



# How you can make a difference

**Fundraising toolkit**

# Māia —

*adjective*

1. **brave and courageous**

2

**Be part of the  
difference**



**Māia Health Foundation's mission is to take our health services from good to great.**

We do this by raising money for game-changing projects that will positively impact our communities today, and for future generations.

We know public funding alone will never be enough in the health sector. That's why Māia, the official charity for Canterbury District Health Board (DHB), is growing a community that cares. Together we can sustain our innovative and successful health system so our communities get the right care, at the right time, and in the right place.

**Welcome to Māia —  
Join us and make  
a difference.**



Do you want to  
be part of the  
**difference?**

# Here are just a few ways Māia has made a difference.

**18,000+**  
children

are admitted to Waipapa Hospital every year & they now have a play area.

**900+**  
babies

have a better chance of survival thanks to the purchase of a preterm manikin for care and resuscitation training.

**\$600,000**  
gift

children with rare cancers now have access to new and promising medications

**500**  
families

will be kept together thanks to the Ronald McDonald family room within Waipapa Hospital.

**13**  
minutes

will be saved on patient transfers thanks to the new rooftop helipad.

**36,000**  
nights

children spend in Waipapa Hospital every year. Now they have their special person right beside them thanks to Māia's 60 parent beds.

**800+**  
patients

will be able to access emergency hospital care thanks to the rooftop helipad and clinical support unit.

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**That's \$13 million so far and it's  
only the beginning.**

## Our current Project:

Kahurangi; A new outpatient facility for child and youth mental health

Māia Health Foundation has partnered with the Canterbury District Health Board to develop a \$13.5 million dollar specialist outpatient facility for child and youth mental health. Māia has committed to raising \$6 million to bring this facility to life.

Existing facilities are frankly old, broken and outdated with paint coming off the walls. Clinicians have to check for leaks prior to each patient consultation. These facilities do not encourage wellbeing and healing. They do not show our young people that we care.

**This is a crisis we're not turning our back on – we're doing something about it. And we invite you to join us.**

We're re-purposing an existing facility (an old laundry would you believe) into a state-of-the-art, purpose-designed sanctuary for our young people to receive mental health outpatient treatment. This new facility will be light, bright and welcoming. We know – and clinicians have told us – it will be a game-changer, enabling contemporary treatments (which they can't currently offer) and enabling more effective and efficient treatment pathways.

### The new facility will include:



Separate, private entrance for emergency presentations



State of the art observation spaces for assessments, play and family therapies



Purpose built clinical rooms for physical needs



Spacious group therapy spaces



Welcoming and culturally safe whānau room



Extensive outdoor landscaping with therapeutic interaction options



Dedicated outpatient physio treatment space



Sensorised environment and sensory room



Specialty rooms for child psychotherapy

# The difference we can make together

Photograph of the existing facilities at CAF South



Renders of what the new facility will look like.



# What can we do?

## Themed mufti day

Get everyone to dress in blue for the day or as someone who they look up to!

## Spin the wheel

Gold coin entry to spin the wheel and win some prizes!

## Coin trail or coin fill

See how long your trail of coins can go, or fill in a heart using your coins.

## Raffle

Sell raffle tickets to win some donated prizes.

## Bake sale

Sell baked goods.

## Market Day

Sell homemade items - baking, string bracelets, candles etc.

## Teacher/Boss Challenge

Get your teacher/boss/manager/principal to complete a challenge! Go all week without drinking coffee?



## Quiz night

Host a quiz night!

## Fashion show

Set a theme and host a fashion show!

## Sausage Sizzle

Cook up a sausage sizzle or a BBQ .

## 'Go without' Day

Go without coffee, phones, instagram, paper - anything for a day!

## Disco

Host a disco!

## Step challenge

Walk 10,000 steps every day for a week or see who can walk the most steps in one day.

## Marathon

Host or partake in a marathon or endurance test.

## Charity dinner

Cook up a storm and sell tickets to your friends and family!

## Donation for service

Offer your services with proceeds being donated.  
Car wash, dog walk, lawn mowing - anything!

# What are the next steps?

## ☐ **Choose a fundraising idea and plan your event**

- Talk to the Māia team about your event to identify what support you may need.
- Set a fundraising target and a budget.
- Recruit volunteers to help run the event, and assign roles.
- Set up an online fundraising page, eg. link to Māia's Givealittle organisation page <https://givealittle.co.nz/org/maiahealthfoundation> and you can edit the page to make it unique to your event.

## ☐ **Organise your event (logistics)**

- Make a timeline with key dates.
- Find and book a venue.
- Will you need a permit for food or drinks? If so, check requirements with your local Council or the licensing authority.
- Create a run sheet to keep track of what needs to be done leading up to the event and on the day.

## ☐ **Spread the word about your event!**

- Set up a Facebook event.
- Share your journey on social media.
- Send an email to all of your contacts.
- Publicise the event in the school newsletter or staff email, and talk to your local paper.
- Create a poster.

## ☐ **Coordinate your event on the day**

- Follow the run sheet; ensure the tasks are listed and people are assigned, eg. assign someone to handle the money on the day.

## ☐ **Post-event wrap up**

- Collect the funds raised, either on the day or follow up pledges by a due date (Ideally within 14 days of the event).
- Once all of the money is collected arrange to transfer the funds to Māia (details on page 6).
- Acknowledge all donors, sponsors and supporters with a personal thank you.

## ☐ **Sit back and reflect on a successful fundraising event!**

# Need to know

Māia Health Foundation warmly welcomes individuals, clubs and organisations in the community to run events and activities to raise funds for Māia. To ensure the fundraiser runs smoothly and there is a mutual understanding of the administrative requirements, please note the guidelines below.

1. As a community fundraiser you can use the Māia logo. Any use of the **logo or reference to Māia Health Foundation** needs to be approved by the GM Partnerships and Marketing prior to use or publication. This includes all online and print signage, social media, digital marketing and advertising.
1. Māia will utilise its social media and other communication channels to promote the event where appropriate, however, the responsibility for **selling tickets** to an event rests with the organisers. Eventbrite is an easy to use platform to create online registration or ticket sales for a charity event.
1. An easy way to **share and promote your fundraiser** and for people to donate is to set up a fundraising page connected to Māia's Givealittle organisation page <https://givealittle.co.nz/org/maiahealthfoundation>. You can edit the page to make it unique to your fundraising.
2. Māia may be able to assist with collection buckets, pull-up banners, brochures and wrist-bands, and of course we're happy to answer any questions you have during the organisation of your event.
1. The Māia team will assist and support where we can, however, we don't have the capacity to provide **volunteers**. It's a great opportunity for an organisation or group to involve its own membership or community to raise funds for health services in Canterbury.
1. **Tell your story!** We'd love to see your activity in the local newspaper or on social media, and we can also share it in 'News and Events' on our website.
2. Don't forget to acknowledge your supporters (eg. thank you) as part of closing out your activity.
1. At the completion of fundraising, it would be appreciated if the event organiser makes one payment of the **proceeds from the event**. Funds raised should be forwarded to Māia Health Foundation within 14 days of the event's completion

# Online Donation

The preferred method of payment is via the secure donation page on our website at: [www.maiahealth.org.nz](http://www.maiahealth.org.nz)

# Bank Payment

Pay directly into the Māia Health Foundation bank account, details as below:

Westpac Bank Account no. 03 1700 0303533 01  
Please include your event name as a reference

Once you made your final payment we will send you an acknowledgment in the form of a donation receipt.

Please note event sponsorship payments, ticket sales, auctions and raffle tickets do not qualify for a tax receipt from the recipient charity. However, on request a business receipt with no tax component can be issued.

**It takes a community,**  
to make our health  
services even better.

**Māia**  
Health  
Foundation