



WHEN PIGS FLY

radiothon for Q^walayu House

Fundraising Tool Kit

Never doubt that you can make a difference! In 2009, seven-year-old Jeneece Edroff embarked on a penny fundraiser to build a home away from home for families seeking health care in Victoria. People said this would happen “when pigs fly”, but one little kid’s perseverance rallied the community and turned a dream into reality: Jeneece Place in Victoria, which then inspired [Q^walayu House](#) in Campbell River.

We invite you to rally your community of friends, family, coworkers, and customers to fundraise for our 2024 When Pigs Fly Radiothon, and help Q^walayu House to continue to be a safe welcoming home for families to stay while their children receive health care in Campbell River for years to come.

Your fundraiser can be anything that raises awareness about Q^walayu House and encourages donations.

- Host a social or corporate event
- Place a donation box at your store’s till or in your office
- A portion of sales during a particular timeframe could be donated
- A team or department fitness challenge, like a walk-a-thon

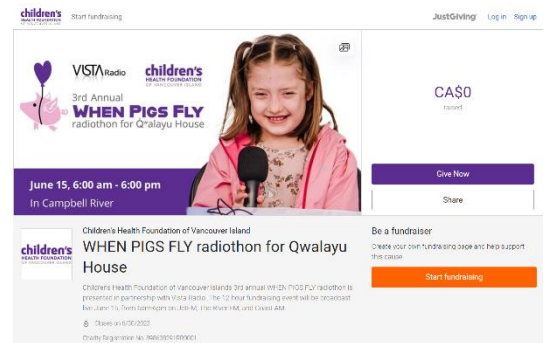
The Children’s Health Foundation is here to support your efforts, so let us know how we can help! We may be able to provide Radiothon signage, donation boxes, brochures, or other materials just let us know. Thank you for choosing to fundraise for the [***WHEN PIGS FLY radiothon for Q^walayu House.***](#)

On the following pages of this document, you will find a super easy, step-by-step guide to help you create your individual fundraising page, and/or create a team fundraising page. Your dedication and passion in helping to raise awareness and funds for the Radiothon will enable Q^walayu House to continue to be a safe welcoming home for families to stay while their children receive health care in Campbell River for years to come.

When a community rallies together, everything is possible!

How to create your individual fundraising webpage

1. Go to www.justgiving.com/campaign/whenpigsfly2024
2. Click on the 'Start Fundraising' button.
3. Sign up for a JustGiving fundraising account and add your first name, last name, email, and create a password.
4. Complete your profile by filling in your address information.
5. Choose a type of fundraiser, or select the "Doing your own thing" option for general fundraising.
6. Share details about your activity including the type of activity, activity details, and date of activity (optional).
7. Set a goal for how much you would like to raise. Ensure the currency type is set to Canadian dollars (CAD).
8. Personalize your page:
 - a. Page title – keep this short and sweet. This will be what people see when they land on your fundraising page, or when you share it on social media.
 - b. Why are you raising money – tell your story. Share why you are raising money, how you are doing it, and what inspired you to fundraise.
 - c. Customize your web URL.
9. Upload a photo to your fundraising page.



How to create a team from your fundraising page

Team pages allow you and your friends/family/colleagues to join your individual fundraising pages together to contribute to an overall total. They're great if you want to raise money separately while still contributing to a larger team goal. The page will list each individual page and the collective total you've raised together.

1. Create a fundraising page following the process described on page 3 of this document.
2. On your page click the link called 'create a team.'
3. Give your team a name.
4. You'll be asked to confirm that you are fundraising for the WHEN PIGS FLY Radiothon.
5. Provide the story behind your reason to fundraise together and add a cover photo.
6. Set the team's fundraising targets:
 - a. You can set targets for individual team members by using the drop-down
7. Choose your team's web address and click on 'create a team.'
8. Invite your friends to join your team.

How to manage who's on my team?

1. Click on the member's tab at the top of your team page.
2. From here you can make your team page:
 - a. open for anyone to join OR by invitation only.
 - b. Invite or remove team members.

Prefer to fundraise as a group on the same page?

If you and your teammates would prefer to use the same page, create a regular fundraising page and list all of your names in the story section. Choose a web address that reflects your team name. You could also update the name in the account to reflect your team name.

If you have any questions at all, please contact
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Thank you and have fun fundraising!