



THE WORLD'S GREATEST SHAVE FUNDRAISING GUIDE

Everything your school needs to know to reach its 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.



YOU LITTLE BEAUTY

Thank you for taking on the World's Greatest Shave. You've joined a community of schools, 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 your school needs to know – from fundraising tips and ideas to donating 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 schools like yours. So, from everyone at the World's Greatest Shave, thank you.

BY TAKING PART, YOU'RE HELPING AUSTRALIANS LIKE CHARLI GET BACK TO SCHOOL

In May 2020, Charli was diagnosed with blood cancer at just nine years of age. She was taken out of school, and the Sydney Children's Hospital became her new home. After nearly 18 months of treatment and living in and out of hospital, she returned to school in November 2021. To help support more families like theirs, Charli and her family took part in the World's Greatest Shave in 2021 and raised an incredible \$128,340.



“ I feel unbelievably proud of every single person who got involved. Because of them, the Leukaemia Foundation can keep up their search for a cure and continue improving the lives of Australians living with blood cancer. It was an experience that we'll never forget, and one that bought so much love and richness into our lives during a really tough time. **”**

The funds your school raises will help support students like Charli and keep more families together when they need each other most.

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

Each member of your school team will still have their own personal fundraising page that will count towards your school's overall tally.

1 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.



2 Making the first donation to your fundraising page (or getting mum and dad to) 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.



3 Organising a school sausage sizzle or dress up day with a gold coin donation is a great way to raise funds as a team. It also helps spread the word across the school to attract more members.



4 Check out our online resources to help your school fundraise. We've got a bunch of useful resources 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.

Fueled by your support, this was our impact last time around.

37,655

nights of accommodation provided to 550 families

40,081

interactions with our Blood Cancer Support Coordinators

2,405

patients and family members provided with transport services

\$276,603

in assistance grants provided to patients and families

\$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 and your team members 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 for more details, or scan the QR code.



AUDREY PUT THE 'FUN' IN 'FUNDRAISE'

After 10 months of recycling cans and bottles, making and selling scrunchies, and garage sales to raise funds, Audrey braved the Shave in front of her entire school and raised \$12,281.

“ What a year fundraising and promoting the World’s Greatest Shave. I know that my fundraising efforts will help researchers stop blood cancer deaths by 2035, and I am always so grateful for the support I get from the local community. I wonder how many kids at my school will sign up next year to help rid the world of blood cancer – hopefully lots. I absolutely loved my buzzcut! ”

A NSW SCHOOL MAKES WGS AN ANNUAL TRADITION

Merewether High School from the Hunter Region in NSW takes part every year. From bake sales and sausage sizzles to Easter raffles and funky sock Fridays – they do it all. And their hard work hasn't gone unrewarded. Over the last decade, they've raised \$468,321.

“ It is truly amazing to see the combined effort of students and teachers at MHS, building a stronger school community and most importantly raising awareness for the incredible efforts of the Leukaemia Foundation! ”

MEET SOME TRAILBLAZERS DEDICATED TO SHAPING A BRIGHTER FUTURE





MAKE YOUR EVENT LEGENDARY

When your school's big day arrives, whether it's in your courtyard, school hall, or somewhere off campus – here are some ways to make it special.

GET YOUR PRINCIPAL OR STAFF INVOLVED

To kick off your school's World's Greatest Shave event, get your principal or another school staff member to Shave, Cut or Colour their hair as the curtain-raiser.

AUCTION OFF THE HONOURS

Is your principal taking part? Auction off the honour of Shaving, Cutting, or Colouring your principal's hair in front of the entire school to the highest bidder. We think there'll be some demand for this.

SHARE YOUR BIG DAY ON YOUR SOCIALS

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

ORGANISE A RAFFLE FOR YOUR EVENT

Reach out to local businesses to donate a prize or gift voucher for a raffle. Then spread the word on your socials and sell raffle tickets in exchange for a \$5 or \$10 donation.

GET CREATIVE

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

EVENT DAY CHECKLIST

- Ensure your school 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 schools like yours, 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.

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