USHER KIDS AUSTRALIA

Fundraising Toolbox

Your fundraising guide to support the lives of children with Usher syndrome and their families in Australia.

Thank you for choosing to support UsherKids Australia with your fundraising efforts.

With your help we can continue to support children with Usher syndrome and their families across Australia.

This booklet has been produced to provide you with all the inspiration you need to get you started on your fundraising journey.

Whether your activity is big or small, we can support you every step of the way to raise funds and awareness for UsherKids Australia.

Start your planning today by emailing us at info@usherkidsaustralia.com

Thank you!

The Team at UsherKids Australia

You can be confident that every dollar you raise for UsherKids Australia will be used to help children with Usher syndrome and their families to love their lives.

About Usher Syndrome

Usher syndrome is a rare genetic condition characterised by hearing loss or deafness from birth, progressive vision loss, and in some cases vestibular dysfunction.

The diagnosis may come just as a family is adjusting to their child's hearing loss. The age of diagnosis varies, but with improvements in genetic testing, this diagnosis is getting earlier, with some children still in infancy.

One thing remains consistent, however, and that is the utter shock and devastation families often feel when receiving the news that their child may lose their vision. This can be followed by feelings of isolation and apprehension as many of the medical professionals and allied health staff the families turn to don't have a good understanding of the condition.

About UsherKids Australia

Our purpose is to see children and families living with Usher syndrome, love their lives.

UsherKids Australia is a not-for-profit charitable organisation that was established in 2016 by two mums whose sons were diagnosed with Usher syndrome.

Their experience, following their son's diagnosis, highlighted a need for better information, support, and a way to connect families together whose child receives an Usher syndrome diagnosis.

Today UsherKids Australia's commitment to these families is just as strong with their mission to empower the Usher Community through support, connection, and knowledge.

Your fundraising will help contribute to a variety of supports including:

RESOURCES
Written and video resources for families on Usher syndrome

CONFERENCES
Producing and delivering a biannual conference that parents and professionals can attend on Usher syndrome specific topics

PROFESSIONAL DEVELOPMENT
Professional development for teachers and allied health professionals working with their children

CONNECTION
Peer to peer connection for parents of young children with Usher syndrome as well as young adults with Usher syndrome.

TARGETED PROGRAMS
Provide targeted programs for children and young people with Usher syndrome to enable them to be independent and to develop self-actualisation

There are so many ways to create a successful fundraising activity. Your energy, drive and enthusiasm will help spread the word about your fundraiser and ultimately have a lasting impact on the lives of children with Usher syndrome and their families.

So let's get you started!

Facebook Birthday Fundraiser

Use your birthday as an opportunity to raise awareness and funds for Usherkids Australia.

Facebook has created an easy and secure platform for charities to collect funds through their Facebook Giving Fund with no fees to either the donor or charity.
To date, Facebook has raised over $5 billion dollars for more than 1 million charities.

ACTION

To create a Facebook Fundraising page, visit www.facebook.com/fund/usherkidsaustralia or email us at info@usherkidsaustralia.com

School/community club Gold Coin donation event

This fundraiser can be easily built into the fundraising calendar of your child's local kinder/primary school or local community/sporting club. Use the fundraiser as an opportunity to build awareness of Usher syndrome and how it impacts children in different environments, which can assist to remove barriers to inclusion and participation.

One primary school in Melbourne has an end of term "Footy Day" where students are able to dress in their favorite footy team jumper on the last day of Term 3 with a gold coin donation to UsherKids Australia. This also coincides with the lead up to **Global Usher Syndrome Awareness Day** on the 3rd Saturday in September each year, creating another important avenue to raise awareness and funds for this rare condition in local communities.

ACTION

To create an UsherKids Gold Coin Donation Day, email us at info@usherkidsaustralia.com and talk to your community group today!

Pete and Sarah

USHER CHAMPIONS

Pete and Sarah signed up to become "Usher Champions" during one of our fundraising campaigns back in 2020.

They made a monthly commitment and continue to have a small, yet significant amount directly debited from their account each month.

"My wife and I donate on a monthly basis to UsherKids – funnily enough, it is known as "set and forget" – and yet it is actually quite the opposite…every month we get a small reminder that every little bit of money, research, awareness… it all helps. It is the smallest thing we could do, but hopefully helps in making the biggest difference to the lives of those affected by Usher syndrome and the wonderful work that UsherKids Australia is doing."

ACTION

To set up a monthly direct debit donation via our GiveNow platform, visit

www.givenow.com.au/usherkidsaustralia

or email us at info@usherkidsaustralia.com

GiveNow
Give more, give smarter, give now

Megan and Riley

CROWDRAISERS

Megan and Riley are no strangers to long walks, having completed 30km and 50km distances in the past. When they heard about Usher syndrome through a family member, they set out to complete an 80km walk over 2 days to raise awareness and funds for UsherKids Australia.

"We completed the 80km Bondi to Manly walk because we believed it would be a very challenging but rewarding experience. As Usher syndrome is such a rare condition, we thought this would be the perfect opportunity to raise awareness about Usher syndrome and funds for UsherKids Australia. Setting up the fundraising page was a very easy process; the walk, not so much! We surpassed our fundraising goal of $1000, raising over $1500 with the help of family, friends, colleagues, and even some strangers! Whilst the walk ended up being even more challenging than we had anticipated, walking through a month's worth of rain in two days, we thoroughly enjoyed the rewarding experience."

ACTION

To create a Crowdraiser Fundraising page for your event via our GiveNow platform, visit

www.givenow.com.au/usherkidsaustralia

or email us at info@usherkidsaustralia.com

Tracey

BUCKETLISTER

Tracey completed a "bucket list" experience to celebrate her 50th birthday by walking 30km along the beach from Stockton to Birubi in NSW. Along the way she decided to raise much needed funds for UsherKids Australia to help them provide ongoing support for children and families living with Usher syndrome.

"As Case Coordinator at UsherKids Australia I see firsthand the wonderful difference this small not for profit organisation makes to the families and clinicians they support. I also wanted to raise greater awareness in my community about Usher syndrome which is such a rare genetic condition.

It was so easy to set up my fundraising page. I uploaded a photo, added some information and was off and running (walking really). I shared this with family and friends, and on my socials. The walk was long but went really well, with some close friends and family joining me for some or all of the walk. Such a memorable day was made even more so by the generosity of the people who donated to UsherKids Australia."

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The Davis Family

Jett's Journey Run 42.2km, Cycle 75km, Kayak 42.2km, or Walk 20km

Like most people, it was a big shock for Brad and Beth upon hearing about their 3 year old son Jett's Usher syndrome diagnosis. Their extended family wanted to raise awareness through an activity designed to bring people together – that's where the Jett's Journey event was created!

What started out as a family event with some close friends, expanded across multiple cities of Australia and the world which truly demonstrated the strength of the family community and support for Jett.

"Upon hearing of the diagnosis we were shattered, so the best way to combat the distress was to create a positive event that brought everyone together to show support to Jett and his family.

We initially hoped to raise $10,000-$15,000 for UsherKids, however over the 3 month campaign and some very generous donations, we presented UsherKids Australia with a cheque for over $130,000 to support the charity to fund extra resources and research.

The ability to generate this amount of awareness and monetary support for UsherKids left the family extremely proud of the legacy we have created for not only Jett but all UsherKids and we look forward to seeing how they support all affected in the future.

We remain forever grateful to all those who supported the event."

USHER KIDS AUSTRALIA

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