



CANBERRA HOSPITAL FOUNDATION

DIGITAL PHILANTHROPY CAN GIVE DAY 2021

Canberra Hospital Foundation (CHF) supports patients at any age, for any illness, bringing hope, comfort and understanding to patients and their families. The Foundation supports activities that provide respite, therapeutic programs, decreasing distress and research to improve everyday patient care, patient wellbeing, and health outcomes.

In 2020, they engaged **Catalyst Management** to run their first ever giving day and raised \$315,000 on a target of \$200,000. The goal in 2021 was \$250,000 with a stretch target of \$300,000.



What did we change?

The uncertainty of the ongoing challenges caused by the pandemic, and the health concerns and requirements of being part of a large hospital meant that CHF needed to be ready for anything.

Events and competitions - like **CAN YOU SING** - pivoted to **online**.

Other enhancements included:

- A specially tailored online **fundraising kit**.
- Enhancing the **creative** design and collateral.
- **Improved digital platform** capability and design.
- Further development of **gamification** and proactive fundraising by **local teams and 'champions'** from the community and the hospital departments.
- A unique appeal to Canberra's embassy community raised over **\$11,000**



The **CAN GIVE DAY** highlight was a **live-streamed singing competition** with **Foundation Ambassador and world-famous musician Leo Sayer** and **Canberra's own *The Voice* finalist, Lucy Sugerman** as judges.

The event raised nearly **\$41,000!**

The winner was chosen for talent and donation voting and won **\$2000**, a spot on the live summer concert and a mentoring session with **Leo Sayer**.



Key Metrics

\$305,000 raised
\$250,000 target
1,304 donations online
\$61,700 matched funds



Click the image to watch campaign video



Helen Falla, CEO
 Canberra Hospital Foundation

“ Preceding the campaign, a COVID-19 outbreak led to a territory-wide lockdown and restrictions on public gathering. With the uncertainty of when the lockdown would end and how the restrictions on the number of people for gatherings would impact on in-person event fundraising, there was a real need to create targeted virtual fundraising events to deliver the event this year. The silver lining was that this helped engage with different and new audiences. Our team worked very closely with the Catalyst Management team as we needed quick and immediate responses to the ever changing circumstances. The result was more than we had hoped for in the current environment and we are delighted with the result. The support from Catalyst throughout these multiple changes of tweaking the gamification and peer to peer virtual fundraising concepts gave us confidence we were on the right track. It was a new and shared experience through a most unusual time for which we thank the Catalyst team for their always balanced, calm and professional guidance. ”



CONTACT

Lawrence Jackson
Juliana Payne

ljackson@catalystmanagement.com.au
jpayne@catalystmanagement.com.au