



# SCHOOLS FUNDRAISING GUIDE

# 2026

# YOUR IMPACT



**SINCE 1931, THE GOOD FRIDAY APPEAL HAS RAISED OVER \$492 MILLION FOR THE ROYAL CHILDREN'S HOSPITAL TO DELIVER THE BEST POSSIBLE CARE TO PATIENTS AND THEIR FAMILIES**

## YOUR SUPPORT FUNDS THE HOSPITAL IN FOUR WAYS:

### RESEARCH

Investing in research teams who push the boundaries of paediatric medicine, and seek treatments and cures for diseases that threaten the lives of children across Australia and around the world.

### PATIENT & FAMILY CARE

Donations help bridge the gap between government funding and the world class care the hospital provides to patients and their families.

### EQUIPMENT & TECHNOLOGY

Funding progressive, state-of-the art equipment and technology that helps the Hospital improve the quality of health care provided to patients.

### LEADERSHIP, EDUCATION & TRAINING

Fostering staff excellence through investment in academic leadership, education, scholarships and fellowships to attract the brightest minds.

## IMPACTING HUNDREDS OF THOUSANDS OF CHILDREN EVERY YEAR DURING 2024 - 2025 AT THE RCH



**84,415**

Patients presented to the emergency department



**53,450**

Children were admitted to the wards



**456,070**

Children and young people attended an ambulatory appointment

# HOW FUNDRAISING HELPS YOUR SCHOOL

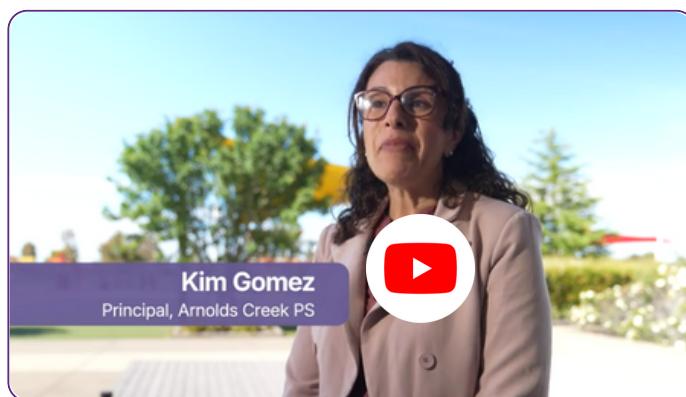
**Bringing your school community together, inspiring students, and making a difference for kids in need**

School fundraising is about so much more than raising money – it's an opportunity to unite your whole school community around a common goal. Through fundraising, students learn important life skills such as goal setting, teamwork, and the joy of giving back. It's a chance for teachers, families, and students to connect, celebrate achievements, and build a stronger, more supportive school culture.

Fundraising also boosts school spirit and supports student wellbeing, creating positive experiences that extend beyond the classroom. Every effort, big or small, makes a real difference in the lives of sick children and their families.

We're incredibly grateful to all the students, teachers, and school communities who dedicate their time and energy each year. Hear from some of our school fundraising champions:

**See how Arnold's Creek Primary School got creative with their fundraising! Hear from Principal Kim Gomez and our GM of Fundraising, Simone Dalla Riva, about tips, ideas, and inspiration for your school.**



## Sirius College



"It is very rewarding to know that the small amount of fundraising our students do makes a change to the wider community. It teaches students to have empathy."

**Saniye Coskundag, Secondary Girls Coordinator, Sirius College**

## Wantirna College



"Our community came together to plan and execute a 50km fundraising walk. The sense of achievement for the distance walked and the funds raised made it all worth it!"

**Kevin Murphy, Principal, Wantirna Secondary College**

How your fundraising helps students

# Fundraising ideas

There are so many ways schools and child care centres can get involved with the Good Friday Appeal and support patients at The Royal Children's Hospital. Whether it's a big event or a small classroom challenge, every effort helps make a real difference.

## Hold a Sport Challenge

School fun runs are one of the most popular ways to fundraise – they're low cost, easy to organise, and don't require selling products. And it doesn't have to be running! Walking, riding, bouncing, skipping – there are lots of ways to get moving while raising funds. For example, Sirius College hosted a colourful and fun "colour run," where students start in white T-shirts and finish covered in vibrant colours.



In 2025, the iCAN Challenge saw 450 students from five schools walk up to 50km from St Kilda to Frankston, raising an incredible \$290,587. Students from Elisabeth Murdoch College, Langwarrin Primary, Woodlands Primary, Langwarrin Park Primary, and Pearcedale Primary walked 25–50km with a fundraising goal of \$500 each and smashed expectations.

# Fundraising ideas



## Hop To It with an Easter Event

The Good Friday Appeal is right at the end of Term 1, why not tie it in with an Easter event at your school such as:

- Easter egg hunt
- Easter bonnet parade
- Bunny ear decorating competition
- Easter bunny breakfast
- Egg races
- Egg decorating
- Hot cross bun drive



## HOLD A PYJAMA / FANCY DRESS DAY



Another no cost event is to run a dress up day or costume contest. North Fitzroy Primary School ran a 'come to school dressed as what you want to be when you grow up day' - as they believe that all children should be able to look forward to growing up.

## HOLD AN EVENT



An event can be a great way to bring your school community together. Simply charge an entry fee as the donation. What about a fete, a trivia night or an art sale or sausage sizzle - the options are endless!



Bake  
Sales



Gold Coin Line  
Challenge



Colouring In  
Competition



Teacher  
Challenge



Class room  
comp



Kindness for a  
Cause

MORE  
IDEAS

# Fundraising online

**Make every fundraiser count – sign up online and let us thank your school!**

Register your school's fundraiser online to make it easier for everyone to get involved and ensure your efforts are recognised and celebrated! By registering all fundraisers online, students, families, and friends can donate safely and easily – no cash counting required – and your school's total can be tracked in real time.



You can even add some friendly competition by creating separate fundraisers for each class or year level and see who can raise the most.

Setting up your page is quick, easy, and completely free. Once your fundraiser is registered, you can:

- Track donations – watch your school's progress and celebrate every milestone.
- Earn badges and recognition – for your school's fundraising achievements.
- Share your page – spread the word with family, friends, and your wider community via email or social media.
- Access a range of resources – from posters to fundraising ideas, everything you need to make your fundraiser simple, fun, and successful.

Registering your fundraiser online not only helps your school succeed but also ensures the Good Friday Appeal can thank you properly for your incredible support for the kids at The Royal Children's Hospital.

## ONLINE RESOURCES



Once you register your fundraising event with us and you have been authorised as a fundraiser you will receive the official supporter logo.

The Good Friday Appeal fundraising website has a range of free fundraising materials to help you promote your fundraiser. These include:

- Good Friday Appeal Supporter Logos
- Posters to add your logo/event
- Donation jar labels
- Raffle posters
- Bunting
- Social media tiles and frames

# Fundraising promotions

## Spread the word, inspire your community, and boost your fundraising impact!

Getting the word out is one of the most important steps to a successful school fundraiser. The more people who know about your fundraiser, the more support you can gather – and the more impact your school can make for the kids at The Royal Children's Hospital!

Here are some simple ways to promote your fundraiser:

- **Email families** – let parents and carers know how they can get involved or donate.
- **School newsletter or website** – feature your fundraiser in newsletters, on your school website, or in any regular communication channels.
- **Notices home** – include a flyer or note so students can share information with their families.
- **Posters** – put up posters around your school and in local community spaces to spread the word.
- **Share your online fundraising page** – make sure your community can donate easily by including your Good Friday Appeal online fundraising link in all communications.
- **Social media** – post about your fundraiser on the school's social channels and encourage students, families, and staff to share it far and wide. Use photos, videos, or stories to make posts more engaging.

**Pro tip:** Celebrate milestones along the way! Share progress updates, fun photos, or highlight the top fundraising class. This keeps momentum going, encourages participation, and shows the difference your community is making.

By promoting your fundraiser widely, you not only increase donations but also build school spirit, get your community involved, and show students the power of coming together for a good cause.

## FUNDRAISING CHECKLIST



- Decide on an idea, date, time, location and the fundraising element
- Register your fundraising idea online with us
- Check you have any permits you may need
- Seek supporters or sponsorship
- Draw up a budget to help keep track of costs

- Rally a team to help you

- Promote your event

- Update your Fundraising page online

- Hold your event and enjoy the day

- Share your story with us

Try and keep your  
expenses to less than  
20% of your profits!

# Marking 95 Years in 2026

In 2026, the Good Friday Appeal will mark its 95th year, reflecting on a remarkable legacy of care, community, and compassion. This milestone will honour the incredible medical progress achieved and countless patient stories, recognising our past while inviting the next generation to contribute. It's a statewide legacy that continues to support world-class care for children and families, thanks to unwavering support from the community.

## Get Started Today!

[goodfridayappeal.com.au](http://goodfridayappeal.com.au)



Your support means The Royal Children's Hospital can remain a world leader and continue to provide the best possible care for Victoria, and Australia's, children.

For more information,  
or to get in touch:



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