

About Category Awards

The 2007 Awards comprise the following seven Category Awards, each awarded in two divisions:

- *organisations whose total fundraising staff is three or less (Division A); and*
- *organisations whose total fundraising staff is four or more (Division B).*

Category 1

Capital Campaigns/Major Gifts

Programs, campaigns or projects to raise funds for extraordinary purposes in a specified period of time during the life of an institution, e.g. appeals for buildings or construction critical to the central purpose of the institution/organisation.

Programs, campaigns or projects to raise major funds during a specified period of time, for example appeals for research scholarships, endowment, equipment or specific programs.

Category 2

Budget Acquisition

Programs, campaigns or projects to raise funds to support the ongoing work of the organisation from new sources. This takes into account the number of donors recruited, cost effectiveness of the program, and may include such means as direct mail, art unions, raffles, telemarketing and face to face.

Category 3

Budget Renewal

Programs, campaigns or projects that seek to renew and increase the level of giving from existing donors. These may include such means as direct mail and telemarketing.

Category 4

Special Events

Programs, campaigns or projects to raise funds through an annual or one-off event, such as a ball, concert, auction, fair or fete, breakfast, luncheon, dinner, 'athon', fashion show or book sale.

Category 5

Bequests

Programs, campaigns or projects that promote the giving of funds through the making of bequests, deferred gifts or legacies, with particular emphasis on the strategies and processes involved.

Category 6

Fundraising Marketing

Campaigns and materials developed to raise awareness of the organisation. This can include any marketing/branding/communications materials which support the brand positioning and advocate the cause. Materials can include newsletters, brochures, annual reports, websites etc and must demonstrate a benefit to fundraising for the organisation.

Category 7

Supporter Fundraising

Fundraising programs or special events managed primarily by volunteer or corporate volunteer supporters of the organisation. This award acknowledges the tremendous support not-for-profit organisations receive from non-paid fundraisers (for example golf days, workplace giving, Christmas card sales, corporate balls and auxiliary shops).

Division A



Neurosurgical Research Foundation, SA *Todd to Torrens*

RAAF Aerospace Operational Support Group (AOSG) developed an adventure training cycling challenge with the following aims:

- to develop, plan and implement an adventure training cycling exercise
- to bring awareness within the RAAF at the Edinburgh Base of AOSG, a newly formed division
- to raise money for charity and awareness of their causes.

The 'Todd to Torrens' event was created, Alice Springs (River Todd) to Adelaide (River Torrens) with 20 RAAF cyclists, cycling 1555 kilometres in eight days from the 2nd to the 8th of September, 2006.

Aerospace Operational Support Group (AOSG) is a newly formed group at the RAAF Edinburgh Base in Adelaide. RAAF staff members are expected to take on adventure training projects periodically and such an event was thought to be timely.



The cause selected was 'Flying Cyclist Challenge for Life', raising money for Legacy and Neurosurgical Research Foundation (NRF) with a target of \$50 000. Legacy was selected as a natural armed forces/charity and Neurosurgical Research Foundation was chosen for its work in traumatic head injury.

This award recognises the work of Geoff Banks – Legacy, John Teager – AOSG, Jeff Frost – AOSG, Jessica Cossich – Them Advertising and Estelle Bosch – Bosch Creative.

Division B



Starlight Children's Foundation, NSW *2006 Tour De Kids*

Tour De Kids (TDK) is an annual community fundraising event. It is a physically challenging week long cycle that supports the Starlight Children's Foundation (Australia) and several smaller children's charities.

Eighteen cyclists participated in the first TDK in 2001, cycling over 630 kilometres to raise \$116 000. Five years later, the 2006 TDK involved 11 major corporate sponsors, 33 riders committed to raising a minimum of \$5000 each, and a variety of goods and services supporters. More than 1000 kilometres pedalled raised \$657 000, which increased the six-year TDK tally to over \$1.93 million.

The riders are generally senior private-sector businessmen who volunteer their time and utilise their extensive personal and professional networks to generate genuine interest in the plight of seriously ill and hospitalised children in Australia. The ride itinerary changes each year, but stays in Australia's east, reaching deep into rural areas, where the riders and the media they generate help increase awareness about the organisations they support.

The proceeds help finance Starlight's programs and other children's charity efforts, all designed to reduce the strain in the lives of sick children and their families by enhancing their emotional wellbeing.

This award recognises the work of Andrew Gibbons, Neil Fox, Stephen Charnock, Terry Kempnich and Ethan Gelber.



Chapter Winners

Category 6 Supporter Fundraising

Division A



Chapter 4

Neurosurgical Research Foundation, SA

Todd to Torrens

This organisation is also the winner of the National Award, to read more information on the winning entry please see page 28.

Chapter 5

Australian Red Cross, WA

Bindaring Sale



This award acknowledges the work of Jane Morrison, Sue Clements, Jocelyn Summerhayes, Erin Arundel, and Sally Oakes.

Division B



Chapter 1

Royal Children's Hospital Foundation, VIC

Royal Children's Hospital Auxiliaries

Tote Bag Campaign

This award acknowledges the work of Carole Lowen, President of Auxiliaries; Royal Children's Hospital Auxiliaries; Royal Children's Hospital Foundation; Alperstein Designs Pty. Ltd.; Friends of Auxiliaries.



Chapter 2

Starlight Children's Foundation, NSW

2006 Tour De Kids

This organisation is also the winner of the National Award, to read more information on the winning entry please see page 28.