

## Event Profiles

### Poll Merino Ram Sale



*Photo courtesy of Ian Turner.*

Richard and Jacquie Halliday of Callowie Poll Merinos are donating \$1,000 from their Poll Merino Ram Sale to JDRF.

#### How did they do it?

Callowie auctioned 50 Poll Merino Rams and donated the average proceeds to JDRF

#### Why did they do it?

Just after the loss of Richard's father earlier this year, he also lost his 21 year old niece Jayne Johnson from complications associated with the disease. Although the donation does not alleviate the family's loss, they will receive some comfort in the knowledge their donation is helping JDRF move closer to a cure.

### Iron Man Challenge

Peter Seldon competed in two Iron Man races and raised \$3,700 for JDRF.

#### How did he do it?

Peter's challenge was to raise funds for JDRF by competing in two Iron Man races – one in Zurich on 12 July 2009 and then another two weeks later on 27 July. The second event was more novel as it took place within Peter's local gym and involved him racing three of his personal trainers. Peter set up an online fundraising page and sent weekly emails to friends, family & colleagues asking them to donate and providing facts on type 1 diabetes.

#### Why did he do it?

Peter has an uncle with type 1 diabetes and by raising money for JDRF Peter feels he is able to make a difference to the lives of people living with diabetes.

### Gold Coast Marathon



Photo: TIM BARNESLEY  
**RUNNING FOR A REASON:** Sam Munday is keen to help his mum, Jacqui, as she gets ready to tackle the Gold Coast Half Marathon

Jacqui Munday took part in the 2009 Gold Coast Marathon and raised \$4,345 for JDRF.

#### How did she do it?

Jacqui set up an online fundraising account through the Everyday hero website and sent an email to all her friends and colleagues asking them to donate.

#### Why did she do it?

On 28th May 2009, Jacqui's son Samuel (11yrs) was diagnosed with type 1 diabetes. As a result Sam now has to give himself 4 injections of insulin per day for the rest of his life because his body no longer produces its own. Jacqui is dedicating her first ever half marathon to Sam and to diabetes research. "We pray and hope that one day scientists will find a cure so that Sam and many other children just like him will be able to live a life free of ongoing medical treatment."

### Kilanda Fireworks

Craig Alexander raised \$14,000 for JDRF.

#### How did he do it?

The second 'Kilanda Fireworks' was held for JDRF

at the Alexander's property in Kilanda, near Wagga Wagga. The event attracted a few hundred people to the property where a fireworks display was put on in conjunction with a local fireworks company who assisted Craig in running a safe, but exciting event. This event takes a lot of hard work, planning and advertising by Craig, but once again this year the hard work has paid off and guest's donations raised \$14,000 for JDRF.

### Why did he do it?

Craig's youngest son was diagnosed with type 1 diabetes in 1995. He began his fundraising event to create awareness of type 1 diabetes in his local community and has raised funds for other diabetes charities before supporting JDRF two years ago.

## Judd Lenten Privation

Jasper Judd gave up alcohol for the 40 days over Lent and raised \$10,000 for JDRF.

### How did he do it?

Jasper set up an online fundraising account through the mycause website and sent an email to his friends and colleagues asking people to donate. He also made a \$1,000 donation himself.

### Why did he do it?

Jasper's youngest daughter, Tallulah, is now eight. Five years ago, she was diagnosed with type 1 diabetes. Like so many others, she has to have four injections a day and have her finger pricked for blood about 10-12 times a day. Like so many others, though, she is incredibly matter-of-fact about her condition.

Also, Lent 2009 will be the first time in a third of a century that Jasper will have spent over six weeks without alcohol.

## Eat to Cure Diabetes

Mike Chuter and Kim McDonnell held an event called "Eat to Cure Diabetes and raised around \$6,000 for JDRF.

### How did they do it?

Mike and Kim hosted an evening called 'Eat to Cure Diabetes' that saw over 50 guests enjoying an evening out at one of Melbourne's premier restaurants, Richmond Hill Café. While the food and cheese courses and matching wines were superb, it was really the reason that brought everyone together that made the night such a success. JDRF was profiled through various speakers including the MC for the night – television presenter Livinia Nixon and a personal account from a woman living with type 1 diabetes. The night also included a raffle and silent auction items.

### Why did they do it?

Mike and Kim are parents of a child with type 1 diabetes and have passion for a cure. In addition, they are also founders of Cubed Communications which sponsors a team at JDRF's Ride to Cure Diabetes in the Barossa Valley. The proceeds from this event will help their riders reach their fundraising targets for the 2010 event.

## Dalby Gala Dinner



Brenda Storey held a Gala Dinner in Dalby and raised \$28,000 for JDRF

### How did she do it?

The Dalby Gala Dinner was a fundraiser with around 250 guests present. It included an auction as the major fundraising component of the night and funds were also raised through the sale of tickets and through sponsorship of the event by local businesses. Dalby is a relatively small town, so the local community really got behind the event and sponsored tables and other items to offset the cost of running the event (keeping costs down was key to its success). The event organiser contacted NRL teams and sporting organisations to obtain auction prizes and, if an outright donation request was not successful, the organiser would purchase, for example, a jersey or similar, send it to the relevant sporting club to have it signed and then use it as an auction prize. Some celebrities (mostly sporting personalities) were present on the night as well. This event will now be held bi-annually.

### Why did she do it?

Brenda wanted to take the opportunity to make a contribution to type 1 diabetes research because she and her husband have a son with type 1 diabetes. In Dalby, there aren't many opportunities to participate in JDRF-run events (as it is a regional area) so this was a way for her to organise her own event in her local community to support JDRF and, in turn, her son. This event is an excellent example of someone just wanting to make a difference and being very successful at it.

## Life is a Cabaret



Kerrie Akkermans of Torrens Park is donating \$3,000.00 from her 'Life is a Cabaret' Fundraising night. Over 100 guests attended.

### **How did they do it?**

The Cabaret night was held at the Air Apartments and guests were invited to bring along their family and friends with a plate of supper and their drinks at a cost of \$30.00 per ticket. A raffle was held with the prizes donated by local businesses. Patrick Brown entertained the audience who danced the night away with hits such as, Love is in the Air, My Way, Cracklin Rose and many more.

### **Why did they do it?**

Tori Akkermans Kerri's 16 year old daughter has had Type 1 since she was 10 and Kerrie has run an annual fundraiser which has now become a fixture in the calendar of many loyal supporters who previously did know about JDRF.

Kerrie believes that the success of the night in these tight economic times was offering an event at low cost with excellent entertainment and BYO was the reason for its popularity.