

# 2017 Sydney Running Festival Registration & Fundraising

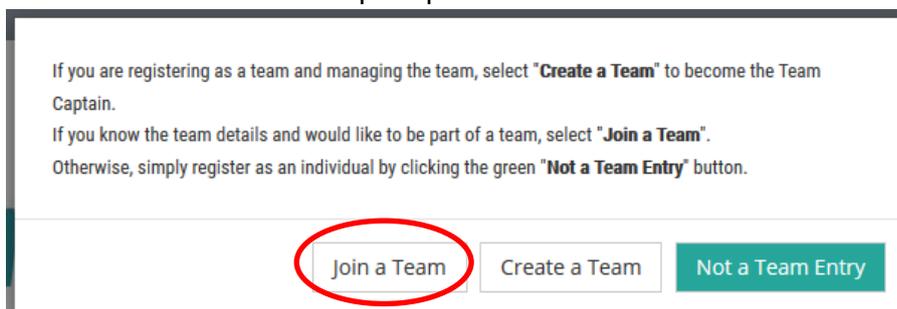
## REGISTER

1. Register to participate in the 2017 Sydney Running Festival with CHeBA in support of Kids4Dementia (K4D). Once you have registered all members of your duo/family participating in the event (including those 5 and under) you can set up your fundraising page.

Choose the event you would like to participate in (note that the majority of Team CHeBA for K4D will be in the Family Fun Run – B Group as per Step 4).

### [REGISTER HERE](#)

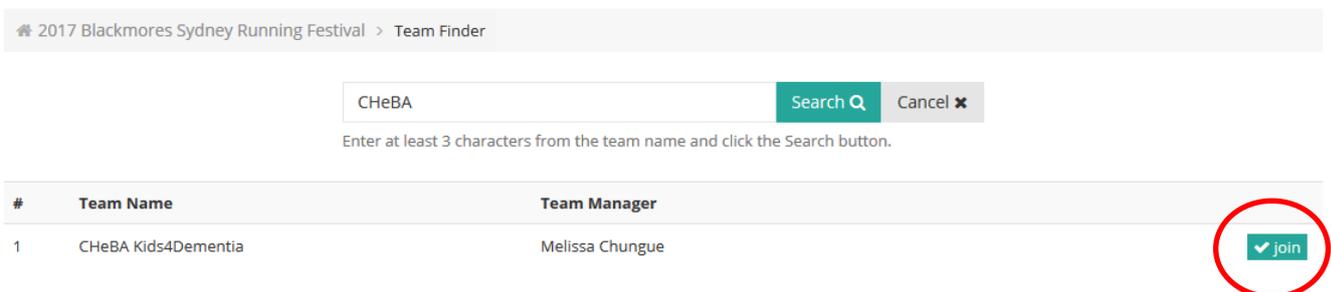
2. Select 'Join a Team' when prompted



If you are registering as a team and managing the team, select "Create a Team" to become the Team Captain.  
If you know the team details and would like to be part of a team, select "Join a Team".  
Otherwise, simply register as an individual by clicking the green "Not a Team Entry" button.

Buttons: **Join a Team** (circled in red), Create a Team, Not a Team Entry

3. In the search field look up **CHeBA Kids4Dementia** and select to 'Join'



🏠 2017 Blackmores Sydney Running Festival > Team Finder

Search input: CHeBA [Search] [Cancel]

Enter at least 3 characters from the team name and click the Search button.

#	Team Name	Team Manager	
1	CHeBA Kids4Dementia	Melissa Chungue	<b>join</b> (circled in red)

4. Enter all of the details of the entrant and select 'Continue'.  
NB. All members of your team will need to be registered before setting up your fundraising page, including children 5 and under who can run for free

NB. In the 3.5KM Family Fun Run, the majority of Team CHeBA for K4D will be in the B Group starting time with children aged 5 – 12 year. If you would prefer to run or walk the whole course, feel welcome to select a different starting group

\* Start Group  Family Fun Run - B Group - Run Or Jog (Finish Between 25 - 40 mins) 

For slower runners, joggers or walkers it is important to be in the correct starting group. This will allow you to enjoy the event at your own pace and provide you with the best possible end result.

5. Choose to fundraise by pressing the 'Select' button to slide the toggle to the right and 'Continue'
6. At this point you can choose to purchase some festival extras, **please note you will receive a Team CHeBA for K4D branded singlet and cap especially designed for the day that we ask you to wear during the race**
7. Enter your payment information and 'Continue'. You are now registered for the Sydney Running Festival on Team CHeBA for Kids4Dementia. A receipt and e-ticket will be emailed to you

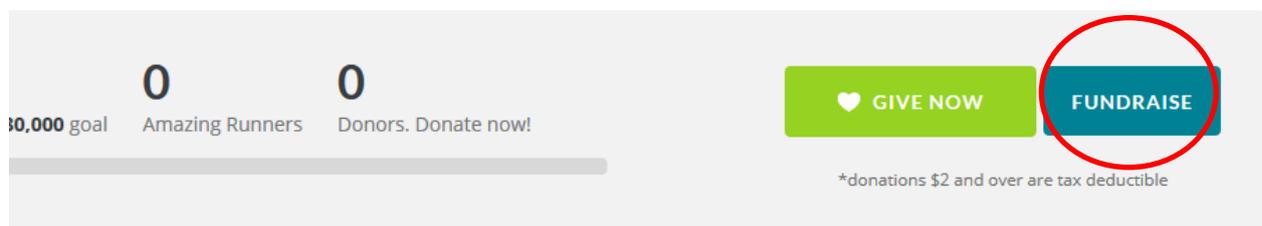
### The next important step... Set up your page to FUNDRAISE

**Feel free to contact Mel at [m.chungue@unsw.edu.au](mailto:m.chungue@unsw.edu.au) if you would like some assistance in getting you all set up!**

1. [Click Here](#) to set up your page. The fundraising team page is called **Kids4Dementia**
2. Select 'Fundraise'.

## Kids4Dementia

SUPPORTING CENTRE FOR HEALTHY BRAIN AGEING (CHEBA) IN BLACKMORES SYDNEY RUNNING FESTIVAL 2017



0 Amazing Runners 0 Donors. Donate now!

10,000 goal

GIVE NOW FUNDRAISE

\*donations \$2 and over are tax deductible

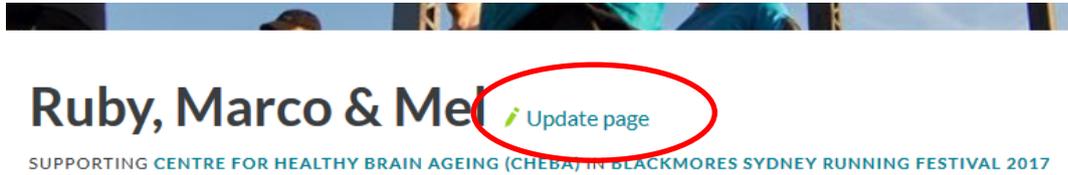
3. Choose a name for your fundraising team. This will create a unique web address for your fundraising page to share with your family and friends, example in the below:

PAGE NAME

Ruby, Marco & Mel

This will create a unique web address for your fundraising page.

- Go through the steps listed to create your account. Once completed you will receive a link to your email account, select **'Activate Your Account'**. This will then send you to your newly created team fundraising page.
- Create your account to manage your fundraising page. You will need to activate your account via a link you will receive by email
- Update and personalise your team page



Update the following sections:

**Update page details**

**Ruby, Marco & Mel**  
CENTRE FOR HEALTHY BRAIN AGEING (CHEBA)  
[Update account details](#)

**PHONE NUMBER**  
412303565

**FUNDRAISING GOAL**  
\$ 1500  
How much are you aiming to raise for your cause?

**MY STORY**  
This September Ruby, Marco and I are participating in our first family fun run - we hope this will be the first of many!

**Annotations:**

- Red arrow: Add a photo of your team (points to photo upload area)
- Red arrow: Amend your fundraising goal to \$1500 (points to goal field)
- Red arrow: Personalise your story to reflect why you are fundraising and getting involved to inspire people to support you and donate – please see the last page of this document for some significant facts and statistics about dementia that you may like to use (points to 'MY STORY' section)

**You are now all set up and ready to fundraise!**

## SOME FUNDRIASING HINTS & TIPS

### Tip 1: Keep it personal

Rather than sending group emails, go through your contacts one by on and make the emails personal. You will have a far better response and at the same time increase awareness about your cause. If relevant, relate the cause to your experience, or provide context for your choice to support this cause.

### Tip 2: Set a target

Set a target. The groups that are part of Team CHeBA for K4D are setting the goal of \$1,500 each with the collective goal of reaching \$30K.

Provide updates as you get closer to your target or what more you need to reach this. If you reach your target, set a new goal to compel people to continue donating.

### Tip 3: Spread the word

Promote your cause via as many channels as possible, e.g. email, Facebook, Instagram, Twitter, LinkedIn. **Ensure you share your personalised donation link with every message.**

You are part of a team. Use the hashtag **#kids4dementia** and tag people/organisations wherever relevant to increase the number of posts, likes and therefore interests in the cause, for example the Centre for Healthy Brain Ageing & Dementia Collaborative Research Centres:



[@CHeBA\\_UNSW](https://twitter.com/CHeBA_UNSW)

[@DementiaCRC](https://twitter.com/DementiaCRC)



[@CHeBACentreforHealthyBrainAgeing](https://www.facebook.com/CHeBACentreforHealthyBrainAgeing)

[@DCRC.Australia](https://www.facebook.com/DCRC.Australia)

### Tip 4: Get companies on board

Find out who the best person in your workplace is and speak to them about being supported through your company, or the ability to approach your colleagues for donations. Offer to match \$ for \$ donations or ask if you can share your fundraising efforts through a company newsletter or community page.

Make sure you know the facts; you need to inspire them that the fundraising is actually going to make a difference.

### Tip 5: Get creative

Have a work/community/family fundraiser. E.g. with approval from work, have a mufti day where everyone who dresses down donates \$2 to your team. Sell homemade cupcakes for a donation. Auction off an item.

Be inventive with ideas. Compel people to donate.

#### Tip 6: Reach out

Send letters to your local community groups such as Rotary who are always interested in community programs particularly pertaining to health, and ask them to support you.

#### Tip 7: Acknowledge & appreciate

Write a personal thank you message from you fundraising page, or share a note of gratitude on supporter's Facebook pages with a little note about dementia. This is a good way to generate more knowledge of what you are doing, as well as raise awareness of CHeBA and the K4D program, and demonstrate your appreciation.

#### Tip 8: Post event wrap up

How much did your team raise? How will it help, who will benefit? How can people find out more information? By sharing a post event summary this will often generate some late donations to your page.

Share photos from the day of the event.

#### Tip 9: Be passionate

Understand and know the importance of the cause you are supporting, and remember that what CHeBA and Kids4Dementia are doing now will help reduce the stigma of dementia and increase children's understanding of this chronic disease, contributing to create a dementia-friendly society.

### **Some facts & statistics about dementia to share**

- A new case of dementia is diagnosed somewhere in the world every 3 seconds
- Currently a third of young people know someone living with dementia, and with 1.1 million Australians expected to be living with dementia by 2050, it is likely that the majority of today's youths will come to know or meet someone with the condition.
- Two thirds of children tell us that they would like to help someone with dementia but that a lack of understanding could be holding them back.
- The stigma experienced by people living with dementia is real and common. Over 55% of children believe that if people knew more about dementia life would be better for those with the condition
- Currently around 244 people each day are joining the population with dementia in Australia. The number of new cases of dementia will increase to 318 people per day by 2025 and over 650 people per day by 2056.
- There is strong evidence that dementia builds up at least 25 years before you start showing any signs.
- In Australia, the average delay between the onset of noticeable symptoms and a firm diagnosis is 3.1 years.
- If dementia were a country, it would be the world's 18th largest economy and as a business it would be the largest global enterprise.
- At current rates, the number of people with dementia is estimated to increase to almost 1.1 million in Australia by 2050, which will require a tripling of the aged care workforce and 500 new nursing home beds required for people with dementia every single month over the next 40 years.
- By 2050, the economic cost of dementia is predicted to be almost three per cent of gross domestic product.
- Recent estimates suggest the cost of dementia globally is \$818 billion (or 1.09% of global GDP).
- In Australia alone, the estimated cost of dementia was \$14 billion in 2017, of which 61% were direct costs and 38% were opportunity costs. This figure is projected to increase to \$28 billion by 2056.
- If the number of people developing dementia aged over 65 years can be reduced by just 5%, this could save \$5.7 billion between now and 2025, or a staggering \$120.4 billion by 2056.
- For every dollar spent on research for dementia there is \$7 spent on cancer.