

PAWS

for sick kids

Your Pawsome Fundraising Guide



Join us this July and take a
stand for sick kids

19 - 25 July



Let me introduce myself, I'm Wilbur, the Chief Cheer Officer (CCO) at RMHC Sydney.

During Covid, my hoomans and I brainstormed ideas on how to raise funds to support the really sick sick children and their families at the House. I barked and said why not get all pets to take on some challenges and raise funds for the kids that I ruff so much?

Then boom! Paws for Sick Kids was born.

After the success of 2020, we are back again this Winter spreading the word to all hoomans about the work we do and how we support families all around Australia.

In 2020:

- I had 588 frens take part across Australia
- Raise an amazing \$82,300 (514 nights based on \$160 per night)
- Had amazing celebrity frens take part like Benji Marshall, Cameron Daddo, Samantha Jade and our official PFSK Ambassador, 2020 Big Brother Winner, Chad Hurst

I cannot wait to have you on board for Paws For Sick Kids 2021. Our goal is to have 1000 of my frens participate in new and exciting challenges.

All the information regarding your fundraising can be found in this guide!

Stay pawsitive
Wilbur (CCO)



About the challenges

You've signed up, you have your fundraising page and now you're probably wondering, whatevfur do I do next?

Don't worry, your trusty fren Wilbur is here to make sure you don't go barking up the wrong tree.

Over the next few weeks, you will be practicing and purrfecting your challenges and letting your personalities shine.

Then during Challenge Week (19 – 25 July) each day we will ask you to share your best attempt.

Now we don't want to miss a thing so make sure you use our hashtag #pawsforsickkids so our kids back in the House can have a laugh and experience the challenges with you.



Your first challenge will be the **Lazy Pet Personality**, if you missed my PAWSOME effort, you can check it out [here](#).

Purrhaps you like to lie in the sun all day or just hang around your pen or you're happy to take a nap after a meal? Share your best lazy pawtempt!

Next up is the **Social Media Mad Personality**

Perhaps you love the pupper-razzi life? Sharing that picture purrfect moment with your followers. Or maybe you are a pro at The Renegade.

Get to snapping, tik toking or sharing a story and make our sick kids smile with your best paw-tempt.



Where are my mad about meme's peeps? The **Purrfect Meme Personality** lets you get a bit creative and is your opportunity to turn your fur ball into a hilarious meme.

I already have a few ideas up my sleeve and have my hoomans furriously working on a few winners .

Make us go 'Ermahgerd' and share your memes with us.



About the challenges



The Cheeky Personality

Are you always getting into things you shouldn't? Perhaps you helped bring in some dirt to freshen up the place, made sure all the rubbish was on the floor where it belonged or you helped your hooman put away the left-overs.

We can't wait to see what you come up with! We think this one will really make the kids roll over in balls of laughter.

Do 4.30am wake ups sound like heaven to you? Then the **Active Personality** is for you.

Perhaps you're cathletic? Me neither, but I hear from my frens that some of you like to run, do obstacle courses and just make the rest of us pets look bad.

So hey, maybe you join your hooman in yoga , or enjoy a good dance break. Get moving with your hooman and share your best moves!



The Spoilt Rotten Personality

Now this one I can get on board with. Where are my Kings and Queens at? Perhaps you push people off the furniture (hoomans should sit on the floor IMO, have your own cubby house or get all the treats!

Show us just how spoilt you are and have some fun along the way.

The Brainiac Personality You know you're a good boy or girl and you love showing it off at any chance.

Tricks are no joke with you, you're honed in and ready to rock. Perhaps you like doing several tricks in quick succession, or you can complete an obstacle course with your eyes (almost) closed. Show us just how clever you really are and let our kids be the judge!



Your goals

1

Set and achieve your Fundraising Goal!

Make sure you set a fundraising goal on your profile page. Your hooman friends will be more likely to sponsor you if they know you have a personal goal...and they'll help you achieve it.

2

Ask Everyone

Be sure to ask everyone you know to support your efforts to make sick kids smile! You never know who will sponsor you and donations can come from the most unlikely places.

3

Send an Email

Send an email to your hooman friends, family and work colleagues to tell them about your personal challenge to make sick kids smile!

Not sure what to write? We have a range of pre-written email templates for you to use.

[Support my challenge](#)

[Halfway target](#)

[Thanks for your support](#)

4

Facebook and Instagram are the purrfect channels to communicate your goal, update your hooman friends and ask for support.

Here are some simple ways to use Facebook for your fundraiser:

1. Customise your Facebook profile: Upload your very own personalised profile pic and timeline image to tell everyone that you and your hooman are doing PAWS to make kids smile. Simply click [here](#) and download the images.

2. Post regular status updates: Post weekly updates through your Facebook page to communicate your personal progress to your friends and family.

3. Send a personal message: Send a personal message through Facebook to ask specific friends for their support - there's a good chance they would have already seen your status updates but it's nice to be personally asked!

Once you've signed up, your fundraising dashboard will be ready! You can access this by logging in to the portal via the [website](#)

Meet Emily

My name is Emily and I am 15 years old and I have Myasthenia Gravis a chronic autoimmune neuromuscular disease that causes weakness in the skeletal muscles, which are responsible for breathing and moving parts of my body, including my arms and legs.

I've been staying on and off at Ronald McDonald House Randwick since 2018 and at last count, my mum and I have stayed a total of 243 days so far, and we have pretty much stayed in all the different rooms within the House.

What I have is incurable. I have to live with this for the rest of my life.

I'm very lucky to have the support of my mum, Danielle. She is my best friend. Words can't explain how she has helped me both physically and mentally, she is my rock!

I've also made so many friends over the years at the House, quite a few have unfortunately passed away, but many have fully recovered and now live healthy lives.

I met Wilbur when he was just a little puppy, running up and down the hallways of the House, being cheeky as he is.

Over the past few years, I would be going through a whole day worth of treatments and it really impacts my mental health.

But walking back from the hospital to the House, I would start smiling as I could hear Wilbur bark. I love giving him cuddles and belly scratches. He really lifts my spirit.

With Wilbur, he makes you feel like you are at home as it brings back memories of my own dogs.

It's amazing that pets like Wilbur can lift your mood and they know how to make you happy!

If we can get more pets like Wilbur taking part in this year's Paws for Sick Kids, it will give sick kids staying in the House the best medicine of all, laughter.

Thank you for taking part in this campaign!

I cannot wait to see what your pet in action and make us all smile!

Love,
Emily





GET SOCIAL

Don't forget to show us your challenges on social media.

Use our hashtag

#pawsforsickkids



Together let's give
our sick kids the
best medicine...

laughter



About RMHC Sydney

WE ARE MORE THAN A PLACE TO SLEEP...

RMHC Sydney helps keep families together while their children are very, very sick or injured. Mums, dads, grandparents or carers who live a long way away from the hospital (over 100kms) can come and stay for FREE so that their little ones don't get lonely.

For Mums, dads, grandparents or carers who live in Sydney metro, we have special Family Rooms right in the hospital where they can spend time together, sleep, eat or even do laundry. We have 3 amazing Family rooms (Sydney Children's Hospital, Royal North Shore and Wollongong Hospital), where over 15,000 families use each year!

Unfortunately, some kids have to stay in hospital or at the House for a really really long time. Kind people like you make it possible for them to stay at RMHC Sydney

DID YOU KNOW?

Families stay at RMHC Sydney for FREE. It costs \$160 per night to support each family staying at the House. In the traditional sense of the word, a night would simply refer to a roof over someone's head for the night, but at RMHC Sydney, a night means so much more to our families.

A night for our families means:

- They have a network of families, staff and volunteers in the House that understand what they are going through
- A quick 5 minute walk to the Hospital when they need it
- A kitchen full of food and home-made meals cooked for them 3 times per week
- Access to our Family Rooms when staying on ward
- Access to in-house education support by qualified teachers and 40 hours of free tuition when the patient returns home
- A place they can call HOME



Contact Us

You can contact me and my hoomans via my very own personal email. So feel free to send me ayour best videos and pics so we can share them and if you have any questions about the House or the challenges, please do get in touch.

e: wilbur@rmhc.org.au

w: pawsforsickkids.com.au

