



The Fred Hollows
Foundation

Community Fundraising

Help Fred's work live on!

Part 3: Fundraiser Profiles

If the fundraising ideas in Part 1 weren't enough to get you going, we'd like you to meet some of our greatest and most inspiring fundraisers!

Name: Alex Austin

Activity: Collecting 5c pieces

Fundraising Total: \$11,342.55

Alex raised thousands of dollars by asking Sydney-siders to donate their "pesky little 5c pieces" to her fundraising project for The Foundation.

Alex has always been interested in community work and found inspiration in Fred Hollows' tireless dedication to improving the quality of life of others. She was pleasantly surprised by the generosity of those donating to her collection. Alex also provides regular assistance to The Foundation through in-kind Events Management expertise.



Photo courtesy of Lorraine Hanna/Courier Newspapers



Photo courtesy of Broken Wings Entertainment

Name: Broken Wings Entertainment

Activity: 'Spare Change – Clubbing with a Cause'

Fundraising Total: \$4,500

In November 2006 non-profit organisation, Broken Wings Entertainment, was established with the intention of raising funds for selected charities through nightclub events.

With the inspired motto "*Clubbing with a Cause*", the organisation's goal is to utilise networks, talent and overall knowledge of the entertainment industry to organise events; the proceeds going to a specified charity.

In March 2008, Broken Wings Entertainment hosted a club night, with all proceeds going to The Fred Hollows Foundation. The event garnered much support from the nightclub entertainment industry and raised \$4,500.



Photo courtesy of Wild Women on Top

Name: Wild Women On Top

Activity: 'Ordinary women who do extraordinary things!'

Fundraising Total: over \$60,000 since 2005

This Sydney based adventure company specialising in women's adventure, fitness and coaching have a number of programs that support The Fred Hollows Foundation.

Wild Women on Top include an inspiring group of women whose goal is to climb the highest peak on each of the seven continents. In 2005 they reached the summits of Mt Kosciusko in Australia and Mt Kilimanjaro in Africa, Mt Elbrus in Russia in 2006 and Mt Aconcagua in Argentina in 2008. They plan to tackle the remainder of the Seven Summits by 2013.

Themed Dinner Dances supporting the Seven Summits campaign donated 50% of funds raised to The Foundation – raising \$30,000 from these events alone in 2007 and 2008.

Wild Women on Top also run Mother/Daughter climbs, the first of which in 2007 saw a team of mums and daughters summit Mt Kinabalu in Malaysia. A community concert called Rock for Sight is run annually, in aid of these trips and to raise awareness and funds for The Foundation.

An exciting new fundraising initiative, Coastrek, launched in 2010, challenging ordinary women and teams to walk an extraordinary 100km from Palm Beach to Coogee along Sydney's stunning coastline in 36 hours or less. For more information visit www.coastrek.com.au

Name: Patrick Rodden

Activity: Climbing Mt Kilimanjaro

Fundraising Total: \$11,355

Patrick climbed Mt Kilimanjaro, the highest peak on the African continent. He did it not only for the physical challenge, but to raise awareness and funds for The Fred Hollows Foundation. Patrick reached his fundraising total in less than 5 months in the lead up to his trip to Africa, using only online methods, proving that fundraising can be easy if you use resources and contacts you already have. Patrick emailed his supporters informing them about The Foundation's work, about how they could donate, and spurred them on with regular training updates to help him reach his fundraising target.



Photo courtesy of Patrick Rodden

You can create your very own fundraising webpage by visiting www.hollows.org.au/Fundraising/

Name: James Pittar

Activity: The Ocean's Seven Swim

Fundraising Total: over \$10,000 since 2006

Meet James Pittar - blind marathon swimmer, father of one, Australia Day Ambassador and an Extreme Fundraiser for The Fred Hollows Foundation!

James has a dream to be the first person to complete all seven of the world's most difficult marathon ocean swims.

Known as the 'Ocean's Seven', these open water marathons require an ability to swim in both very cold and very warm seas. Having already successfully completed four swims (Catalina Channel, 2006; Cook Strait, 2004; Gibraltar Strait, 2002; English Channel, 1998), James has three remaining challenges:

- Irish Sea, Scotland to Ireland
- Tsugaru Channel, Japan
- Moloka'i Channel, Hawaii

James seeks sponsorship and support through his personal networks, giving community presentations about The Foundation's work, and calling on family, friends, and colleagues to help him fulfil his dream.

For more information visit www.freestyleman.com/



Photo courtesy of James Pittar

Name: Sydney Water

Activity: 'Giving through Safety'

Fundraising Total: \$9,000 since 2007

Since 2007, teams of Sydney Water staff have been given the opportunity to raise money for a range of charities through the 'Giving through Safety' Program.

As part of the Program, workplace teams can 'earn' a donation to charity each year by reaching important Workplace Safety standards. The more safety standards and targets that are met, the larger the donation to the team's charity of choice.



Photo courtesy of Murray Harris/Sydney Water

The Foundation has been lucky enough to be supported by the same team in both 2007 and 2008, with a total of \$9,000 donated so far.

In August 2008, team members visited The Foundation to present their cheque to Foundation CEO Brian Doolan (pictured).



Name: Pella Maltabes and the Gladstone Community

Activity: 'For the Sight of Others'

Fundraising Total: over \$140,000

Insights from Pella Maltabes

Since the inception of "For the Sight of Others", in Gladstone in April 2008, I have had the opportunity to travel many roads, and experience a plethora of emotions.

The Gladstone Community at large has opened "roads" into corporate offices, schools, senior citizens clubs, government, community clubs and much more.

Along each road I have been truly humbled by the generosity of others – from Grade Three students setting up special fundraising stalls at their local fates, to major corporations opening their cheque books, to retired folk on pensions giving – when they really had little to spare.

Local Government opened their doors to offer support and community clubs like the many Rotary Clubs of Gladstone, supporting us in too many ways to mention.

My journey over the last 14 months has been truly fulfilling both spiritual and financially for the cause.

The one major issue I would like to touch on is how a community can become one for a cause – for me this was almost overwhelming. Without the support of my fellow Gladstonians we would not have survived and prospered. The community has shown me how you can do so much with so little - one might say with a wish and a prayer – this community has enabled "For the Sight of Others" to raise in excess of \$140,000 – and this amount is still growing as I write.

The Gladstone Community has truly demonstrated by relentless deeds of selflessness - that "it is the responsibility of those who have, to provide for those who have not".

Name: Mount Elephant Pancake Barn

Activity: Donations in lieu of tips

Fundraising Total: \$70,000 since 1999

Lew and Pam Bretz are co-owners of the famous Mt Elephant Pancake Barn at Elephant Pass in Tasmania and a second restaurant in Launceston. From their two restaurants they make tasty European style crepe-pancakes for customers from all around the world.

“Our formula is simple. We state on the menu that we don't accept tips but in lieu of them, are happy to accept donations for The Fred Hollows Foundation. If customers are pleased with their meal they often consider making a donation to this worthy cause,” says Lew.

“We were so pleased when we reached our first \$3000, and could think of no better use than making it available to Fred's people. It's easy to be inspired raising funds for The Foundation when you consider that for as little as \$25 you can restore sight to someone in some developing countries. It doesn't cost much to change a life and that's powerful stuff.

