



**Hummingbird
House**

Queensland's only children's hospice



In loving memory of Rosie

Fundraising Toolkit

Everything you need to know about fundraising for Hummingbird House,
Queensland's only children's hospice.

Thank you so much for choosing to raise funds for Hummingbird House.

As the only children's hospice in Queensland, and only 1 of 3 in Australia, we rely on our wonderful community of supporters (just like you) to help us continue our specialised paediatric palliative care.



Right now, there are over 8,000 Queensland families loving and caring for a child with a life-limiting condition. Sadly, this means that their child is not expected to reach adulthood. The emotional, physical and financial struggle for some families can be overwhelming. And the opportunity to stay connected – to their partners, other children, family and friends – almost impossible, as they navigate their roles as 24-7 carers.

Hummingbird House supports families right across Queensland and strives to provide true choice about when, where and how they receive our care. Our purpose-built home away from home in Brisbane welcomes families from across Queensland for short break stays, family support, end of life and after death care and grief and bereavement counselling.

Our vision is to be here for every eligible family that needs us, and ensure they are connected to a community that knows how to care for them; in life, death and bereavement.

Hummingbird House relies on the generosity and support of the Queensland Government, individuals, corporate and community supporters to ensure our service is here for every family that needs us, at no cost to them.

This Fundraising Toolkit has been designed as a useful resource to help you plan a successful fundraising activity, which will not only help raise much needed funds but also raise awareness for the families that need us.

The key to your fundraising success is to get started early – so don't delay! In addition to this guide, we have dedicated staff available to support you every step of the way.

2024 Statistics



Hummingbird House provided **1026 nights** for families to stay, at a cost of approximately **\$5.8 million**



71 new families came to stay at Hummingbird House in the last 12 months



Hummingbird House provided respite, end of life, and after death care to **480 children** and families around Queensland



117 art therapy sessions were conducted at Hummingbird House



424 music therapy sessions also held at Hummingbird House

Some simple steps to create your fundraiser

Whether you decide to host an event or create an online fundraising project – follow these steps and you will be on your way to helping Queensland families.

1 Choose your fundraising activity

Want to host an event that raises both funds and awareness? Challenge yourself by giving up something (social media, coffee, chocolate) or walking 5km daily for a month. Or, have friends and family donate to your fundraising page instead of gifts for your birthday. Complete the [Registration Form](#), and once approved, you'll receive our Terms and Conditions and Letter of Authority.

2 Set a target

How much money would you like to raise, or how much do you think is achievable? Sometimes it is helpful to make a self-donation, to get the ball rolling. Remember to increase your target as you start to approach it so people still feel the need for their donation.

3 Set up a fundraising page

Even if you're hosting an event, set up an online fundraising page so those who can't attend can still donate: <http://hummingbirdhouse.org.au/fundraise>

4 Promote your fundraiser

Share your fundraiser with family, friends, colleagues, and on social media. Know your audience and keep them updated—your fundraising page can double as a blog. Don't hesitate to ask - most people don't donate simply because they weren't asked. Use our free [printable resources](#) to help spread the word.

5 Thank your donors

Always thank your supporters, including donors, volunteers, and suppliers—and share the impact of your fundraising.

6 Bank your funds

Donations via your online fundraising page will go directly to Hummingbird House, and donors will receive a tax receipt. For cash or personal account funds, transfer them within the timeframe in our [Terms and Conditions](#).

7 Share with us

Please send us any photos and event details you'd like to share. We love showcasing your fundraising success and letting families know they're not alone.



Fundraising ideas

Not sure where to start?

Here are some ideas and examples of fundraiser to inspire you.

Challenge Yourself

Set yourself a fitness goal – maybe you are a member of a gym and you could challenge yourself to attend at least 3 fitness classes per week. You could ask if it is okay to advertise your challenge with other members. You could link a QR code to your fundraising page, create a flyer with our free resources, and ask others to donate. You could even put a month calendar with your flyer and tick each time you attend – to keep you on track – as the other gym members see you hitting your goal, they will be inspired to donate.

Bake Sale

Everybody loves a bake sale. Cook up a storm and sell some freshly baked brownies to your workmates or school friends. Even better, ask others to contribute to the baking and hold a larger stall at your local sporting club. Host this around Mother's or Father's Day and it will be a winner. People will buy your goods, feel great about themselves that they have donated to a great cause and then they will tell their parent that they baked it themselves! Win, win.

Themed Trivia Night

Have you noticed just how competitive everyone gets at a Trivia Night? Increase the fun by choosing a theme – Music, Famous People, 80's – encourage people to dress up and have a prize for the best dressed. Charge an entry fee as the donation and everyone brings their food and drinks. You just need to organise the questions and prizes. Gain extra donations by holding smaller competitions on the night – have a karaoke round – each table performs a song and during the performance, walk around with an envelope - everyone puts in a gold coin for their favourite performance. The tables with the most coins collected wins a prize but the money gets donated too. Or even a simple game of heads and tails.

Celebration Donations

It's your birthday. You're getting married or engaged or maybe you're hosting a graduation celebration. People will want to buy you something as you are hosting a large celebration - but if you don't need or want anything – why not ask for donations in lieu of presents. Your guests will be thrilled, as they don't have to come up with a gift idea for the person who has everything!



Auction your Principal or Free Dress Day

An oldie but a goodie – have a free dress day. Ask for a gold coin donation and everyone gets to wear free dress. You could host it around NRL State of Origin and get people to wear their favourite sporting attire or simply theme it as a crazy hat and sock day. You could host a sausage sizzle or bake sale on the same day for some extra donations.

For schools, why not liaise with your principal and auction them for a day. Sell raffle tickets to students for their chance to win the principal as their assistant. They could carry your bag from class to class, be your scribe and type out your essay that's due while you dictate – make them line up at the canteen to collect your lunch – now that would be fun to see.



Meet some of our fundraising champions

Athol's 300km walk



Athol volunteers at Hummingbird House, twice a week and has been doing so since the hospice first opened in 2016. He is one of Hummingbird House's quiet achievers, humble and loyal and committed to help in any way he can.

In 2022, Athol was 90 years old, legally blind but full of energy and a youthful heart which has long driven him to want to champion and support young people. Always up for a challenge, Athol decided to walk from Kilkivan in Queensland's Burnett Valley, to Ipswich in late June - a 300km journey across 13 days! Friends and family walked alongside him for a day or two along the way, but Athol covered the entire distance, with a smile on his face and a skip in his step.

With the help of those friends, Athol created an online fundraising page with the initial target to hopefully raise \$5,000. After hundreds of people donated to his page, read his blog and followed his journey, Athol raised \$34,527.

He was absolutely stunned by all the support and couldn't understand how so many people were inspired by his venture. As an active volunteer in the House, Athol sees the benefits of his fundraising as he mingles with families during morning tea, lunchtime and afternoon tea. Athol never misses mealtime in the house - and boy has he deserved it.

Ashgrove/The Gap Lions Club Inc



When the Ashgrove/The Gap Lions Club approached Hummingbird House to offer support, we had no idea how big this fundraiser would be.

The club has been having an Annual Plant Sale for some time, but in 2024, they decided to dedicate their fundraising efforts to the hospice.

There were lots and lots of plants - and then some more, plus cakes, biscuits and beautifully sculptured and painted hanging hummingbirds. The club members had been potting, planting, cutting, watering and loving these plants in readiness to sell.

Over \$5000 was raised and the club subsequently requested these funds be directed to our allied health department for equipment and supplies required for the hydrotherapy pool.

The pool is one of the busiest parts of the house and can help a child or young person, as spending time in a heated pool can help their muscles relax and allow them to experience pain-free movement. It also provides families the opportunity to jump in and have a splash together, allowing them to create precious memories for years to come.

In Memory of Leo



Leo was the first child of Matthew and Melissa and was born prematurely at only 26 weeks. Unfortunately, when Leo was 8 days old, he became unwell, his health very quickly declined, and end-of-life conversations commenced.

The hospital spoke to Matthew and Melissa about the opportunity to receive after-death care and support at Hummingbird House. They had never heard of the House but were encouraged by the opportunity to spend more time with Leo.

“Under the worst possible circumstances, we became a family of Hummingbird House, but being looked after by a team of some of the most respectful and caring individuals allowed us the time and space to just be grieving parents. This level of support and generosity doesn't have a price tag, and I don't think anything we do will ever feel enough in repayment for the care we received as a family. One day we hope to raise enough money to cover our stay, and some, to pay it forward for other families that will (un)fortunately experience a stay at the House.” Bereaved mum, Melissa.

The couple have created an In Memory of Leo online fundraising page and have participated in several activities while encouraging loved ones to donate. They have run the Gold Coast Marathon (alongside other bereaved Hummingbird House families), asked for donations on Leo's birthday, and Melissa's sister asked her wedding guests to donate to the In Memory page in lieu of gifts. Their page has currently reached almost \$7,000.

Proserpine State High School



The 2024 graduating class of the Proserpine State High School honoured Cody Gibbs, their classmate who passed away at Hummingbird House in 2022.

“It was with overwhelming admiration from Cody's friends who visited in his last days. They wanted to do something special for their lost friend, and thought supporting Hummingbird House was a positive way of paying back the care Cody received,” PSHS teacher, Scott Casey.

The students organised a Crazy Hat Day - where teachers and students wore their wackiest hats. They held several competitions and sold pizza and soft drinks. Their fundraising efforts were significantly boosted when the local Domino's heard why they were ordering so many pizzas and decided to donate them instead. Now that's community spirit!

The students donated \$3000 to Hummingbird House from their 2024 fundraising efforts and since Cody's passing, the Proserpine State High School and its students have donated a total of \$5,204.

Cody's legacy lives on and the school and students are continuing to fundraise for Hummingbird House in his honour.



Thank you for supporting Hummingbird House, we couldn't do it without you

Hummingbird House relies on a mix of state and federal funding and has a significant gap each year based on current funding arrangements.

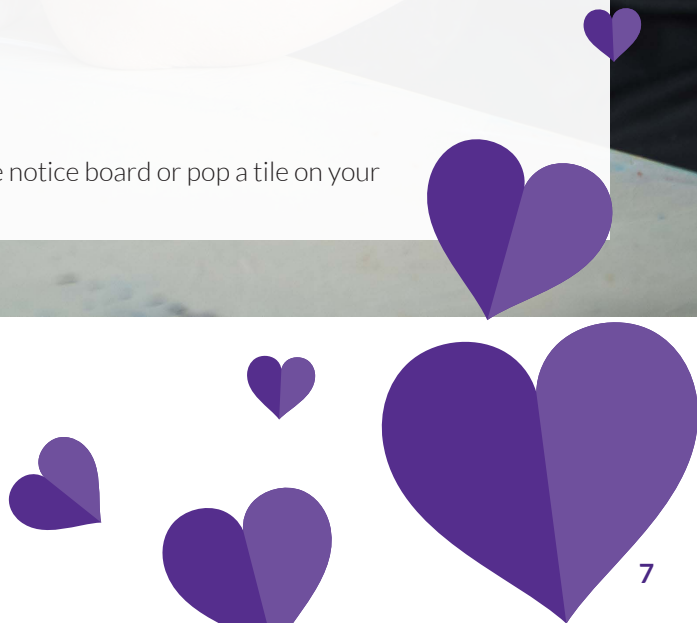
Every dollar we receive from our generous supporters allows Hummingbird House to continue caring for children with a life-limiting condition and their families.

We are here to help

- **Need support or have questions about fundraising for Hummingbird House?**
Check out our [Frequently Asked Questions](#).
- **Need more inspiration for a successful fundraising event?**
We have an [A-to-Z list](#) of wonderful ideas.
- **Free resources**
Print a [fundraising flyer](#) for your office or local shopping centre notice board or pop a tile on your social media networks.

If you would like to use our supporter logos or have any media outlets, contact you, please let us know so we can assist you with approved images and information.

07 3621 4365 | fundraising@wmq.org.au





The Fundraising Team

07 3621 4365

fundraising@wmq.org.au

hummingbirdhouse.org.au



Hummingbird House is proudly owned and operated by Wesley Mission Queensland.