

# SCHOOL SCHOOL

Thank you for helping celebrate 20 years of this very special community event. Your school'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 – thank you! Thank you for taking the first steps in joining our community and participating for purpose in the 2022 Humpty Dumpty Balmoral Burn, helping sick kids in hospitals.

The Balmoral Burn celebrates 20 years in 2022, and we are so proud to have your school join us at the start line!

This guide has been created to help your school fundraise and to get the most out of the Balmoral Burn.

The emails we send you will guide you through critical actionable points to help ensure your school is set for race day. Of course, we are here to help – please reach out at any point with questions to Kat, who can be reached at kat.rae@humpty.com.au.

Humpty can't wait to see you on Sunday, 29 May. It's 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 by students, teachers and your local community.

Let's do this....





# 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 schools and community come together to take on Sydney's steepest street, Awaba Street Mosman, in a 420 metre uphill challenge. All to help our frontline doctors and nurses and sick kids in hospital!

We encourage your students to train for the day and become stronger together. As Phil Kearns says, "train those quadriceps", take the stairs, squat, stepup – whatever you do your body will thank you as you make your way up THAT hill!

And a reminder, thanks to the wonderful support and participation of senior schools, a total of 30 pieces of medical equipment totalling \$90,000 has been donated directly to help kids in hospital around Australia.





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.



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.





## IDEAS AND TIPS TO HELP GET YOU STARTED:

Below are some ideas that could help you engage and inspire your school and get behind the Balmoral Burn. Remember it is all about participation for purpose – *cause, connection and community*!

## #1 INSPIRE ACTION WITH PURPOSE

- Share Humpty's key messages
- Align Humpty's messaging with your school values
- Deepen engagement for students with the cause

## #2 SHOW YOUR SCHOOL IS SERIOUS

- Launch with a short video by your School Principal explaining why students are participating and the importance of helping sick kids in hospitals around Australia
- Encourage fundraising within the school and local community

## #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 school's journey in the lead up to race day Sunday May 29.

# #4 INTERSCHOOL CHALLENGE CUP BRING EVERYONE TOGETHER FOR GOOD

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

The challenge is on to see which school will have their logo sitting at the top of the leader board. With one school fundraising page, the school community can donate directly to this page.

Your school page will be shared with you once you have confirmed your commitment to participating in the Balmoral Burn.

#### **#5 MAKE IT FUN!**

The challenge is on to beat Phil Kearn's time up the Hill - do you want to challenge your School Principle - get creative!



## #6 SHARE SHARE SHARE

Now it's time to shout it from the rooftops that your school is participating and fundraising to support sick kids in hospital!

Don't underestimate the power of an email - add our fundraising email banner to your school signatures. 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 school network of your support.

#### **#7 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?

#### #8 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 school 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 school assembly to present the Interschool 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 school students 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!





# ASSETS: VIDEO REELS

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





#### **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 school messaging. They have been designed to assist with your recruitment of student participation. There are also fundraising assets to help support your ask of support from family, friends and the local community.











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

Balmoral Burn logo files & Style Guide for use Stronger Together - school files

**DOWNLOAD ZIP FILE NOW** 





## ASSETS FOR: SOCIALS

Below are some Balmoral Burn assets that we hope you can incorporate into your school messaging. They have been designed to assist with your recruitment of student participation. There are also fundraising assets to help support your ask of support from family, friends and the local community.

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#### 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** 

