



The Sweetest Medicine Of All

Mission Statement

“Volunteers providing care, comfort, play and entertainment for children in hospital.”



Table of Contents

1. About Radio Lollipop.....	3
Introduction	3
Background	3
Administration/funding	4
Summary.....	4
2. Our vision	4
3. How you can help	5
Uniform Free Day	5
Alternative sponsorship suggestions.....	5
Payroll Giving.....	5
Charity Christmas Cards	6
General Donations.....	6
Volunteering.....	6
Conclusion.....	6
4. What to do next.....	6

1. About Radio Lollipop

Introduction

Radio Lollipop has been bringing smiles to the faces of thousands of children in hospitals throughout Western Australia for 25 years; helping children to briefly escape the trauma of hospitalisation, and providing parents and medical professionals with a service that is greatly valued.

The not-for-profit sector has grown exponentially since Radio Lollipop's inception. Our model is simple and successful, and in order to continue to provide our service to the WA community we are largely dependent on the generosity of Western Australians and Perth's corporate sector.

Background

Radio Lollipop was created 30 years ago in the UK to help sick children in hospital. In November 2010 Radio Lollipop marked its 25th anniversary of operations from Perth's Princess Margaret Hospital for Children (PMH).

Radio Lollipop is a unique charity that exists because of the dedicated and enthusiastic volunteers who are committed to delivering our service and making a positive difference in the lives of sick children.

Volunteers visit children in hospital and provide care, comfort, play and entertainment through one-on-one interaction and nightly radio broadcasts. They engage the children in competitions, craft activities and games which are used to help them deal with their hospitalisation. Radio Lollipop's activities give young patients a feeling of normality and a freedom of choice in a day that can often be strange or intimidating.

Our radio broadcasting service operates live each night from the PMH studio and is streamed to our satellite hospitals throughout the state. Outside of our live broadcasts, a sustaining service is produced by one of the original founders of Radio Lollipop in the UK and sent throughout the world to locations where Radio Lollipop operates.

Over our 30 year history, Radio Lollipop has grown to be an international charity operating in-hospital radio stations/fun centres in England, Scotland, USA, New Zealand and Australia (Perth, Kalgoorlie, Brisbane and Gold Coast). There is also strong interest from a number of children's hospitals within Australia and around the world (including South Africa, Canada, and Spain) to bring the Radio Lollipop experience to their patients.

In WA our volunteers cover up to seven shifts each week; operating within PMH, Armadale, Fremantle, Joondalup, Kalgoorlie, Murdoch and Rockingham hospitals.

Administration/funding

Radio Lollipop in Australia has just one part-time Charity Coordinator and a contract radio technician, and relies largely on the generosity of its volunteers and supporters to ensure the smooth and continued running of the organisation.

The main source of revenue to cover the operational costs of Radio Lollipop is *Uniform Free Day*, an annual fundraising event sponsored by Transperth. In 2010 *Uniform Free Day* provided us with approximately \$74,000 to cover our costs for insurance, office support (1 x part-time), maintaining and developing our radio program, and purchasing general consumable items such as art and craft supplies, games and prizes.

We also rely on grant funding to support our major projects, such as upgrading the radio broadcasting equipment and roadshow service, music database and hospital play rooms.

Summary

Some children are in hospital for months on end. Many families have other children to care for at home and are unable to visit every day. Patients, parents and medical staff rely on Radio Lollipop volunteers to help create a happy and entertaining environment for children when the parents can't be there. Parents appreciate the time we spend with their child as it provides opportunities to step away to make a phone call, grab a coffee or get some fresh air. It also allows them to simply watch their child smile and be happy during an otherwise stressful period of hospitalisation.

2. Our vision

Radio Lollipop is continually exploring fundraising initiatives and ventures to enable us to raise the necessary funds to maintain and expand our service to children in hospital. We welcome and encourage new ideas, and enjoy working with potential supporters to develop creative events and programmes that raise both the profile of Radio Lollipop and the sponsoring organisation.

Our vision is to take our brand of service to all children's wards (and every sick child) in Australia.

3. How you can help

Uniform Free Day

As previously mentioned, Uniform Free Day is our major annual fundraising event and source of revenue. This year was our most successful year to date. In addition to covering our operational costs, we were also able to fund the upgrade of the Joondalup Health Campus playroom.

Eighteen Transperth depots and approximately 2,000 bus drivers currently participate and support this event. Radio Lollipop collection tins are placed on buses and passengers are asked for a donation on the day from bus drivers who are encouraged to dress in costume. Radio Lollipop volunteers and Transperth staff also shake tins in the CBD area, at train stations and major shopping centres throughout Perth; and businesses and schools are invited to participate by organising their own Uniform Free Day fundraiser and/or purchasing Radio Lollipop merchandise.

The sponsorship amount requested for Uniform Free Day is \$2,500 plus GST. Sponsors are acknowledged (via company logo) on the poster that is displayed on every bus and train, as well as distributed to various businesses and schools throughout the Perth metropolitan area and surrounding suburbs. This is a significant amount of exposure for the sponsoring company.

Should you wish to be involved in this event, we would welcome the opportunity to discuss the details further.

Alternative sponsorship suggestions

There are several alternative methods of sponsorship available including, but not limited to, the following:

Payroll Giving

Payroll giving is one of the simplest and most effective ways of supporting Radio Lollipop. The program allows employees to donate straight from their pay before tax. Payroll giving can be good for business. It demonstrates to your employees and clients that your organisation is community minded and committed to supporting the work of Radio Lollipop. This commitment can assist in building strong employee relations and can also be attractive when recruiting new employees.

Charity Christmas Cards

Giving to Radio Lollipop on behalf of your clients is an engaging method of delivering a meaningful message about your corporate commitment to charitable giving. Sending charity Christmas cards allows your organisation to acknowledge clients without misinterpretation as an inducement.

General Donations

Radio Lollipop is largely dependent on the generosity of Western Australians and Perth's corporate sector, and welcomes adhoc item and monetary donations throughout the year.

Volunteering

Volunteering is considered to be one of the best ways to feel good about yourself and strengthen your own mental health. There is something naturally satisfying about knowing you have made a difference by helping others. Radio Lollipop volunteers (ward visiting) are required to commit to two hours per week for twelve months.

Conclusion

Corporate sponsorship and/or volunteering fosters a positive workplace culture and demonstrates (to your employees and clients) that your organisation is community minded. It is also a great retention mechanism, when employees feel that they work for a company that is committed to a good cause and provides them with the opportunity to contribute.

In addition to the information provided within this document, Radio Lollipop is also willing to discuss any other sponsorship ideas or suggestions you may have.

4. What to do next

Thank you for considering the possibility of sponsoring Radio Lollipop.

Please feel free to contact the office for further information regarding Radio Lollipop and this sponsorship document. We would be happy to meet with you at your convenience, or alternatively arrange a studio visit for members of your organisation.

Radio Lollipop (WA)
c/- Princess Margaret Hospital for Children
GPO Box D184 Perth WA 6840

Telephone (08) 9340 8835
Facsimile (08) 9381 3355
Email Melissa.Dawes@radiolollipop.org
Web www.radiolollipop.org

