

Fill our piggy banks

**TO HELP FAMILIES WHO HAVE A CHILD
WITH A LIFE-THREATENING CONDITION**



2019-20 Participation Pack

Supporting families in your local community

Get involved in the Very Special Kids Piggy Bank Appeal

Most of us had a piggy bank as a child to save for something really special. Our iconic piggy banks are just bigger versions of the same thing. We are saving for children with life-threatening conditions and their families, who rely on the support of Very Special Kids.

The Very Special Kids Piggy Bank Appeal is a unique fundraising campaign that brings together people from all parts of the community to raise funds for Very Special Kids.

Now in its 22nd year, the Piggy Bank Appeal will launch in July and will run all year long as the need to support children with life-threatening conditions and their families is greater than ever.

Our five iconic giant Piggy Banks will once again take to our roads this year to raise \$1 million dollars allowing us to continue our vital work in supporting families who are facing one of life's most difficult challenges.

Meet the Whitnell family

The Whitnell family, like many Aussie families, love to be active. Mum Kristy loves netball, Dad Damian as well as Tye, 9, and Axel, 7, love their footy and 4-year-old Jett is his happiest in the water.

But Jett is not like other boys his age, he has a gene mutation that causes neurological problems and life-threatening seizures, sometimes as many as 20 in a single day. Jett was also born without a fibula bone, which makes him immobile; but that doesn't stop him loving the water.

Jett doesn't have an overarching diagnosis, which makes it difficult to plan for the future as there's so many unknowns.

That's where Very Special Kids comes in. Living in a world of uncertainty, Very Special Kids is the one thing the Whitnells know they can rely on to support not only Jett, but the whole family.

When Jett stays at our children's hospice Kristy and Damian are able to have a much needed break and focus on spending quality time together. Tye and Axel participate in our Sibling Program where they meet other kids experiencing similar challenges which is important so they don't feel alone. The family also access a trained volunteer for extra support, with a particular focus on spending time with the boys, taking the pressure off Kristy and Damian.



There are many ways that your business can fundraise for the Piggy Bank Appeal and help Very Special Kids care for children with life-threatening conditions. Here are a few ideas:

Hold a fundraising activity

Fundraising events and activities are only limited by your imagination! Sausage sizzles, piggy themed morning teas, casual dress days are always crowd favourites.

Create a donation wall

Sell \$2 donation cards to clients, customers and staff, and stick them up on a wall to demonstrate your support for Very Special Kids.

Host a giant Piggy Trail stop

Our five giant piggy banks and volunteer crews are hitting the road from July to September to collect donations, sell merchandise and help you with your fundraising activities. If you would like a 700kg pig trotting up to your business, organise a fundraising activity and we will do the rest!

Please register your interest now to secure your preferred date (subject to availability and minimum fundraising goal).

Sell piggy merchandise

Display a piggy merchandise box full of bright colourful products during July to September on a sale-or-return basis. The full merchandise range is available to order separately in addition to the merchandise box.

Orders can be placed using the merchandise order form within this pack.

Collect donations with your very own counter pig

Display one of our novel piggy bank collection units or smaller collection tins on your shop counters, lunchroom or reception counter.

Please complete and return the enclosed forms to get your organisation involved. For further information please call (03) 9804 6228, email events@vsk.org.au or visit vsk.org.au



Caring for families in your local community

To ensure services are accessible to families in regional areas, Very Special Kids operates in offices accross Victoria.

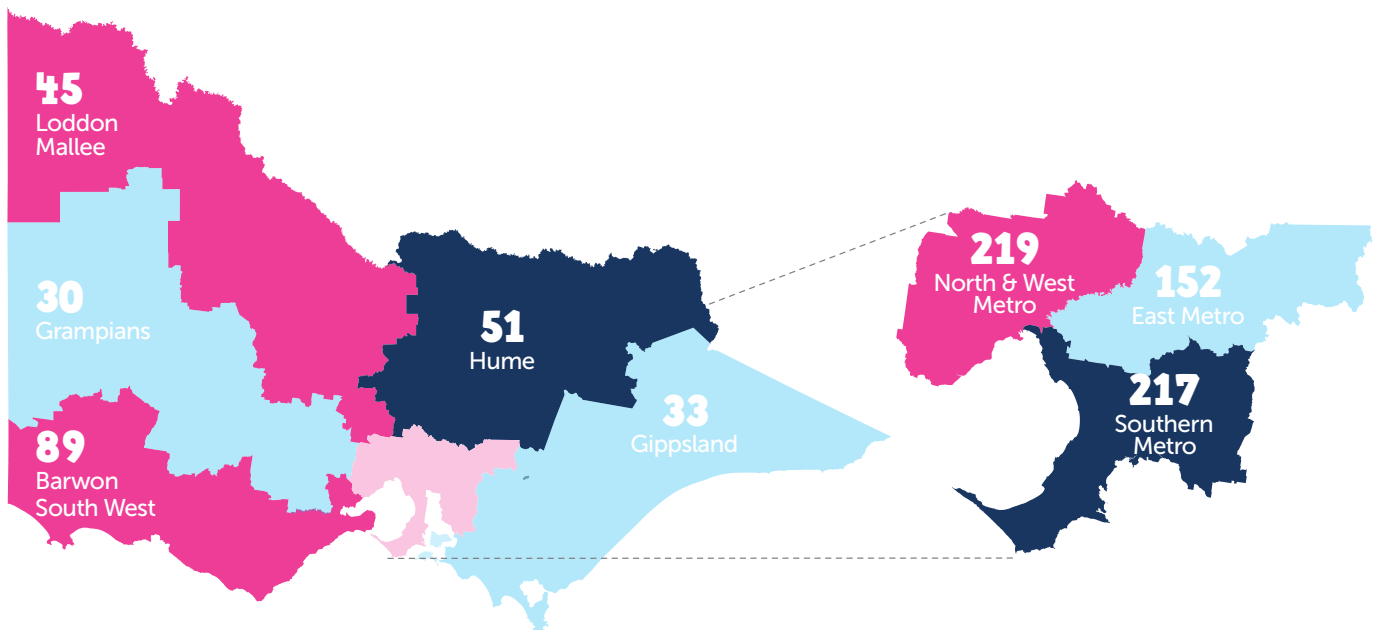
In addition to our main office and Very Special Kids Hospice in Malvern, we have offices in Brunswick, Ballarat, Bendigo, Hastings, Shepparton, Torquay, Pakenham and Port Fairy.

As we provide vital services to families free-of charge, we rely substantially on the generosity of the community and corporate sector to raise the majority of the funds needed.

This year it will cost Very Special Kids **\$8.8 million** to care for more than 900 families of children with life-threatening conditions.

Being more than 77% self-funded Very Special Kids needs to raise **\$6.3 million** each year from the community through donations, appeals, events and other fundraising activities.

We support families across Victoria



Partners

