERTIGO experience by THE OZONE.

This guidebook contains everything you need to know about the event as well as plenty of tips and tricks to ensure your fundraising is a success.

Our team are looking forward to supporting you throughout this event, so please get in touch via events@cfwa.org.au or (08) 6224 4100 if you have any questions or would like to know more.

TABLE OF CONTENTS

- 3** Event Details
- 4** How Your Fundraising Helps
- 5** Raising Awareness
- 6** FAQ'S
- 7** Using your fundraising page
- 8** Share Your Story Template
- 9** Downloadable Resources

EVENT DETAILS

Date: Saturday 2 September 2023

Time: From 9:00 am (specific tour times will be allocated closer to the date)

Location: Matagarup Zip+Climb and Optus Stadium

Cost:

- ZIP+CLIMB \$109 per adult
- VERTIGO \$89 per adult

Fundraising: Participants to fundraise a minimum of \$650 each (please note that your registration fee is automatically added to your fundraising total)

What's included:

- Safety briefing and guided tour
- Resource pack with a fundraising toolkit and other goodies
- Catering and refreshments provided on the day
- Certificate of achievement upon completion

FUNDRAISING

Cystic Fibrosis WA relies on the generous support of fundraisers in the community to help us continue to provide essential services to the cystic fibrosis community and invest in vital research.

Each participant in Bring It On! is required to raise a minimum of \$650 to participate on the day. The good news, your registration fee will automatically be added to your fundraising total. In addition, our Fundraising team will support you along the way with tips, tricks and resources to achieve and hopefully surpass this target.





HOW YOUR FUNDRAISING HELPS

Cystic fibrosis (CF) is a genetically inherited lifelong condition that requires daily and ongoing treatment. Cystic Fibrosis WA provides essential support services and funds critical research to improve the lives of children and adults living with CF. When you raise funds for CFWA, you're making a valuable investment in our vision, "Lives unaffected by cystic fibrosis."

CONTRIBUTION

RESULT

\$125

Can facilitate an education session for teachers of CF students

\$250

Can provide a week's worth of care packs for patients staying in hospital.

\$375

Can purchase a portable nebuliser for a person with CF to take daily medications

\$500

Can contribute to a vital CF research project



RAISING AWARENESS

Fundraising events are a great opportunity to increase awareness of cystic fibrosis (CF) in the wider community. Here is some information to share with your networks:

CYSTIC FIBROSIS

- CF is a recessive, genetic condition which primarily affects the respiratory and digestive systems
- In people who have CF, mucus in the body becomes thick and sticky and builds up in organs such as the lungs and pancreas
- Treatment of CF can take between 1 to 4 hours a day and includes medications, physiotherapy, exercise and a high calorie diet
- People living with CF can be more susceptible to illness and infections, which can cause permanent lung damage

KEY FACTS

- Currently there is no cure for CF
- 1 in 25 Australians are carriers of the CF gene
- In Australia, a baby is born with CF every four days

CYSTIC FIBROSIS WA

- CFWA is a not-for-profit that provides essential support services and funds vital research to improve the lives of children and adults living with CF in WA
- CFWA provide several essential support services, including community and health professional education, home and hospital care, counselling, subsidies and equipment gifts



FAQS

Please visit our Fundraising event page for a full list of Frequently Asked Questions:

<https://fundraise.cfw.org.au/event/bring-it-on/faq>

DO I HAVE TO FUNDRAISE?

Yes, all registered participants must raise a minimum of \$650 prior to the event day to be able to participate. Funds raised from this event will help CFWA continue to provide essential support services and fund vital research.

WHAT IF I DON'T REACH THE FUNDRAISING TARGET?

Our Fundraising team will be available every step of the way. We will send you regular fundraising advice and plenty of resources to help you reach your target. Please get in touch at events@cfwa.org.au if you are having trouble with fundraising to discuss additional support.

WHAT TIME IS THE EVENT?

Our Zip+Climb and VERTIGO participants will commence their adventures from 9:00 am. Tours will run in 30 minutes intervals thereafter. Our team will confirm your specific timeslot closer to the event.

CAN I PARTICIPATE IN A TEAM?

Each participant will need to register and fundraise the minimum fundraising target as an individual. However, we welcome you to encourage friends, family and colleagues to participate with you. This year, upon registration you'll have the option to create a team. Contact our team on events@cfwa.org.au to discuss team participation further.

OTHER QUESTIONS

Contact our team at events@cfwa.org.au or (08) 6224 4100.

USING YOUR FUNDRAISING PAGE



The screenshot shows a fundraising page titled "Silver Coin Fundraising For CF" by Marnie Thomson. The page features a profile picture of a hand holding a silver coin with "Silver Coin Fundraising" and "5c 8 20c" written on it. A green camera icon is overlaid on the profile picture, with a red arrow pointing to it and the text "Edit your profile picture." A blue pencil icon is overlaid on the top right of the page header, with a red arrow pointing to it and the text "Edit your profile picture." A blue arrow points to the social media sharing icons (Facebook, Twitter, Email, LinkedIn) with the text "Share your page on social media." A red arrow points to the "I'm raising funds for Cystic Fibrosis" text with the text "Edit your profile description."

Edit your profile picture.

Edit your profile picture.

Share your page on social media.

Edit your profile description.

I'm raising funds for Cystic Fibrosis

I've created this page because I want to support the important work being undertaken at Cystic Fibrosis WA.

I will be collecting silver coins to raise funds and awareness for Cystic Fibrosis WA.

If you would like to help, please collect as many silver coins as you can, deposit them into your bank account and then donate these funds to my page.

FUNDRAISING BADGES

There are plenty of exciting fundraising badges you can earn on your fundraising page:



Made a Self-Donation



Updated Profile Bio



Shared To Social Media



Half-way To Target



Created A Blog Post



Raise 75% of Target



Reached 100% of Fundraising Target



Raised 200% of Fundraising Target

SHARE YOUR STORY TEMPLATE

Please answer the following questions and send a high-resolution photo of yourself to our team at events@cfwa.org.au

Your name: _____

Why are you participating in the Bring It On Zip & Climb?

What are you looking forward to most about the Bring it On Zip & Climb?

Is there anything else you would like to add?

EXAMPLE...

Your Name:
Stephen

Why are you participating in Bring It On?
To show support for people living with cystic fibrosis.

What are you looking forward to most about Bring It On?
The view from the top of Matagarup Bridge as part of the Zip+Climb

Is there anything else you would like to add?
I'm excited to be able to climb the Matagarup Bridge and raise awareness for CF.



DOWNLOADABLE RESOURCES

Visit our [website](#) to download free resources to help with your fundraising.

Here you will be able to download posters, social media tiles and more.

HASHTAGS

We encourage you to use #BringItOnForCF and #CFinWA hashtags when talking about Bring It On! on social media.

Tag the Cystic Fibrosis WA social media accounts: [Facebook](#) and [Instagram](#).