

# THE WORLD'S GREATEST SHAVE FUNDRAISING GUIDE

Everything you need to know to reach your fundraising goal and fuel real, tangible change for Australians facing blood cancer



Leukaemia  
Foundation

**World's  
Greatest  
Shave**

## ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation with First Nations peoples of Australia, the Leukaemia Foundation acknowledges the Traditional Owners of the Countries on which we operate.

We acknowledge and respect First Nations peoples' spiritual beliefs, connections to land, sea and communities.

The Leukaemia Foundation pays our respect to Elders past and present and extends that respect to all Traditional Owners across the Nation.



## THAT'S BLOODY BEAUTIFUL

Thank you for taking on the World's Greatest Shave. You've joined a community of trailblazers, determined to shape a brighter future for blood cancer patients and their families. And that's a pretty big deal.

In this guide, you'll find everything you need to know – from fundraising tips and ideas to donating your hair. Every dollar you raise will help provide practical and emotional support services, fund breakthrough research projects, and help us campaign for change for Australians with blood cancer.

We couldn't do this life-changing work without you. So, from everyone at the World's Greatest Shave, thank you.

Urvi Majumdar first connected with the Leukaemia Foundation when her father was diagnosed with blood cancer last year.



## BY TAKING PART, YOU'RE CHANGING THE LIVES OF AUSTRALIANS LIKE URVI AND HER DAD

“ Our family is forever indebted to the Leukaemia Foundation for all the ways they've supported us through the very difficult journey we've been going through with Dad's illness. We've had to go to Royal Melbourne Hospital over 10 times for hundreds of days, both in the wards and ICU.

When emergency strikes, living next to the hospital in Leukaemia Foundation accommodation is a huge blessing. The Leukaemia Foundation has also provided a beautifully supportive community. ”

By taking part in the World's Greatest Shave, the funds you raise will do wonders for families like Urvi's. Giving them the information, support and care they need to make it through. And that's bloody beautiful.



### THREE WAYS TO TAKE PART

#### SHAVE

Enjoy the buzz of shaving your hair. We suggest clipper length number one or two, but if you're opting for a slightly longer hairdo, choose three or four.



#### CUT

Lop off your locks and enjoy a fresh new hairstyle. Whether it's a pixie cut, a fade, a bob, or something else, you'll be a walking, talking billboard for blood cancer support and research.



#### COLOUR

Try out that hair colour you've always wanted, and let blood cancer patients know you're in their corner.





## FIVE TIPS TO GIVE YOUR FUNDRAISING A BOOST

### 1 Making the first donation to your page

is the easiest way to get the ball rolling, and it shows others that you're leading by example. If they're unsure how much to donate, it also gives them an amount to match.

### 2 Sharing your fundraising page on your socials or via email

is a quick and easy way to receive donations. Not sure what to say? You can find a message template in your dashboard.

### 3 Sell your pre-loved goodies

from around the house or sell them on Gumtree or Facebook Marketplace. It's a great way for a quick cash injection and to de-clutter the house at the same time.

### 4 Organise a raffle for your event

and ask local businesses to donate a prize or gift voucher. Then spread the word and sell raffle tickets in exchange for a \$5 or \$10 donation to you.

### 5 Check out our online resources

available on the World's Greatest Shave website – from printable bunting to event day ideas. Scan the QR code to view our online resources.



## HOW YOUR FUNDRAISING MAKES AN IMPACT

Big or small, every donation matters – and helps us support Australians living with blood cancer today, while investing in a better tomorrow.

# \$30

provides an information pack to a family who've just received a blood cancer diagnosis, and helps them understand and prepare for the challenges ahead.

# \$64

makes sure that a Blood Cancer Support Coordinator is there for someone newly diagnosed to help them navigate the scary moments that follow diagnosis.

# \$80

provides the first night of accommodation for a regional family who has urgently relocated to the city for life-saving treatment with nowhere to stay.

# \$150

supports the research of a PhD scholarship recipient for a whole day. This brilliant scientist could discover the next great breakthrough towards a cure. And it could be because of you.



# GIVE YOUR HAIR A SECOND LIFE

By donating the hair you Cut or Shave, you can take your impact even further. We've teamed up with Sustainable Salons to recycle your hair into charitable wigs for Australians with cancer.

Hair too short for a ponytail? We can still transform your hair clippings into floating hair booms to mop up oil spills in our oceans.

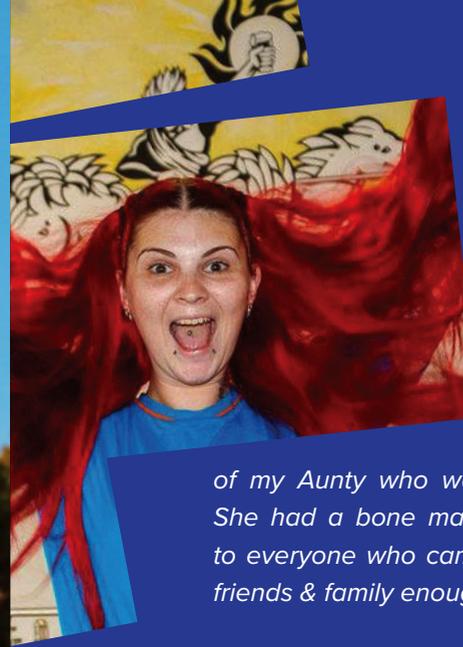
Last time around, our community donated 9,156 ponytails. That's enough to make 458 wigs for patients who have lost their due to treatment.

## How to donate hair

Ponytails that are a minimum of 20cm, dry, tied at the top, middle and bottom (coloured hair is okay) are to be placed into a zip lock bag and posted to:

*World's Greatest Shave Ponytails*  
c/o Sustainable Salons  
GPO BOX 322 SYDNEY, NSW 2001

Dry hair clippings and ponytails shorter than 20cm must be placed in a separate zip lock bag and posted to the above address. Check out [worldsgreatestshave.com/donate-hair](http://worldsgreatestshave.com/donate-hair) for more details, or scan the QR code.



## BINNI'S BIG DAY

Binni held her legendary Shave event at a local brewery in Brisbane and pulled out all the stops in an effort to raise funds for Australians facing blood cancer. The end result? Over \$8,000 raised and 83cm of luscious red locks donated.

*“What a day it was! I shaved in support of my Aunty who was diagnosed with leukaemia nine years ago. She had a bone marrow transplant that saved her life. Thank you to everyone who came and supported! I can't thank the community, friends & family enough from the bottom of my heart!”*

## STEF CHOPS OFF HIS LOCKS

One day, Stef's mum – who was living with cancer – suggested that he should grow his hair out and donate it to someone who might need it. Six months after that conversation, she sadly passed – leaving him with a promise he intended to keep. Stef raised nearly \$3,000, and donated 90cm of hair.

*“Thank you, Mum, for giving me the idea to do this. As hard as it's been to chop it all off, compared to your eleven-year battle, this is the least I could do, and I'm grateful I did this for you.”*

## MEET SOME TRAILBLAZERS DEDICATED TO SHAPING A BRIGHTER FUTURE





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**MAKE  
YOUR EVENT  
LEGENDARY**

**BRAVE THE SHAVE  
AT A PUBLIC VENUE**

Getting more eyeballs on your hairy sacrifice is a great way to raise more funds and awareness. If going big isn't your thing, enjoy it in a backyard surrounded by those that matter.

**SHARE YOUR BIG DAY  
ON YOUR SOCIALS**

Go viral on social media by live-streaming your event. Or simply share the best moments online after the event to attract more donors.

**AUCTION OFF  
THE HONOURS**

Auction off the honour of Shaving, Cutting, or Colouring your hair to the highest bidder (and somebody you can trust with clippers, scissors or hairspray in their hand).

**GET CREATIVE**

When it comes to fundraising, the bigger the better. Prepare a food spread, organise a game of trivia or cricket, or hold a raffle. All in the name of blood cancer support and research.

**EVENT DAY  
CHECKLIST**

- Ensure you or your hairdresser is equipped with the right range of clippers.
- Organise for some helpers for set up and pack down.
- Get fitted with some World's Greatest Shave merchandise from our online store.
- If you're Colouring, make sure you've got your hair spray and disposable gloves.
- Bring extension cords, brooms, garbage bags, capes and a mirror.
- Bring along your QR code poster and tent card for last-minute donations.
- Do some decorating with some bunting and posters that you'll find in your dashboard.
- Send one last message to your donors and let them know your big day has arrived.



**Need to donate cash?**

If you receive a cash donation, simply match the amount when making a donation to yourself in your fundraising dashboard with your card. You can also find BPAY information in your dashboard. If you need to head to the bank, give our team a call on 1800 500 088 and we can assist.

# OUR WORK SIMPLY WOULDN'T BE POSSIBLE WITHOUT YOU

Thanks to you, we've made a big impact so far. But there's more to be done. And every dollar you raise brings us closer to our goal of zero lives lost to blood cancer by 2035. If you have any questions, or want some fundraising or event day ideas – we're here to help.

Call us on 1800 500 088 or visit [worldsgreatestshave.com](http://worldsgreatestshave.com).

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**Leukaemia Foundation**

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