

Student Ambassador Program





Welcome.

Thank you for your interest in the Telethon Student Ambassador Program.

Many of you may know Telethon as a weekend of television in October. However, the kids of WA that benefit from Telethon funding need our support 365 days, and in turn, we're hoping your school can partner with us all year round.

The student ambassador program will create a meaningful way of engaging your school with a trusted Western Australian institution that financially supports 53 other children's charities, all united with the common goal of improving the health and wellbeing of WA kids.

We have no doubt that there's a child in every school in WA who's been touched by and benefited from Telethon support. From treatment at Perth Children's Hospital, receipt of support services for illness or disability, or unknowingly benefiting from the world class research at Telethon Kids Institute.

The student ambassador program is a new initiative, and we encourage schools to register and nominate their students from 2020 onwards.

We can't wait to connect with your school, your selected ambassadors, and work together with you to help the kids of WA.





Student Ambassador Program

The Telethon Student Ambassadors Program is a new initiative for schools to assign students in special leadership roles where they are responsible for the school's engagement with Telethon. This program can be incorporated into the existing school leadership roles or can stand alone.

Ambassador Responsibilities

Ambassadors will be asked to perform several duties across the year. These can be determined by the school but at a minimum should include:

- Presentation to other students on Telethon.
- Organisation of a Telethon fundraiser at the school, or coordination of school's participation in Telethon led fundraisers with support from staff.
- Communication with the Telethon office, sending photos or videos, providing updates or asking for support.

It is important to recognise that these activities should be student led, not adult led. However, students will need a mentor to offer some support and guidance to help them achieve their goals. This mentor can be a teacher, member of admin staff, or a parent.

Ambassador Benefits

Student Ambassadors will be recognised with a special badge to wear throughout the year, and will be provided with a certificate at the end of their term.

Ambassadors will be invited in some capacity to be involved in the Telethon Weekend broadcast, and for the school that fundraises the most for Telethon, Ambassadors may be invited to participate in an on-air cheque presentation.

Ambassadors will also have the opportunity to acquire new knowledge and skills in fundraising, community engagement, communication and leadership.

Benefits for your School

Schools involved will be listed as an ambassador school on the Telethon website and will also be given access to a special Telethon Ambassador School e-badge. For schools that fundraise, there may also be opportunity for a Channel 7 Weather Cross or a visit from Fat Cat (subject to availability).



Selection Criteria

We encourage schools to consider the criteria for this position in line with their own mission and values. These students may be representing your school in a public forum and so we suggest you consider students who:

- Are confident public speakers
- Have leadership potential and the ability to motivate others
- Are organised, motivated and hard-working
- Show empathy and compassion to those around them

It is recommended that students self-nominate by registering their interest, then prepare a short speech giving reasons why they should be selected, and present to both the school and teacher community.

At high school level, you may consider approaching the role of the ambassador from a career building perspective. Present the role as if it were written by an employer, and have students submit a written application addressing the selection criteria. Shortlisted applicants can then sit a 'job interview'.

You can give interested students the 'Why I should be a Telethon Ambassador' template, to help them prepare their speech or application letter.



How to Get Involved

1

Step 1 – Register

Register as an ambassador school at <https://www.telethon7.com/schools>

2

Step 2 – Launch

Determine your school's selection criteria and launch to program to staff and students. Use the template provided if you wish!

3

Step 3 – Select

Select two student Ambassadors, and provide their details to the Telethon Office.

4

Step 4 – Support

Work with your Ambassadors on delivering their responsibilities. Provide them with our guide to help them on their way.

5

Step 5 – Connect

Keep us updated! Share photos and videos with the Telethon team

6

Step 6 – Stay Tuned!

Telethon will be in contact with news and opportunities for your school!



What is Telethon?

The Channel 7 Telethon Trust is a registered charity with a philosophy that financially supports the medical and social welfare of children and young people and fund research into children's diseases. Since its inception, Telethon has raised over \$349 million!

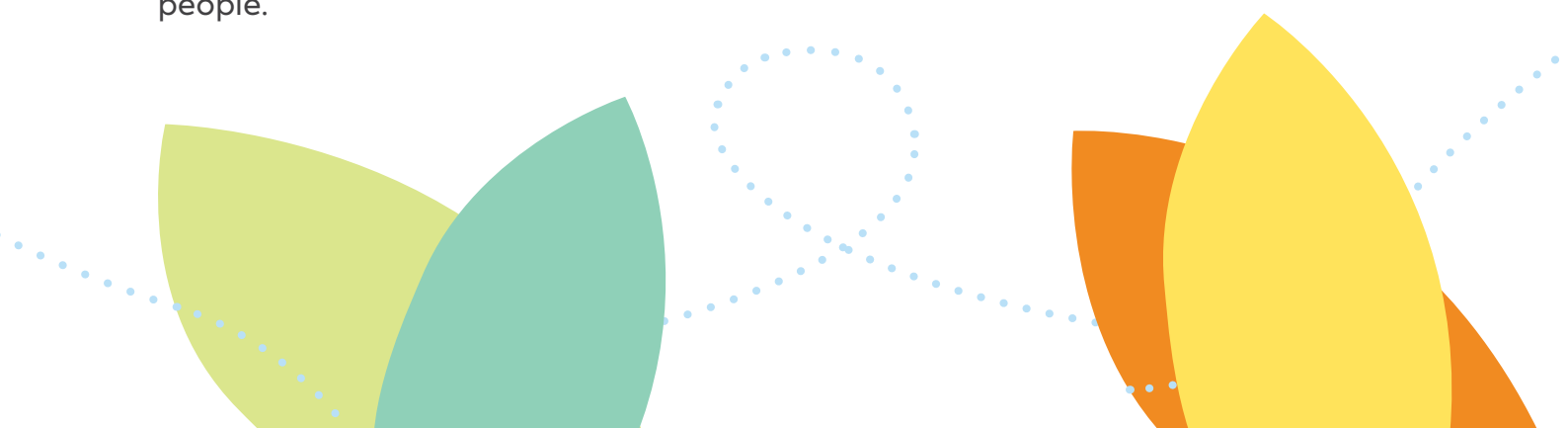
Generations of Western Australians have grown up with Telethon and through their generosity have had a major impact on some of the life-threatening diseases that face our children including brain cancer and leukaemia.

Through Telethon, you have provided equipment for children in hospital, critical services for children with disabilities and life-changing opportunities for disadvantaged children. Your tax deductible donations to the Channel 7 Telethon Trust will ensure that together, we can continue to provide our children with the best quality services and support now and into the future.

The Channel 7 Telethon Trust is a registered charity, governed by a Board of Trustees. Telethon's small team is based at Seven West Media headquarters in Osborne Park. Telethon exists on a day to day basis because of the generosity of Channel Seven Perth, The West Australian & The Sunday Times.

Where does the money go?

Telethon supports and grants funding to a number of charitable organisations all united in their mission to improve the health and well-being of children in Western Australia. Telethon's biggest beneficiaries are Telethon Kids Institute and Perth Children's Hospital, however a total of 53 charities have received funding from Telethon in 2020. The grants are utilised for the purchase of new medical equipment, aids and devices, undertaking medical research into children's diseases, establishing new facilities, provision of counselling and support services for children and young people.



If you require any further information regarding the Student Ambassador Program please contact:

Telethon Office
E: telethon@seven.com.au
P: 08 9344 0756

Street Address:
Channel 7 Telethon Trust
50 Hasler Road,
Osborne Park WA 6017

To register your school,
visit <https://www.telethon7.com/schools>

