



HOW-TO FUNDRAISE GUIDE

HELP IMPROVE THE LIVES OF WESTERN AUSTRALIANS LIVING WITH DISABILITY



PERTH 30 AUGUST 2026



KARRATHA 26 JULY 2026

FUNDRAISING FOR SCHOOLS

School fundraising is a fun and important way to connect students, teachers and families together. Fundraising for a cause within a school context brings everyone together to collaborate and make an impact in their community.

We're here to help make your school fundraising easier. Together, we can support the thousands of people living with disability in Western Australia.

WHAT YOUR SUPPORT WILL HELP US ACHIEVE

Did you know Chevron City to Surf for genU is not only WA's most iconic community fun-run but all funds raised go directly towards making a life changing difference to Australians living with a disability?

About genU



genU is one of Australia's leading care providers, with a mission to build genuinely inclusive communities. We're a wrap-around service provider that caters for all, so no matter what generation you're in, we're not far away.



Our story started more than 70 years ago when a group of parents wanted more for their children with disability. We have continued to pursue this focus on creating inclusive and accessible communities for people with disability, expanding over time to include seniors and those experiencing disadvantage.



Our impact has grown to include more than 5000 passionate staff around the nation, and a focused range of services aimed including disability support, senior services, employment, community, accommodation, allied health, and training; serving and advocating for more than 47,000 people.



Our profit-for-purpose model means that with every interaction you have with genU, you're directly impacting the lives of others and joining us in building genuinely inclusive communities.

HOW TO FUNDRAISE

Fundraising creates a powerful sense of community and connection as you work together to support the thousands of people living with disability in WA.



Set a fundraising goal

Just like your goal to complete the 4km or 12km courses, set yourself a fundraising target to work towards!



Plan ahead

Organise any fundraising initiatives in advance so you can make the most of the lead up to the event and enjoy your team's incredible efforts on event day!



Incorporate it into your day!

Fundraising doesn't have to take up your time - get creative and fundraise at events that are already happening in and around your school and at home!



Ask for support - gather your community!

Don't be afraid to ask for support from your family and friends - share why you're participating and the impact donations make in providing disability support.



Have a question? No problem!
Contact our team on (08) 9387 0487 or
hello@perthcitytosurf.com.au for
fundraising support.

IDEAS FOR FUNDRAISING

Here are a few ideas on what you could hold, host, or run to help you on your fundraising journey to reach your goal!

- Containers For Change
- Raffle Tickets - ask local businesses for prizes!
- Free Dress Day - gold coin donation
- Fundraise at sport carnivals
- Collection Boxes at school family events
- Hold an auction at school events
- Book Week
- Art Class Market
- Exercise Challenge
- Ask Family and Friends to Sponsor You!
- Games Day
- Morning/afternoon tea gold coin donation
- BBQs at community sport events
- Bunnings sausage sizzle
- Bake Sale
- Movie Night
- Book Sale
- Collection Boxes at community sport events
- Special Occasion Donation
- Community Car Wash
- Community Garden Clean-up

HOT TIP: Fundraise at school events and activities!

HOT TIP: Put the fun in fundraising and plan your ideas with your friends!

HOT TIP: Ask your family and friends to help support your journey! Sharing your story and why you're fundraising will inspire people to support you!

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TIPS!

- Be authentic and share your excitement about participating.
- Share your passion about helping genU support the thousands of people living with disability in WA. **Don't forget:** Be inspiring and inspirational.
- Keep track of your fundraising progress, for family, friends, and supporters to see. Everyone loves a good progress shot!
- Ask your family and friends to participate to help you reach your goal.
- Talk to your teachers, family and friends about matching your fundraising amount. Tell them what you're doing and why to build enthusiasm!
- Don't forget to thank everyone who supported you and helped you make it to your goal! We know the importance of community support and coming together to make a difference.
- Have Fun! Chevron City to Surf for genU is all about fun, community and supporting each other.



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LETTER AND EMAIL TEMPLATES

Below are a few letter and email templates to help you ask your friends, family and school makes to participate in helping you reach your goal.

INITIAL APPROACH EMAIL 1

Subject Line: I'm participating in the 2026 Chevron City to Surf for genU - Join me on this meaningful journey!

Hello <Name>

I hope this message finds you well!

I wanted to share something meaningful happening in my life - I'm fundraising for genU by participating in the Chevron City to Surf for genU. This cause holds a special place in my heart because <insert a personal reason on why you're fundraising for genU that appeals to the reader's emotions>. I am genuinely excited about the opportunity to make a positive impact on the lives of Western Australians living with a disability.

I'd truly appreciate your support by making a donation on my online fundraising page. My goal is to raise <target>, and every contribution, no matter how small, makes a significant impact!

genU has grown into one of the nation's largest disability service providers and are dedicated to enhancing the lives of people living with disabilities. With a team of over 5,000 individuals, they work tirelessly every day to make a life-changing difference.

When you contribute to this cause, your donation goes towards funding vital services and support. You can learn more about genU here - <https://www.genu.org.au/>



Here's how your support can make a difference:

- A \$5 donation allows a customer to enjoy a coffee with their support worker, fostering community connection.
- With \$50, we can provide one hour of specialised training in support care.
- A \$200 donation creates interactive sensory experiences, crafting lifelong memories.
- By contributing \$5,000, you'll fund a mobility cart, enabling someone in need to fulfil their daily tasks.

To make a donation, simply click on the following link: [<copy and paste the URL link to your fundraising page>](#).

Thank you in advance for your support. Together, we can help genU make a meaningful difference in the lives of those living with disability in WA!

Sincerely

<Your Name>



INITIAL APPROACH EMAIL 2

Subject Line: I'm participating in the Chevron City to Surf for genU – Join me on this meaningful journey!

Hi <Name>

I hope this message finds you well!

You may have heard that I'm currently raising crucial funds for genU through my participation in the Chevron City to Surf for genU. This cause is deeply meaningful to me because <insert a personal reason on why you're fundraising for Activ that appeals to the reader's emotions>.

While I'm grateful for the support I've received so far, I'm still working towards reaching my fundraising goal of <target>.

When you contribute to this cause, your donation goes towards funding vital services and support. You can learn more about genU here - <https://www.genu.org.au/>

Would you be open to contributing to my fundraiser? A donation, no matter the amount, would mean the world to me. To make a donation, simply click on the following link: <copy and paste the URL link to your fundraising page>.

Additionally, sharing my fundraiser link on social media would be immensely appreciated. Increased exposure will help me reach my fundraising goal faster.

Thank you in advance for your support. Together, we can help genU make a meaningful difference in the lives of those living with disability in WA!

Sincerely

<Your Name>



TIME SENSITIVE FOLLOW UP EMAIL

Subject Line: Only <number> days left to help me reach my fundraising goal for the 2026 Chevron City to Surf for genU!

Hi <Name>

I hope this message finds you well!

I'm reaching out with a time-sensitive request: I have just <number> days left to complete my fundraising for the 2026 Chevron City to Surf for genU.

If <insert number> generous individuals like yourself could contribute <insert amount> to my fundraiser, it would make a significant impact and bring me closer to my fundraising goal. Could you help turn this possibility into a reality?

Making a donation is easy – simply click on the following link: <copy and paste the URL link to your fundraising page>.

Additionally, your support in sharing my fundraising link with your network would be immensely valuable. The more exposure, the better!

Thank you for considering my request. Your support is crucial, and I'm grateful for every contribution that brings me closer to achieving my goal.

Sincerely

<Your Name>





GOOD LUCK!

Wishing you the very best in your fundraising efforts! Good luck, and we're confident you'll make a positive impact!