



# CASE STUDY: CANBERRA HOSPITAL FOUNDATION INAUGURAL MATCHED GIVING DAY

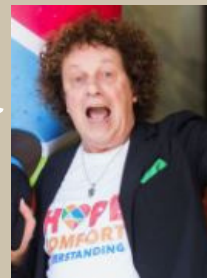
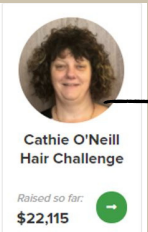
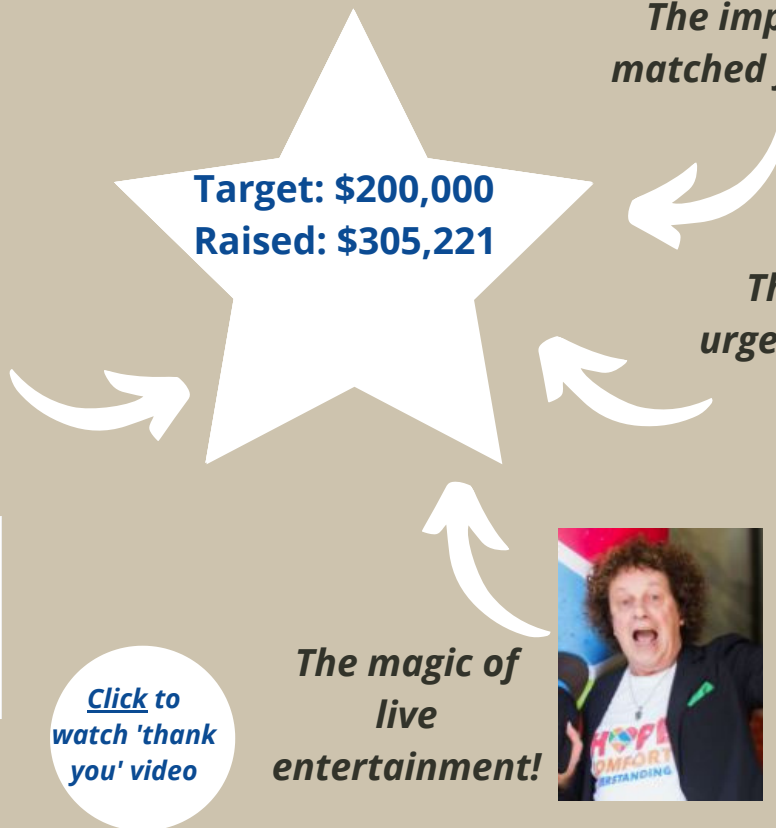
**Canberra Hospital Foundation** (CHF) supports patients at any age, for any illness, bringing hope, comfort and understanding to patients and their families. The Foundation supports activities that provide respite, therapeutic programs, decreasing distress and research to improve everyday patient care, patient wellbeing, and health outcomes.

**Catalyst Management** was engaged to provide strategic guidance and advice on optimising their first ever giving day. Strategic advice covered all elements of the planning and execution, in particular how to leverage the key drivers of a giving day: matched funding, gamification, and urgency. This was used to engage the enthusiasm and support of the CHF Board, and to excite and involve the many departments of Canberra Hospital Service campus in the fundraising efforts. A hybrid physical/virtual event with high level production values was livestreamed, and media partners (press and radio) enabled widespread coverage of the day.

*The sheer fun of gamification and activities team games and friendly competition!*

*The impact of matched funding!*

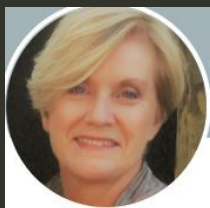
*The power of urgency - 24 hours only!*



[Click to watch 'thank you' video](#)

*The magic of live entertainment!*

*Ambassador Leo Sayer wowed the crowd with his hit songs, supported by local bands and comedians, and an appearance by Dr Nick Coatsworth, livestreamed from the Australian Museum.*



Helen Falla, CEO  
Canberra Hospital Foundation

“ It was an absolute pleasure working with Lawrence and the Catalyst team who provided incredible support across the year and, importantly, assistance with the creation & launch of our inaugural Giving Day – Can Give Day - which was extremely successful. Thank you to Lawrence for the invaluable insights and flexibility to help us deliver a unique Giving Day. It was an exciting time, and the Catalyst team were exceptional in providing the support and joining in the fun on the day. We look forward to continuing our work with Lawrence & team to provide focused advice to build not only on our Giving Day but also to develop our major gifts program. ”

*Leo Sayer sang his heart out. So did Dr Nick Coatsworth. Big Mal bought a fridge. Cake and plant stalls sold out. And more than \$300,000 was raised for the Canberra Hospital Foundation. The inaugural Can Give Day was a smashing success and a tribute to the generosity of Canberrans in what has been a seriously tough year.*

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