



GO IN TO BAT FOR KIDS WITH CANCER

YOUR INFORMATION
GUIDE TO THE BIGGEST
GAME OF CRICKET



A PONTING FOUNDATION
FUNDRAISING INITIATIVE

Pontingfoundation



Message from Rianna and Ricky Ponting



Thank you for taking the time to read about the Biggest Game of Cricket.

Biggest Game of Cricket combines two of the biggest influences in our lives – cricket and helping to raise funds for a wonderful cause.

As long-time supporters of the childhood cancer cause, in 2008 we launched the Ponting Foundation to provide focus to our work helping young Australians with cancer and their families. The work of the Foundation has become even more significant for us since our children were born. Having children of our own has given us a greater sense of determination and resolve to support the children and families who aren't as fortunate as us.

We have been overwhelmed by the support we have already received and amazed at the goodwill shown to the Ponting Foundation by individuals, organisations and companies. It gives us great optimism that together we can make a significant difference.

We really hope you can get on board with Biggest Game of Cricket this summer – it's a fun way to help raise funds to support young Australians with cancer and their families.

Thank you again for your interest.

With our best wishes.

Rianna and Ricky

What does the Ponting Foundation do?

The Ponting Foundation is dedicated to doing everything possible to help young Australians and their families beat cancer.

It provides funding for a wide range of essential services that comfort and nurture young Australians with cancer while providing emotional support and financial assistance for their family.

Through alliances with some of Australia's leading cancer charities and research groups, the Foundation has raised important incremental funds for specific charity programs, hospitals and ground-breaking research projects engaged in the fight against cancer.

The Foundation also funds programs that assist in the care and well-being of the wider family unit as they support their child through their illness.

For more information visit
www.pontingfoundation.com.au

What is the Biggest Game of Cricket?

Biggest Game of Cricket ('BGOC') is the Ponting Foundation's largest annual fundraiser.

What happens?

Throughout summer, thousands of Australians have fun playing cricket – Australia's favourite game - and raising funds to help young Australians and their families beat cancer.

Who can join?

EVERYONE!

Corporate organisations, cricket/sporting clubs and associations, friends, families, neighbours, workmates, school buddies or team mates all come together to organise their own Biggest Game of Cricket or donate to their mate's game.

Where?

Wherever you and your mates want to play! In your backyard, on the beach, on roads and laneways, on cricket fields and in parks in every part of Australia.

Where does the money go?

The Ponting Foundation provides funds to the Royal Children's Hospital Foundation, Redkite and a series of Tasmanian-based health organisations. Specific details on how funds raised from Biggest Game of Cricket are distributed are contained later in this guide.



Why join in?

FUN! PLAY
WORKLIFE CRICKET
BALANCE AUSSIE SPIRIT
MOTIVATION & TEAMWORK
ENCOURAGEMENT
SHOW YOUR SUPPORT
POSITIVE MEDIA COVERAGE
HEALTH
Assist an Australian charity
LEAD BY EXAMPLE BUILD TEAM MORALE
GIVE IT A GO! PUT SMILES ON KIDS FACES

KEY FACTS

- Australia has one of the highest incidences of childhood cancer worldwide
- One in 500 Australian children will develop a cancer before 15 years of age
- Every six hours a child or young person in Australia is diagnosed with cancer
- About 1620 children and young people (aged up to 24) are diagnosed with cancer in Australia every year
- Childhood cancer is the single greatest cause of death from disease in Australian children, with three children losing their lives to cancer every week.
- In Australia, childhood cancer is second only to breast cancer in terms of the number of years of life lost by the disease.
- Survival rates have increased from 49% in the 1970's to 82% now, but more needs to be done!



Case Study

Altus Traffic



Altus Traffic is a national organisation that simplifies and solves traffic challenges. It employs over 1,300 staff across Australia, performing critical management, planning and control functions that keep our traffic flowing.

Each year the company holds its very own 'Altus Traffic Biggest Game of Cricket'. Multiple games of cricket are held concurrently in the period leading up to Christmas. In each state Altus Traffic puts together a team of management and employees to challenge the 'Rest of the World' team comprised of Altus Traffic clients.

In the lead up to the big day, employees raise money in support of the Ponting Foundation to 'earn' their place on the team, with all team members receiving commemorative Altus Traffic uniforms and merchandise.

BIGGEST GAME OF CRICKET IS A PERFECT END-OF-YEAR TEAM BUILDER FOR ALTUS TRAFFIC. IT BRINGS OUR STAFF AND CLIENTS TOGETHER TO SUPPORT A GREAT CAUSE IN A NOVEL WAY.

OUR TEAM MEMBERS ARE COMMITTED TO RAISING IMPORTANT FUNDS FOR THE PONTING FOUNDATION, AND HAVE FUN IN THE PROCESS. IT'S A WIN-WIN INITIATIVE THAT I CAN HIGHLY RECOMMEND TO ANY COMPANY OR ORGANISATION LOOKING TO BUILD TEAM CULTURE.

Altus Traffic's Chairman
David Lundberg

enthusiastic supporter of Biggest Game of Cricket
and the Ponting Foundation

How to get started

Whether you are hosting a friendly game of backyard cricket between mates, at your school or a full scale competition between work colleagues or team mates here are a few tips to help get you started.



Ask around

Ask your mates, school buddies or your work colleagues to help you organise your event.



What style of cricket are you going to play?

T20, one-dayer, indoor rules, Test match, Tippet Run or even French cricket - your options are endless!



Where are you going to play?

Backyard, beach, laneway, park - the choice is yours!



Register your game

Register your game at biggestgameofcricket.com.au and create a personal page. This is an easy way for participants to make donations. It's also a good way to secure donations from family and friends who can't make it to your event.



Invite everyone!

Who doesn't love a friendly game of cricket? Ask your mates, school buddies, work colleagues, family and team mates via Facebook, email or posters at work or school and get a game together.



Work out your supporting fundraising activities

- BBQ/Drinks
- Raffle
- Silent Auction
- Awards for best catch, fastest bowl etc...
- Ask participants to dress up-best costume wins a prize!



Promote and build hype!

Send event reminders to your participants. Let them know about the fun activities, theme and prizes on offer. Your energy will be infectious so be as energetic as possible! Promote on all your social media platforms.



Case Study

Steve Harris, his family and his mates

A few years ago Steve Harris decided he wanted to do something to help young kids with cancer. He didn't want to just do something himself and then ask his mates and family to donate – he wanted them all to be part of it.

Steve saw the Biggest Game of Cricket as an ideal avenue to raise funds and have fun with his family and friends at the same time. So each year on Australia Day Steve organizes a game of backyard cricket, a few beers and a barbecue and invites his extended family and mates to come along.

Steve's games have raised almost \$2,000 through some ingenious methods, as Steve explains...

WE CHARGE AN ENTRY FEE TO PLAY AND A FEE FOR FOOD AND DRINK (SOME OF WHICH IS DONATED). WE SELL RAFFLE TICKETS, FINE PLAYERS IF THEY MAKE A DUCK AND ALLOW DISMISSED PLAYERS TO 'BUY BACK IN' TO KEEP THEIR INNINGS/SCORE GOING.

WE FOCUS ON FUN FOR EVERYONE - KIDS INCLUDED. EVERYONE, NO MATTER OF AGE OR ABILITY, IS ENCOURAGED TO HAVE A GO. WE ALL HAVE A BALL WHILE CONTRIBUTING TO A GREAT CAUSE.

WIN **GREAT** PRIZES

INCENTIVE 1

Raise \$500 or more

Deposit \$500 or more by Monday 29 February 2016 and you'll automatically go in the draw to win one of 20 prizes donated by Harvey Norman, with a combined total prize pool value in excess of \$20,000.

Harvey Norman

Follow Biggest Game of Cricket on social media to stay informed about other great prizes to be announced over summer, as well as all updates, information and promotions regarding BGOC

INCENTIVE 2

Raise between \$100 and \$499

Deposit between \$100 and \$499 by Monday 29 February 2016 and you'll automatically go in the draw to win one of 20 BGOC merchandise packs signed by Ricky Ponting.

INCENTIVE 3

Register your game

Register your Biggest Game of Cricket by no later than 31 January 2016 and you'll automatically go in the draw to win one of six full size Kookaburra autograph bats signed by Ricky Ponting, complete with Certificate of Authenticity.



Tips on achieving great results



1. Get set up early

Register your game of cricket at www.biggestgameofcricket.com.au

2. Kick start your fundraising

Make the first contribution to show you mean business!

3. Be an advocate for your event

Tell everyone about it and be enthusiastic and positive when you do. Your enthusiasm will be infectious!

4. Take plenty of pics

There are bound to be some funny moments on game day that you want your mates to live over and over again.

5. Get Social

Post the pics on social media tagging #BGOC

6. Tell your mates

Text the link of your BGOC fundraising page to your mates who can't make it to your game and let them know they can still donate.

7. Keep up the reminders

As your event approaches, remind attendees they can visit your online fundraising page and donate at anytime

8. Use the media

If you're holding a public fundraiser, use the local media. Contact your local newspaper or radio station and ask them to help promote your event

9. Find local support

Ask local businesses to support your event with prizes, food donations (for a BBQ) or cash donations

10. Promote the prize incentives

You and your team have an opportunity to go into the draw to win some fantastic prizes. Draw on these incentives to encourage your team to reach fundraising targets!

South Eastern Cricket Association Junior Division

The South Eastern Cricket Association (SECA) Junior competition consists of over 3,000 participants competing in 224 teams from 42 clubs plus nine T20 Blast! centres.

The competition comprises junior teams from SECA primary-affiliate clubs, the Victorian Sub-District Cricket Association and the Victorian Turf Cricket Association.

SECA designates a specific round of games as a Charity Round for the Biggest Game of Cricket. It encourages clubs and participants to raise money for the Ponting Foundation using online and direct collection throughout January and February.

THE SECA JUNIOR COMMITTEE IS COMMITTED TO PROVIDING AN OPPORTUNITY FOR THE ASSOCIATION, CLUBS, PLAYERS AND PARENTS TO USE OUR CRICKET FOR THE 'GREATER GOOD'.

BIGGEST GAME OF CRICKET IS THE PERFECT VEHICLE FOR SECA TO GIVE BACK TO THE LOCAL COMMUNITY, IN PARTICULAR SUPPORTING CHILDREN'S CHARITIES BY USING OUR GAME TO RAISE FUNDS FOR AN OUTSTANDING CAUSE; ONE THAT IS CLOSE TO THE HEARTS OF SO MANY PARTICIPANTS AND THEIR FAMILIES.

KNOWING THAT EVERY DOLLAR WE RAISE GOES TO THE ROYAL CHILDREN'S HOSPITAL IS AN EXTRA INCENTIVE FOR SECA TO SUPPORT THE BIGGEST GAME OF CRICKET.

Chairman of SECA Juniors
Rob Elliot
supporter of BGOC

Where the money goes from BGOC

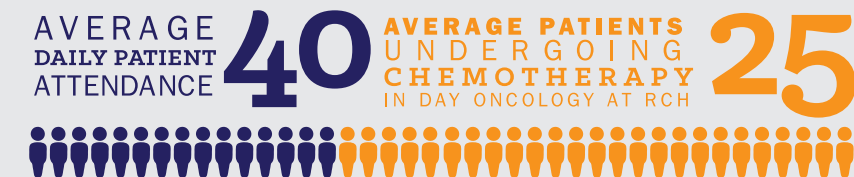


As one of the world's leading paediatric hospitals, The Royal Children's Hospital, Melbourne ('RCH') has been providing outstanding care for Victoria's children for over 140 years.

The RCH Foundation harnesses community and philanthropic support to bridge the gap between government funding and excellence in children's healthcare.

The Ponting Foundation provides funds to the RCH Foundation to support specific programs and projects within the paediatric oncology section of the RCH.

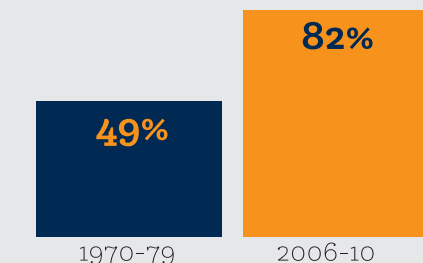
Net funds raised from BGOC in Victoria will be used to support the Ponting Foundation's commitment to the Royal Children's Hospital, Melbourne.



APPROXIMATELY
220
NEW CASES OF
CHILDHOOD CANCER
OCCUR EACH YEAR IN
VICTORIA ALONE

600
patients undergoing treatments at any one time

SURVIVAL RATES
FOR CHILDREN WITH CANCER



THE HOSPITAL HAS
26 inpatient beds INCL.
8 isolation beds FOR
BONE MARROW
TRANSPLANT PATIENTS

Where the money goes from BGOC



Redkite provides essential practical and emotional information and support to families with a child or young person diagnosed with cancer in Australia.

Redkite's Exceptional Needs Assistance ('ENA') program provides emergency funding for families facing incredible financial hardship through one or more of their children being diagnosed with cancer.

One to two percent of families with a child who has cancer will also experience "exceptional needs"; the family might have a second child with an illness or disability or one of the parents may have a life threatening illness or may have passed away; Redkite, through the Ponting Foundation, provides financial support for these ENA families.

Since the inception of the Foundation's partnership with the ENA program in 2010, the program has assisted approximately 100 families of children with cancer with a total of almost \$500,000 in emergency grants.

Net funds raised from BGOC in NSW, Queensland, South Australia, WA, ACT and Northern Territory will be used to support the Ponting Foundation's commitment to Redkite's Exceptional Needs Assistance program.



A series of Tasmania-specific grants have been awarded across the broad spectrum of health care, but share commonality in that they all support Tasmanians suffering from cancer. The programs supported include:

Spurr Wing

Funding for Spurr Wing in Launceston to help provide accommodation for patients and families of patients attending the Launceston General Hospital. Spurr Wing is a 'home away from home' for patients and families of patients attending the hospital. It caters for:

- ***Country patients receiving daily treatments and requiring overnight accommodation***
- ***Parents of children that are inpatients; and***
- ***Those immediate country family members of inpatients***

Appin Hall

Provision of financial assistance for up to 40 families to attend the Appin Hall Children's Foundation facility located in Erriba, Tasmania. Appin Hall Children's Foundation is a not-for-profit organisation with a vision for the protection and wellbeing of current and future generations of young Australians. It provides a respite and healing centre designed to assist children's recovery from serious illness, and suffering homelessness and destitution.

David Collins Leukaemia Foundation of Tasmania

The David Collins Leukaemia Foundation of Tasmania Inc. is an organisation dedicated solely to the care and cure of Tasmanians living with leukaemia, lymphoma and related blood disorders. Since 1980, the Foundation has provided hundreds of patients and their families with care and support through their leukaemia journey, funded research for improvements to treatment and awarded scholarships for professional development of medical staff in Tasmania.

The Ponting Foundation has supported the work of DCLF-T since 2010 including provision of significant funding for projects at the Royal Hobart Hospital and Launceston General Hospital.

Hospice Support Volunteers

Financial support for the Hospice Support Volunteers organisations in the South, North West and North of Tasmania who each provide emotional, social and practical support to people affected by terminal illness.

Net funds raised from BGOC in Tasmania will be used to support the Ponting Foundation's commitment to Tasmanian health initiatives.

Need more help?

Please contact us at info@pontingfoundation.com.au if you need more information.

For downloadable forms and resources please visit www.biggestgameofcricket.com.au/get-involved/resources

Follow Biggest Game of Cricket



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BiggestGameofCricket



twitter.com/@BiggestGameAUS



Biggest Game of Cricket

Thank you to our supporters

The Ponting Foundation is fortunate to have the support of some incredibly generous companies, organisations and individuals. The Biggest Game of Cricket is a critical plank in the Foundation's fundraising platform; an initiative that builds on the hard work and generosity of key friends of the Foundation since its inception in 2008. The Ponting Foundation sincerely thanks all those who participate in and contribute to the Biggest Game of Cricket and hopes that you have fun while raising funds for a very important cause.





Ponting foundation