



Running Successful Events on behalf of Our Kids.

**Here's the five  
magic ingredients**



# Your passion - Our Kids reputation

Thank you for considering hosting an event for Our Kids. Your passion for Our Kids really makes a difference and will help ensure more and more kids can be treated locally.

Our Kids has a stellar reputation for event management in the Northern Rivers. Well planned events have the potential to raise much needed funds and enhance future fundraising activities, so it's important you consider a few magical points to ensure your event runs smoothly and achieves your objective....

## Helping Our Kids.

Based on 14 years of experience, here's the **Our Kids Rules of Engagement**.

**1. Let us in on the plan - EARLY.** Promoting and helping your event is in our best interests. To do that effectively with our small resources, we need to know all about your event nice and early. An email outlining your event name, the format, venue, the expected number of attendees, your contingencies for the weather, insurances, financial management of the donations and monies raised, any road closure information, sponsors, size of the team involved in set up, marketing plans etc.

**2. The Name Game.** The name you choose is important and for Our Kids you'll need to include a byline telling people where the proceeds are going. This needs to be clear and should use a format such as: XYZ event in support of Our Kids.

**3. The financial responsibility:** You are receiving community funds in good faith; please ensure there is a financial process for receipt of all funds and organising the collected donations to be delivered or collected by Our Kids within 7 days of your event.

**4. Promotion of your event before and after:** There's lots of options to promote your event - provided you've followed the steps above Our Kids can assist with some marketing support via our social marketing platforms. We can also advise you on the best approach for dealing with the local media. We do not

however have funds available for marketing purposes for your event. Where possible an Our Kids representative will be in attendance.

**5. Need some cover:** Marquees are available to be used but must be returned packed correctly, and in a clean condition 48 hours after the event .

## Things to know about Our Kids before you start:

Our Kids was founded in 2001 by local paediatrician, Dr Chris Ingall. Dr Ingall, working with a group of dedicated locals lay the foundations for the charity, with the goal of improving the health services for children in the Northern Rivers area.

For over 14 years, Our Kids has delivered on this vision by raising awareness of and fundraising to purchase lifesaving medical equipment for the paediatric wards, which include The Children's Ward, Special Care Nursery and Accident and Emergency Department at Lismore Base Hospital, and the surrounding hospitals in the Northern Rivers catchment. Without this equipment many children and neonates are sent to capital cities to receive care, this adds stress, and additional costs to the family of the sick child.

**See the full Our Kids story on our website. [ourkids.org.au](http://ourkids.org.au)**

