



# HOW-TO FUNDRAISE GUIDE

HELP IMPROVE THE LIVES OF WESTERN AUSTRALIANS LIVING WITH DISABILITY



**PERTH 30 AUGUST 2026**



**KARRATHA 26 JULY 2026**

# WE GET IT...

Asking people for money doesn't come naturally to everyone. It's awkward and not everyone's cup of tea.

We're here to help you make your fundraising journey easier. Together, we can support the thousands of people living with disability and foster a community of inclusion that reaches far beyond event day!

# WHY SHOULD I FUNDRAISE?

Fundraising is one of the best ways to enjoy community connection while kicking your own goals! Whether you've signed up to Chevron City to Surf for genU to smash a Personal Best or doing it for the first time, fundraising is for everyone and will give your day more meaning as you raise funds to make a real difference to West Aussies living with disability. Who doesn't love having a great time and helping others!

# HOW DO I DO IT?

Fundraising can be easy and fun (we promise!) Focus on:



## Storytelling

Share your story, your fitness and fundraising goals, and why you're getting involved! Don't forget to share your progress with your community in the lead-up - enthusiasm is infectious!



## Demonstrate Impact

By fundraising, every dollar stays right here in WA. You'll help improve the lives of Western Australians living with disability. Don't worry - we can share some incredible impactful stories with you to share!



## Diversify your fundraising efforts!

Have a couple of fundraising initiatives planned and remember - time is your friend! The longer you have to fundraise the easier it is. You can chip away by asking your community for support, and don't forget to involve your family, friends and colleagues! Bring them along with your journey and you'll feel great when you can share your progress!

We have more tips and tricks to help you get on your way. Don't forget to ask for help - our team is here to help your team!

# WHAT YOUR SUPPORT WILL HELP US ACHIEVE

## 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 profit-for-purpose model means that all funds raised go directly into our services and you'll be joining us to support our ongoing vision of building genuinely inclusive communities.

## Our Impact

Our story started more than 70 years ago when a group of parents wanted more for their children with disability. genU has grown and delivers a range of services including disability support, senior services, employment, community, accommodation, allied health, and training.

By fundraising, every dollar stays right here in WA. You'll help improve the lives of Western Australians living with disability - supporting local programs that provide independence, employment, housing, and community connection.



# HOW TO FUNDRAISE

Fundraising creates a powerful sense of community and connection with your family, friends and colleagues as you work together and 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 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 incorporate it into things you already do e.g. ask to put collection boxes at your local sports club/gym.



## Ask for support - gather your community!

Don't be afraid to ask for support from your family, friends, and colleagues - share why you're participating and the impact donations make in providing disability support. You'll be surprised at how much you can inspire those around you to join in your efforts!



Have a question? No problem!  
Contact our team on (08) 9387 0487 or  
[hello@perthcitytosurf.com.au](mailto: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! Get creative and create your own!

- Set yourself training goals and share your progress on socials, ask for support as you share your journey!
- Hold a raffle at your local sports club or pub, ask your local butcher to donate a meat tray!
- Donations instead of presents
- Colour/cut your hair!
- Collection Boxes in various locations e.g. take them to your gym
- Potluck Lunch/Dinner - ask people to donate what you'd spend on buying a meal
- BBQ
- Bake Sale - everyone loves cake!
- Car Wash
- Clothes Swap
- Garage Sale
- Dog Wash
- Gardening
- Movie Night at home with friends
- Donation ask on social media - people are more generous than you think!
- Ask family and friends to share your stories to spread the word
- Ask people to join you at Chevron City to Surf for genU - do it all together!

**HOT TIP:** Engage local businesses for support! Like asking your local coffee shop or butcher for a voucher - sharing your story and why you're fundraising will inspire people to support you!

# HASHTAGS

Here are a few hashtags to link everything together. By using these we'll also be able to follow along on your journey!

- #ChevronCitytoSurfforgenU
- #ChevronCitytoSurfforgenU2026
- #PerthCitytoSurf
- #PerthCitytoSurf2026
- #WillYouRunTheChevronCityToSurfWithMe?
- #genU-ienelyImprovingLives
- #genU
- #FundraisingforgenU
- #RunWalkorRoll
- #Bettertogether

# TIPS!

- Do it your way. There are so many ways to fundraise but it's always best to make it simple and share your personal experience.
- Be authentic! Share your story and your fundraising progress to inspire each other and family, friends and supporters. Everyone loves a good progress shot!
- Share your passion about helping genU support the thousands of people living with disability in WA. Every dollar raised helps!
- Ask your family and friends to participate to help you reach your goal.
- Talk to your employer and professional network about matching your fundraising amount. Tell them what you're doing and why to build enthusiasm!
- Send emails to your network and post on your social media accounts.
- Capture your experience on the day and share those special moments on your socials.
- 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.



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# EMAIL TEMPLATES

Below are a few email templates to help you ask your network 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/team 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 am doing <insert whether you're doing the 4km or 12km course> and I'm not only training but fundraising! 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. I can't wait to be involved in this event and with your support 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!

I'm on track - fundraising and training for Chevron City to Surf for genU! This cause is deeply meaningful to me because <insert a personal reason on why you're fundraising for genU that appeals to the reader's emotions>.

Any support would mean the world and every dollar counts! Support my fundraising and click on the following link: <copy and paste the URL link to your fundraising page>.

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>

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: There are just <number> days left to reach my fundraising goal for the 2026 Chevron City to Surf for genU.

If <insert number> generous individuals like yourself could contribute <insert amount> to our fundraiser, it would make a significant impact and bring us closer to our fundraising goal!

I have trained and fundraised over the past couple of months <insert fundraising initiatives completed and other activities> and I am looking for that one last push to cross me over the finish line!

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

Thank you so much for your support! Every dollar raised contributes to life-changing support services and supports our team come together and achieve this goal!

Sincerely

<Your Name>



# ADDITIONAL TIPS AND TRICKS!

Here are a few additional tips and tricks to help you reach your goal!

## 1. GET PERSONAL

Your fundraising page is a great and easy way for your family, friends, and supporters to donate and stay updated with your fundraising journey. Make it more personal by setting a target, uploading a profile photo, and sharing a description about why you're fundraising! Pages with a target tend to raise 17% more.

## 2. GIVE YOUR FUNDRAISING A BOOST

Did you know? Individuals who make the first donation to their page raise an impressive 84% more. Be the catalyst for your fundraising success!

## 3. SEND AN EMAIL

Take a moment to send an email to all your contacts and share why you're passionate about fundraising for genU. Your personal touch can make a big difference!

## 4. SHARE YOUR PAGE

Boost your fundraising efforts by sharing your page on Facebook, Instagram, LinkedIn, and X. This will help spread the word about the positive impact you're making.

## 5. HAVE FUN

Select fundraising activities that align with your interests and bring joy. Explore our fundraising ideas above for inspiration and suggestions.

## 6. JUST ASK

We understand that asking for donations can be scary, but you'll be amazed by the generosity of those who are willing to contribute just by asking.

## 7. SAY THANK YOU

Be sure to express your gratitude to all your donors by sending them heartfelt words of thanks.





**GOOD LUCK!**

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