

HUMPTY DUMPTY

**BALMORAL  
BURN**



# YOUR WORKPLACE GUIDE

Thank you for helping to celebrate 20 years  
of this very special community event. Your company's  
incredible effort will support the good work of the  
Humpty Dumpty Foundation.



*Stronger together  
helping kids in hospital*



## “THANK YOU FOR BEING THERE FOR OUR KIDS!”



**Phil Kearns AM, Balmoral Burn Event Creator**

From the bottom of my heart – firstly thank you! Thank you for taking the first steps in becoming a corporate sponsor of the 2022 Humpty Dumpty Balmoral Burn and inspiring your organisation to take part and support Humpty’s goal of helping sick kids in hospital.

The Balmoral Burn will celebrate 20 years in 2022 and we are so proud to have you join us at the start line – we never thought we’d get there!

This guide has been created to help you find all the necessary information you need for your workplace

to get the most of your involvement in the Balmoral Burn. Alongside this, our Burn News will also guide you through key actionable points to help ensure your workplace is set for race day. Of course, we are here to help – please reach out at any point in time with questions to [claire.reaney@humpty.com.au](mailto:claire.reaney@humpty.com.au)

Humpty can’t wait to see you at the start line on Sunday 29 May, it is going to be a cracker of a day so let’s get started to ensure your involvement in this great community event is maximised and supported not just by management but the broader employee base, those who are the heart and soul of your organisation.

***Let’s do this....***







**ONE DAY  
= BIG  
IMPACT!**



## WHAT IS THE HUMPTY DUMPTY BALMORAL BURN?



The Humpty Dumpty Balmoral Burn will celebrate 20 years on the hill on **Sunday 29 May**. After an unprecedented two years, the Balmoral Burn will see Corporate Australia and the entire community come together to take on Sydney's steepest street, Awaba Street Mosman, in a 420metre uphill challenge. All to help our frontline doctors and nurses and sick kids in hospital!

The Balmoral Burn sees people of all ages and fitness levels come together to do good! It may only be 420metres - but don't worry you will feel the Burn - and that is the challenge.

We encourage you to unite your workplace and train for the day - become stronger together. As Kearnies says - "train those quadriceps", take the stairs, squat, step- up whatever you do your body will thank you as you make your way up THAT hill!

And reminder - Your support and participation will all help the work of Humpty is assisting our frontline doctors and nurses through providing much needed medical equipment to help sick kids in hospitals!





Did you know that every year in Australia...

**Over 8,000**

babies need some form of assisted ventilation at birth.

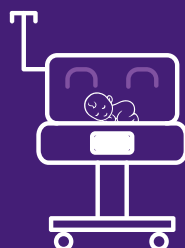
**1 in 5**

babies need resuscitation when they are born, from suction to ventilation in the most serious situations.



**1 in 11 babies is preterm**

(born before 37 weeks) and around **5,000 babies** are born before 32 weeks.



**More than 30,000**

newborn babies are admitted to a neonatal intensive care unit or special care nursery.



There are over **1.7 million presentations to emergency**

departments of children under the age of 15.

in 2021...

Humpty donated

**700**



**pieces of medical equipment** valued at \$4.5m to health services across Australia.

Around



**of equipment donated by Humpty** goes to hospitals and health services in rural and remote Australia.

The right equipment can literally mean the difference between life and death for critically ill children, making Humpty's work essential.







## WHERE DO I START?



This guide is all about helping you – the Team Administrator – get your workplace ‘Burn’ ready! By no means do you have to lead the way (*although it does help!*), our goal is to provide you with the tools that will help you to recruit your army of Humpty Good Eggs and tackle the hill by the dozens!!

One thing that we have learnt here at Humpty is that in order to get maximum uptake we have to create a connection to the cause and workplaces must have champions (or Good Eggs as we like to call them) to help drive support.

The best part about your next steps is that you already have senior management support – it is now about pulling it all together to ensure your workplace is inspired enough to register and fundraise to make an even greater positive impact on children’s health.



# IDEAS AND TIPS TO HELP GET YOU STARTED:



Below are some ideas that could help you in engage and inspire your entire workplace to get behind the Balmoral Burn. Remember it is all about – **cause, connection and community!**

## #1 INSPIRE ACTION WITH PURPOSE

- Share Humpty’s key messages
- Align Humpty’s messaging with your business strategy, values, engagement action plan, wellbeing or employee benefits policies

## #2 SHOW YOUR BUSINESS IS SERIOUS

- Launch with a short video by your CEO explaining why you’re getting involved and talk about your fundraising target. Inspire and lead from the top!
- Encourage healthy competition within and among departments

## #3 TAILOR OUR RESOURCES FOR YOUR AUDIENCES

With a library of educational and fundraising assets at your fingertips, think about how and when to bring them in on your company’s journey in the lead up to race day Sunday May 29.

## #4 CORPORATE CHALLENGE CUP - BRING EVERYONE TOGETHER FOR GOOD

**Lead the charge, encourage your staff to step up, not only through participation on race day but also fundraising.**

The challenge is on to see which corporate sponsor will have their logo sitting at the top of the leader board. With one company fundraising page, staff can choose to donate directly to this site, or link their own fundraising page to reach out to their own network. Your company page will be shared with you and will have your corporate sponsorship support already applied to help kick start your fundraising.

## #5 DOUBLE YOUR IMPACT

**Ask your workplace to dollar match your team members fundraising efforts.**

If yes – inspire your team letting them know of this amazing news – make them feel proud to work for such an amazing organisation.

## #7 MAKE IT FUN!

The challenge is on to beat Phil Kearns’s time on the Hill – do you want to challenge your CEO – get creative!

## #6 SHARE SHARE SHARE

**Now it’s time to shout it from the rooftops that your company is a sponsor and is fundraising to support sick kids in hospital!**

Don’t underestimate the power of an email or simply adding our fundraising email banner to the bottom of your emails. Get creative on social media and make sure everyone knows you are a proud sponsor of this iconic event, use the key messaging and assets provided to tell your network of your support.

## #8 SAY THANK YOU

**When someone makes a donation – say thank you!** Did you know that Humpty’s Chairman Paul Francis OAM calls every single person that donates directly to the Humpty Dumpty Foundation? Is there someone in your team that could take on this most important role?

## #9 DON’T STOP FUNDRAISING EVEN AFTER THE FINISH LINE!

- A surprising number of donations are received after the event. Reaching out post event is a great way of letting those who have supported your efforts know what you have achieved while providing a perfect opportunity to prompt anyone who still hasn’t donated.
- **REMEMBER** - the corporate who sits on top of the leader board at midnight Thursday 2 June will have Phil Kearns AM, creator of the Balmoral Burn visit their office to present the Corporate Challenge Cup!





# HELPFUL TEMPLATES: INTRODUCING HUMPTY



The key messages have been written to help you draft any correspondence on the work of the Humpty Dumpty Foundation and that of the Humpty Dumpty Balmoral Burn.

## **About the Humpty Dumpty Foundation and the Humpty Dumpty Balmoral Burn**

For more than 30 years, the Humpty Dumpty Foundation has helped save the lives of children in hospital. Humpty supports Australian health services treating children by providing medical equipment and initiatives to help improve health outcomes.

To date, the Humpty Dumpty Foundation has provided medical equipment to paediatric wards, neonatal units, maternity, and emergency departments to around 500 hospitals and health services nationally.

Created by Wallaby great Phil Kearns AM, the Humpty Dumpty Balmoral Burn will celebrate 20 years on the hill on Sunday 29 May. After an unprecedented two years, the Balmoral Burn will see Corporate Australia and the entire community come together to take on Sydney's steepest streets, Awaba Street Mosman, in a 420metre uphill challenge. All to help our frontline doctors and nurses and sick kids in hospital!





# HELPFUL TEMPLATES: RECRUITING COLLEAGUES



Once you have introduced your company involvement in the 2022 Balmoral Burn, it's time to do a call out and onboard your entire workplace - to participate, fundraise or spectate!

**As a company we're proudly taking part in the Humpty Dumpty Balmoral Burn to help sick kids in hospital. We are stronger together so now we want to get you all involved!**

The Balmoral Burn is a unique race that not only challenges but unites us to support the good work of the Humpty Dumpty Foundation.

Created by Wallaby great Phil Kearns AM, the Humpty Dumpty Balmoral Burn will celebrate 20 years on the hill on Sunday 29 May. Corporate Australia and the entire community come together to take on one of Sydney's steepest streets, Awaba Street Mosman, in a 420metre uphill challenge, all to help our frontline doctors and nurses and importantly their little patients - sick kids in hospital.

<COMPANY> would love you to be involved - join in on all the fun as we support and cheer each other all the way to the top!

This year, not only are Corporate Sponsors of the Balmoral Burn competing for line honours(!!) but more importantly, we want to make a greater impact and encourage fundraising.

We are delighted to confirm that <COMPANY> has put down the first pledge of <\$11,000 (tier amount)> - let's see collectively what we can do to try and take out the Corporate Challenge Cup!

## What's Next?

As a thank you for your support and commitment in getting involved and making a difference, <COMPANY> has complimentary race day passes that will grant you free entry into racing at the Balmoral Burn.

***Please email me your interest and I can share the code....  
(OR simply post your codes for a first in, first served option)  
- it's your call!***

**Why not use our event reel to get your team engaged!**

**Choose how you distribute the free codes!**





# ASSETS: VIDEO REELS



The below footage has been selected to again help you connect your workplace to the cause and the event. **Watch it now** to see how you could incorporate such footage into a workplace pitch or teams meeting.



## **AVAILABLE FOR DOWNLOAD AND USE:**

CLICK EACH LINK TO DOWNLOAD FROM VIMEO

**[About the Humpty Dumpty Foundation \(60 seconds\)](#)**

**[2022 Balmoral Burn Event Showreel](#)**

### **Outcomes and impact**

how your support and involvement contributes to children's health across Australia.





# ASSETS: LOGOS + GRAPHICS



Below are some Balmoral Burn assets that we hope you can incorporate into your company messaging. They have been designed to assist with your recruitment of participants plus also fundraising assets to help support your ask of support from friends, family and colleagues.

**Please use responsibly.**



**AVAILABLE FOR DOWNLOAD AND USE:**

Balmoral Burn logo files & Style Guide for use

Stronger Together - brand awareness files

'Proud Sponsors' company graphic files

Sponsor me today graphic files

**DOWNLOAD ZIP FILE NOW**





# ASSETS FOR: SOCIALS + WORKPLACE



Below are some Balmoral Burn assets that we hope you can incorporate into your company messaging. They have been designed to assist with your recruitment of participants plus also fundraising assets to help support your ask of support from friends, family and colleagues.

*Please use responsibly.*



## AVAILABLE FOR DOWNLOAD AND USE:

Humpty Dumpty Balmoral Burn – Official Press Release

Social Media Graphic Tiles & Text Templates

Printable Posters

**DOWNLOAD ZIP FILE NOW**





2022 HUMPTY DUMPTY

# BALMORAL BURN



## MATCHED GIVING



The biggest way you can boost your teams fundraising efforts and double your impact is for your workplace to match the funds that you and your colleagues raise.

It's an amazing way for your workplace to demonstrate its support and to motivate your team members to raise funds.

Once the green light has been given, go back out to your network and let your team members know.

Offer any tips on how they would go about getting dollar for dollar matching and any other details required. If supported by your workplace, turn this into a hero moment!

This could even be enough to push your company to the top of the leaderboard and take home the Corporate Challenge Cup!

## GOT QUESTIONS?

Contact Claire Reaney on 02 9419 2410

or email [claire.reaney@humpty.com.au](mailto:claire.reaney@humpty.com.au)

[balmoralburn.com.au](http://balmoralburn.com.au)

