



Physiotherapy  
Research  
Foundation

**Get**  
**INVOLVED,**  
**make a**  
**DIFFERENCE**

**THROUGH RESEARCH**

**FUNDRAISING GUIDE**

# WELCOME

Welcome to your Physiotherapy Research Foundation (PRF) Fundraising Guide. Whether you've been with the PRF for a while, or learning more about us, we're happy to have you on board.

With your help and support, the PRF can make a difference to the many Australians who seek physiotherapy at different points in their lives.

The PRF is focused on developing research which can further enhance the physiotherapy profession and also advance career opportunities. Since 1990, the PRF has awarded over \$1.6 million in grants, which has funded research across multiple areas, including respiratory conditions, continence, cerebral palsy, Parkinson's disease, and knee osteoarthritis.

The grant programs operate under the guidance of a grants review committee comprised of physiotherapists currently working in leading research institutions across Australia. The PRF provides grants to support innovative physiotherapy research, which can:

- Improve the quality of life and wellbeing of all Australians.
- Contribute to the evidence base for the physiotherapy profession.
- Inform policy, clinical practice and education for physiotherapy.

## This is how your fundraising efforts can make a difference;

### \$1 GOES A LONG WAY



For every \$1 invested by the PRF into research grants, \$6.35 of further research funding is generated.

### \$1K TRANSFORMS



\$1,000 transforms complex research findings into custom infographics that speak to many.

### \$10K SUPPORTS



\$10,000 supports an early career researcher through the PRF Seeding Grant program.

To help make your fundraising effort as easy as possible, we have put together this Fundraising Guide, within you'll find helpful tips and ideas to get you started.

Now all you have to do is choose a fundraising activity that works best for you! The PRF is here to help, so contact us via email at [PRFinfo@australian.physio](mailto:PRFinfo@australian.physio) with any questions.

**Good luck**

# The Process

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1.



## Register

Before commencing your PRF fundraising planning and advertising, decide what style of fundraising you'd like to proceed with. Check out this guide for helpful tips and ideas, or alternatively, get creative and let us know what you're thinking about! Either way, to ensure your PRF fundraising is fun, and legally compliant, contact the APA to register your interest in hosting an event via the [Fundraising Registration Form](#).

2.



## Approval

Once your PRF fundraising is approved by the APA, you'll receive an *Authority to Fundraise* document. This will contain any relevant terms and conditions to your PRF fundraising. If you have multiple events planned, the APA will provide final approval for each event.

3.



## Marketing

From posters, to digital and social media assets – we've got you covered for your PRF fundraising. Simply download the marketing toolkit that corresponds with your PRF fundraising initiative. Visit [https://australian.physio/prf\\_fundraising](https://australian.physio/prf_fundraising) to access the toolkit.

4.



## Organise

Set up your PRF fundraising page. This can easily be done through <https://www.mycause.com.au/events/fundraisingforprf>. Simply choose your PRF fundraising initiative, create your page and personalise your messaging, including your fundraising target. Setting up your page makes asking for donations easy, trackable and transparent. Once you've got your page all set, get out in the community, chat to your friends or family, share on your socials and get everyone involved!

5.



## Collect

We have teamed up with 'My Cause' to facilitate all fundraising activity. Head to <https://www.mycause.com.au/events/fundraisingforprf> for more information on how you can use this. Please note, the PRF will receive any funds donated directly, and donors are sent a receipt immediately.

6.



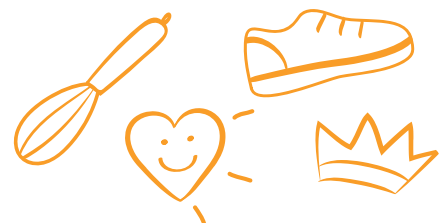
## Relax!

Phew, you got there, or you're almost there with your PRF fundraising, depending on when you complete your initiative. Thanks for being a fundraiser! Now it's time to sit back and relax, knowing that your PRF fundraising is helping important physiotherapy research.

# Fundraising Initiatives

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We have identified four main fundraising initiatives that allow us to support you. With each activity identified, we have also created a marketing toolkit which can be accessed once the activity has been authorised.



# FIT4PHYSIO



Get up and moving for a good cause! Fit4Physio is the PRF's signature fundraising event and one we cannot speak more highly of. We all know the benefits of getting up and getting moving, whether it be walking, running or choosing a physical activity of your choice. And for 40 minutes each day for four weeks? You've got this!

## Tips to get you started

### Where?

Anywhere you can move! This could be in your home, or outside – you choose.

### With who?

By yourself, or with the help of your colleagues, friends, family and your wider community.

### How?

1. Pick an activity that will get you, and alternatively you and others, up and moving! This could be through walking, running, dancing, yoga, skipping, a combination of activities, or something of your choice.
2. Set 40 minutes aside each day to complete the activity. If you're doing this in a team, get creative on how you can each do this, or take a day each, it's up to you.
3. Complete this challenge within four weeks.
4. Enjoy, have fun and raise funds to support researchers.

## Downloadable toolkit assets



Poster



Instagram tile



Digital banner

[Click here](#) to download your Fit4Physio assets



# BAKE4PHYSIO

For your inner foodie, or the foodies in your life, enjoy some delicious treats with others for your PRF fundraising.

## Tips to get you started

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### Where?

Virtually, or in-person.

### With who?

**Colleagues, friends and family.**

### How?

The options are endless to host your PRF fundraising Bake4Physio! Here's a few tips to get you started:

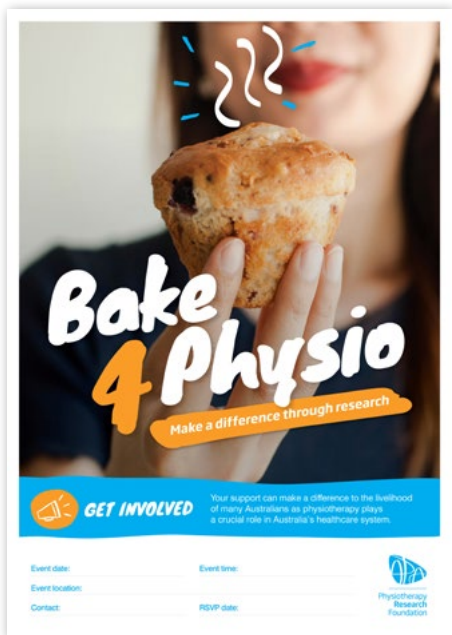
- Baking is fun, but don't feel it's all on you! Get your friends and family, or colleagues together and organise

a bake-athon. You could all bring your best baking goods, or alternatively, approach local cafes and see if they would be interested in hosting or supplying goods.

- If you're in an office or hospital, let the Human Resources Manager know you are interested in creating an event.
- Choose a date and decide how you would like to do this (virtually, or in-person), and most importantly – what food you'd like!
- Download your PRF fundraising marketing toolkit too to help spread the word.
- Have fun, enjoy and raise funds to support researchers.

## Downloadable toolkit assets

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Poster



Instagram tile



Digital banner

[Click here](#) to download your Bake4Physio assets

# DRESS4PHYSIO

Love a good dress-up or dress theme? This is your chance to choose the dress theme of your dreams and get others involved all in the name of research!

## Tips to get you started

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### Where?

Through your workplace, school or other community in person or via a virtual catch-up

### With who?

Colleagues and your wider community

### How?

1. Many offices, local schools and businesses have casual or free dress days already in place. Speak to your local school teacher/principal, human resources manager or office manager and suggest the PRF for either a once-off, or ongoing donation.
2. Pick a dress theme. This could be as simple as a day of denim (or simply jeans), or enjoying relaxing in your trackies/athleisure for one day during a designated month. You might have a favourite type of shirt, or a specific jumper that could get a mention here – the choice is up to you!
3. Once your office, school or business are on board, select a date for your fundraiser and advertise the event with your marketing toolkit. Remember to include information about your fundraising page, or how people can contribute to the initiative.
4. Enjoy your dress theme day and please do take lots of pictures! Have fun and raise funds to support researchers.

## Downloadable toolkit assets

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Poster



Instagram tile



Digital banner

[Click here](#) to download your Dress4Physio assets

# FUNDRAISE4PHYSIO



Already running marathons, charging through fun-runs or walkathons, or acing triathlons? Regardless of the mass event you partake in, or if you'd like to take one up, read on to learn more.

## Tips to get you started

### Before I start this, what should I do?

Remember, before getting started on your PRF fundraising to follow all steps on page three in this document that contains your guide to fundraising with the PRF, including registration and approval from the APA.

### Where?

At an organised event in your state or territory. Options include:



### With who?

By yourself, or with the help of your colleagues, friends, family and your wider community.

### How?

Easy! You can get involved in any of the above events and raise money for the PRF. We have already developed fundraising pages to assist you with your efforts.

Participating in a different event? It's simple to get involved, just register for an event, create a fundraising page and ask your friends and family to support you. Contact us via email at [PRFinfo@australian.physio](mailto:PRFinfo@australian.physio) for more information.

## Downloadable toolkit assets



Poster



Instagram tile



Digital banner

[Click here](#) to download your Fundraise4Physio assets

# Tips for your PRF fundraising

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From reaching out, to health and safety and everything in-between, we've got you! Take a look at these helpful tips for your PRF fundraising initiative.

## Reach out

You might be surprised at the number of people who may want to be involved, so do let your friends, colleagues, family and patients know about your PRF fundraising. This can be anything from asking them to help fundraise and contribute, through to helping you organise your PRF fundraising initiative. You can even ask local businesses if they might be interested in being part of your PRF fundraising. This could be through supplying prizes, or assisting with printing costs.

An easy way to kick-start this process might be to make a list of everyone you know and get in touch with them in the way you prefer to communicate (email, social media, text, phone call, or in-person). Remember to let them know as early as possible (and that you're fundraising for a good cause too).

## Use social media

You know how to best use your socials. Whether you tweet, 'gram, share status updates or do something else entirely, the choice is up to you as to how you get the word out for your PRF fundraising initiative. You might even want to set up an event page – the choice is up to you.

## Think about health and safety

Always think about the safety of those attending, volunteering or working at your event. Before you get started, it is always best to check if you need to:

- inform police, the local fire station, or St John's Ambulance, and/or,
- obtain permits from your local council to hold your event.

## Be COVID Safe

No matter what your PRF fundraising initiative is, please ensure you follow the most up-to-date government guidelines. If you are considering taking on a fundraising activity, please take all relevant safety precautions. We strongly advise you only carry out low-risk events and activities, or consider how you could virtually hold your PRF fundraising. We recommend using online payment options wherever possible.

## Looking for publicity?

So you've downloaded your marketing toolkit, spread word on the socials, and gotten everyone you can think of involved? Nice one! Did you know that where possible, the APA may also make mention of your PRF fundraising via PRF news channels? Contact us via email at [PRFinfo@australian.physio](mailto:PRFinfo@australian.physio) to see if we can help spread the word.

## Say thank you

Individually thanking your supporters is such an important way to connect and let those amazing people in your life know how much their support means, plus, it may also help gain potential fundraising support. Be creative and think about sending personalised messages wherever possible.





# Questions? Contact us

Thanks for taking a read of our PRF fundraising guide. We appreciate your time, and your interest in starting your PRF fundraising initiative. Any questions? Contact us via email at [PRFinfo@australian.physio](mailto:PRFinfo@australian.physio). Ready to go with your PRF fundraising initiative? Also email us at the address above, and we'll send you the Fundraising Registration Form to get started!

## Before I start this, what should I do?

Remember, before getting started on your PRF fundraising to follow all steps on page three in this document that contains your guide to fundraising with the PRF, including registration and approval from the APA.

## The legal stuff

PRF is a registered Health Promotion Charity. Under the Charitable Fundraising Act, you must receive approval from a registered charity before you conduct any fundraising activity. Please note: All donations are tax deductible.

Once you have registered and been approved to fundraise on behalf of the PRF, you will be sent an Authority to Fundraise with any relevant [Terms and Conditions](#), so keep an eye out for this.

**THANK YOU** for choosing to fundraise for the PRF.





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