



Department of
Education



Premier's Telethon Challenge

Fundraising guidelines for schools



CATHOLIC
EDUCATION
WESTERN AUSTRALIA





About the challenge

The Premier's Telethon Challenge encourages philanthropic giving and raising money for WA kids in need.

This challenge encourages students and schools to participate in meaningful community action, fostering an understanding of the importance of charities, child medical research, and the role of community support.

The Premier's Telethon Challenge is open to all primary and secondary schools and aims to inspire the next generation of community leaders.

Top school fundraisers will win an unforgettable Telethon Weekend experience or have the opportunity for Fat Cat to visit their school.

The Premier's Telethon Challenge will run from Friday 9 May to Friday 19 September.

Contact details

Email:

premierstelethonchallenge@education.wa.edu.au

Telephone:

9264 4838

What is Telethon?

The Channel 7 Telethon Trust is a charity dedicated to improving the lives of sick, vulnerable and disadvantaged children in Western Australia. Since 1968, Telethon has raised over \$688 million.


Western Australians' generosity has helped deliver medical research, much-needed programs and services and life-changing equipment. Donations to Telethon ensure continued support for WA children, now and in the future.

Telethon is governed by a Board of Trustees and operates from Seven West Media's headquarters.

This year's Telethon weekend will be held on Saturday 18 and Sunday 19 October 2025 at RAC Arena and broadcast live on Channel 7.

Where does the money go?

Telethon supports 161 beneficiaries, funding programs, medical equipment, and childhood disease research. For the full list, visit Telethon7.com.



Ready to make a difference?

Step 1 – Registration

To begin, register your school online at telethon7.com/PTC or reach out via email to premierstelethonchallenge@education.wa.edu.au

When schools register online a fundraising page will automatically be created to promote your fundraising activities.

Step 2 – Nominate

Select a challenge champion to take charge. A challenge champion is a designated staff member who will take charge of fostering the school's connection with Telethon.

Responsibilities of the challenge champion can include:

- be the primary contact for challenge communications
- share presentations to the school community to raise awareness about Telethon
- coordinating Telethon fundraising activities within the school community
- presenting donations on behalf of the school.

Step 3 – Launch

Personalise the online fundraising page and update the content with copy and images that show the amazing work students and staff do to raise money at your school.

Make donations on the Grassrootz platform. It is convenient for schools and donors, reducing the need to handle cash and cheques.

Features include a QR code that can be used on promotional material, a feed to keep donors up-to-date on fundraising activity and automatic donation receipts.

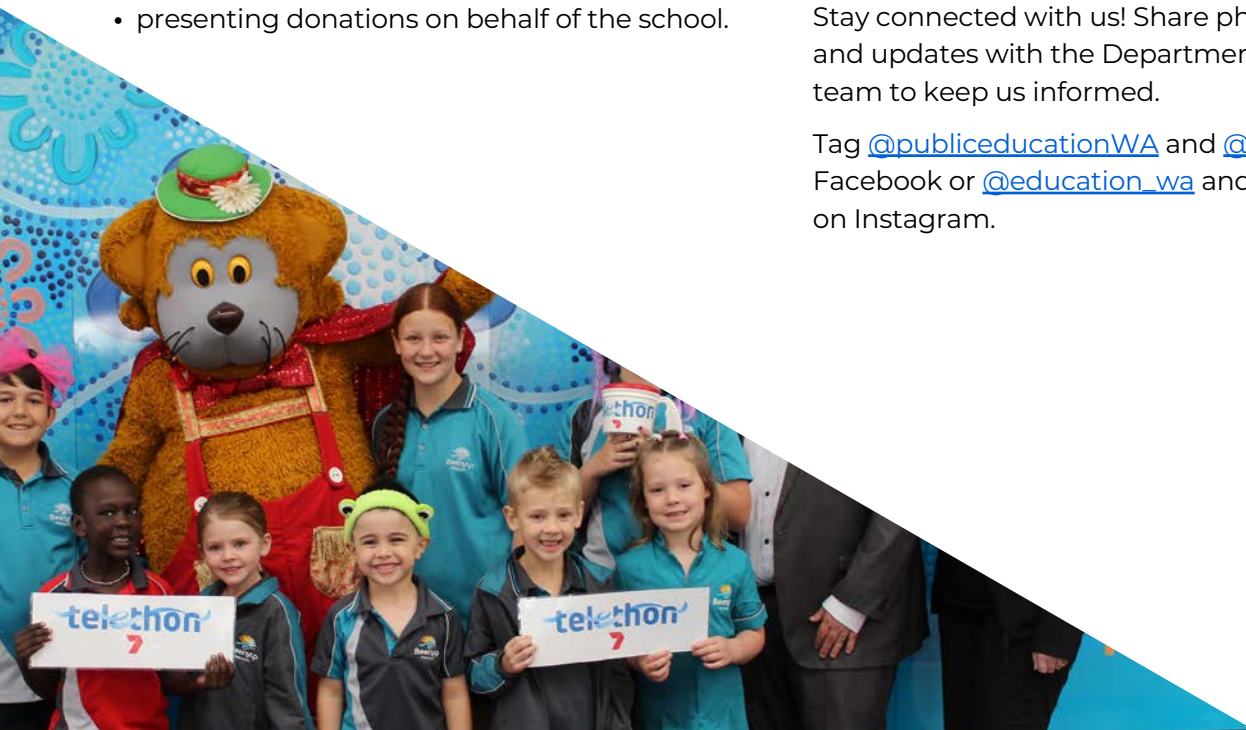
Step 4 – Support

Collaborate with the school community to increase the chance of success. The best fundraisers are supported by staff and students. Take a look at our idea bank or consult with students to find out what excites them most.

Step 5 – Connect

Stay connected with us! Share photos, videos, and updates with the Department and Telethon team to keep us informed.

Tag [@publiceducationWA](#) and [@telethon7](#) on Facebook or [@education_wa](#) and [@telethon7](#) on Instagram.



Fundraising ideas

There are many ways to fundraise within a school or in the wider school community. The best fundraisers are supported by staff and students, therefore it's about working out what activity the school is passionate about.

Here's a few ideas to get started:

- School disco or talent show
- Bake sale
- Foreign food day
- Free dress day
- Crazy shirt day
- Pyjama day
- Bingo
- Pancake breakfast
- School carnival stalls
- Sack race tournament
- Mini Olympics
- World record attempt
- Colour run
- Basketball free throw competition
- School fete
- Poster design contest
- Spelling bee tournament
- Jellybean guessing
- Sports tournament
- Maths quiz tournament
- Crazy hair day
- Second-hand book sale
- Host a Teddy Bear's picnic
- Healthy food day
- School cookbook



Case study: Poynter Primary School

In 2024, students at Poynter Primary School discovered a novel way to raise funds for Telethon during their sports carnival.

The team made ribbons, bows and hair accessories in their faction colours and then sold them at the school sports carnival with all proceeds going towards their Telethon fundraising target.

The school's Grassrootz QR code was displayed and used on the day to collect payment for the items making it easy for parents wanting an online payment option in addition to cash.



Case study: Try-a-thon

For the past 12 years, Rockingham Senior High School have successfully run an annual Try-a-thon, raising funds for Telethon!

Students are sponsored for running, walking, skipping, or dancing for five hours. More than 450 students and 60 staff sign up to be part of this magnificent event each year.

Over the years, Rockingham Senior High School has raised over \$500,000 for Telethon!

Maximising fundraising potential

Here's a few more ideas to consider to really make the most of fundraising.

Using the Telethon logo

Telethon is a well known brand in WA, schools registered for the Premier's Telethon Challenge have been authorised to fundraise for Telethon and will receive the 'proudly supporting Telethon' logo which can be included in your marketing material.

It is recommend to use the Department material and templates provided that have been approved by Telethon. If resources are created that will be seen externally in the community it is recommended to get Telethon's approval for logo use.

Donation buckets

Telethon is happy to supply official Telethon branded donation buckets to have at events or to place in busy areas at school. These are numbered and registered specifically to the school. Please note that Telethon can't approve or endorse door-to-door or public street collections.

Other suggestions

Creating add-ons can increase your revenue. Hold a raffle or sell goods at an existing event to boost participation.

Promoting your event

There are many ways of promoting fundraising events including school newsletters, email and social media sites.

Download and use the poster and newsletter templates at telethon7.com/resources.



Fundraising guidelines

These guidelines provide the basis for all fundraising activities or events to be organised on behalf of Telethon during the Premier's Telethon Challenge. Any fundraising activity using the Telethon brand must be endorsed by Telethon and comply with the obligations and regulations imposed by the Charitable Collections Act 1946.

Authority to fundraise

Telethon is obliged to approve and authorise all fundraising activities held on its behalf. All fundraising activities require an authorisation letter before they start.

Complete the online registration form and read and agree to the terms and conditions to receive authorisation.

Financial records

Telethon must have funds totalled and returned within 14 days of the event to comply with the Charitable Collections Act. Ensure income and expenses are reconciled within this time frame.

Tax deductible receipts

Any donation over \$2 can be claimed as a tax deduction. Mentioning that any donation over \$2 is a tax deduction might be an incentive for prospective donors.

Please be aware that raffle tickets, event entry tickets, and payment for auction items are not considered donations as participants are receiving something in return for payment, therefore they cannot be claimed as a tax deduction.

Donations made to the online fundraising page will be emailed a tax-deductible receipt.

Public Liability Insurance

If an event occurs outside of school hours and involves the P&C, be sure that the P&C are suitably insured.

You may be asked to produce a Public (General) Liability Certificate of Currency for events held offsite. Refer to your school's internal process for a copy of this.

Ensure a risk assessment is undertaken when planning your fundraising event.

