



The Royal 50K Fundraising Toolkit

Challenge yourself this April

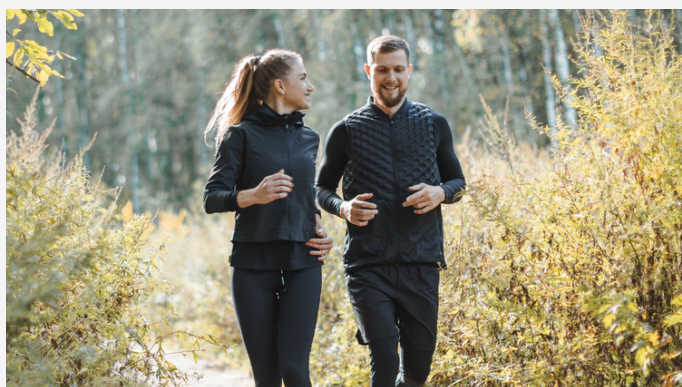
April 1 to 30, 2024 | [THEROYAL50K.COM.AU](https://theroyal50k.com.au)

What is The Royal 50K?

This April, we're challenging you to run, walk or move 50km in support of the **Royal Brisbane and Women's Hospital (RBWH)**.

Whether you complete your challenge in a day, a weekend, or across the whole month, the choice is entirely up to you!

By taking part, you will be helping to raise crucial funds to support the RBWH, a hospital that has touched and changed the lives of millions of Queenslanders.



When does the challenge start?

The challenge kicks off April 1, 2024

Where does the money go?

Funds raised through 'The Royal 50K Challenge' will help fund crucial advancements in patient care and medical research at Royal Brisbane and Women's Hospital.

The money raised through The Royal 50K is helping to save more lives, both now and in the future.



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How can I register for The Royal 50K Challenge?

Registration for the challenge is easy, fast and FREE! Follow the steps below.

Step 1: Head to theroyal50K.com.au and select 'Register'.

Step 2: Fill out your details and complete your fundraiser profile

Step 3: Share your profile with your friends and family and get ready to move 50K!

WIN prizes & earn fantastic incentives

By raising funds during The Royal 50K, you'll be in the running to win prizes and earn some fantastic incentives.

Raise \$200 or more and receive your own 'The Royal 50K' t-shirt!

Raise \$400 or more and receive your own 'The Royal 50K Top Fundraiser' medallion!

Prizes will be on offer for Top Individual and Team Fundraisers, as well as many more!



Sharing is caring!

The Royal 50K is best completed with the help of your friends and family. Share your profile to your social media and bring your loved ones along for the ride!

It's time to get social!

The best way to stay up to date with all the challenge information is by joining The Royal 50K Facebook group. Click the QR code to join the group!



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Meet The Royal 50K Challenge Ambassadors!

These remarkable individuals have a deeply personal connection to Royal Brisbane and Women's Hospital (RBWH), as well as the RBWH Foundation. They've decided to take on The Royal 50K and be official challenge ambassadors! Head to the website to read all 3 ambassador stories.



Juliette McAleer

RBWH Patient and 'The Royal 50K' Ambassador

When Juliette was diagnosed with small bowel volvulus and suspected ischaemic bowel (parts of her stomach and bowel were dying), she was flown into the Royal Brisbane and Women's Hospital (RBWH) on a rescue helicopter.

Juliette proceeded to spend more than 5 months in hospital, requiring multiple surgeries and a long recovery.

Juliette's story is an inspiration to her family and everyone around her. You can read her full story at theroyal50k.com.au.

READ **JULIETTE, WES AND MARK'S** STORIES AT [THEROYAL50K.COM.AU](https://theroyal50k.com.au)

Fundraising tips to help you get started!

Here are a few helpful tips so you can get the most out of your fundraising efforts!

1

Personalise your profile

Add your own profile photo, cover image and bio. This will help your friends and family connect with your personal story and reason for fundraising.

2

Be the first to donate

Individuals who make the first contribution to their fundraiser often find it easier to encourage others to join in. This can be as small as \$10, or as generous as you'd like. Getting your fundraiser off the ground is the most important part!

3

Get the word out and thank your donors

Share your fundraiser to your socials, through email, or by texting your friends and family. Most importantly, once someone contributes to your fundraiser, make sure to thank them personally and publicly. No one donates for themselves, but a touching 'thank you' shows your circle how important this is to you.

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The Royal 50K Challenge



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RBWH
Foundation

The **RBWH Foundation** is the charity that supports RBWH, STARS, and other prestigious research Institutes and Centres at the Herston Health Precinct. RBWHF helps fund life-saving research and advances in patient care.

The RBWH Foundation exists to connect those who wish to give with the most potent opportunities to make a difference, now and in the future.

Let's take on the challenge!

Use the QR codes below to navigate to The Royal 50K challenge website. Here you can register for the challenge, make your first donation and find out everything you need to know!

SCAN QR CODE
TO REGISTER



SCAN QR CODE
TO DONATE

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