





power our practitioners

FUNDRAISING HANDBOOK

Emerge Australia's:

Mission

Every Australian diagnosed with ME/CFS receives effective medical and other services without stigma or discrimination.

Vision Australians with ME/CFS achieve the highest quality of life

possible.

Values We are committed to understanding and supporting our

community with empathy, compassion and integrity.

Our ethical leadership, knowledge and communication

builds awareness, credibility and trust.

We are evidence based, results orientated, transparent and

accountable.

Strategy Emerge Australia is the only national patient organisation delivering professional services across clinical education,

patient support and patient education, advocacy and biomedical research for those with ME/CFS and long COVID

in Australia.

Power Our Practitioners

Educate 100 GPs

Raise \$40,000

Power Our Practitioners is a fundraising challenge to together ignite a spark of hope, supporting over 600,000 Australians with ME/CFS, long COVID and other energy limiting disease by empowering Emerge Australia's to educate GPs about diagnosis, management and treatment of these conditions.





Welcome, Community Fundraisers!

We are thrilled to have you on board for the 'Power Our Practitioners' project, a pivotal campaign aimed at making a difference in the lives of Australians affected by ME/CFS, long COVID, and other energy-limiting diseases.

We are excited to guide you through this manual, which will empower you to make a significant impact.

Our Aim

The 'Power Our Practitioners' project is a community-driven effort to educate healthcare professionals and improve access to quality care for those in need. By raising funds and awareness, we aim to empower Australians living with these debilitating conditions and ensure they receive the evidence based quality healthcare they deserve.



REGISTER

It takes \$400 to educate a GP.

Power Our Practitioners 1.0 aims to educate 100 GPs and raise \$40,000.





At the very core of Emerge Australia is the belief that, people affected by ME/CFS, long COVID and other energy limiting conditions can lead better lives as a result of being understood and supported by the latest clinical and scientific evidence and lived experience.

We offer support to over 600,000 Australians, and their loved ones who face these conditions, with 75% affected being women and 25% house or bedbound.

Power Our Practitioners is a pivotal component in enabling access to evidence based, quality healthcare for anyone impacted by ME/CFS, long COVID and other energy limiting disease to make their lives more liveable.

Fundraising for Power Our Practitioners will help support our efforts for every Australian enduring these debilitating illnesses to receive effective clinical and support services without stigma or discrimination – so that they, and their carers can receive help to manage and improve their health, to the extent they are able, across the lifetime of their disease, while we work towards a cure.

By raising money for Emerge Australia's Power Our Practitioners, you are helping us get closer to timely and effective diagnosis, management and ultimately, a cure.

Thank you for activating and engaging your family, friends and colleagues to support Power Our Practitioners.

We hope this handbook of tips and tools helps you in your fundraising activities. The biggest thing to remember in fundraising is the mission!

The sooner you start sharing your "why" story, the sooner you will see the donations come in!

Register right here!

Mark Clisby Chair



For over 40 years, Emerge Australia has delivered evidence-based clinical education, patient support, advocacy, and research. We are a trusted voice for Australians living with ME/CFS, long COVID and other energy limiting conditions, many of whom face significant barriers to healthcare, stigma, and under-recognition within the health system.

Our track record includes RACGP CPD approved GP education, groundbreaking research partnerships, national awareness campaigns, and practical resources for patients and clinicians.

The time for action is now. Over 600,000 Australians live with ME/CFS or long COVID. Research predicts that at least 400,000 more will develop long COVID as COVID-19 becomes endemic, with up to half of these meeting diagnostic criteria for ME/CFS.

Patients report limited access to knowledgeable clinicians, outdated or incorrect health information, and a lack of treatment pathways. The result is widespread invisibility, inequity, and preventable suffering. This burden carries an enormous economic impact, with ME/CFS alone estimated to cost Australia between \$10 billion and \$18 billion annually.

Building on the success of previous years, Emerge Australia plans to educate thousands of GPs nationwide with RACGP CPD approved clinical education on ME/CFS and long COVID, providing clinicians with valuable knowledge that contributes to their continuing medical education (CME) points.

This initiative directly addresses the lack of GP knowledge and clinical confidence in diagnosing and managing ME/CFS and long COVID. By equipping primary care providers with evidence-based education, we can significantly improve patient outcomes and reduce system-level strain.

Power Our Practitioners is a call to action. It costs Emerge Australia \$400 to educate a GP about these conditions. Our initial aim is to raise \$40,000 to educate 100 GPs enabling access to evidence-based quality healthcare.

Thank you for joining us to make a difference.

Anne Wilson

Anne Wilson
Chief Executive Officer



REGISTER

Unleash Your Impact!

Are you ready to make a powerful statement and create a lasting impact? It all starts with a simple step: registration.

You've got Choices!

Registration: Take the Plunge!

Individual Registration: Embrace the power of one!

Registering as an individual is an empowering act.

Imagine the satisfaction of knowing you're making a difference, all on your own.

Every individual counts, and your efforts will drive real change.



Join forces with friends, colleagues, or family members. The team spirit will fuel your motivation, and the friendly competition will keep the momentum high.

Let's create a force to be reckoned with!

For every \$400 raised we can educate another GP about ME/CFS, long COVID and other energy limiting conidtions.





How It Works Power Emerge Australia's Path to Making a Difference!

- **Create a concise description:** Our challenge is straightforward yet impactful. With a few simple steps, you can get involved and make a difference.
- **Register Now**: Don't wait! Click the register button and embark on this rewarding journey. It's an easy first step towards an incredible experience.
- Your Fundraising Journey: We've got your back with practical advice. Set realistic goals, track your progress, and reach out to your community for support. Fundraising can be fun and fulfilling, and we'll guide you every step of the way.
- Your Impact Matters: Every donation counts and has a direct impact. By educating GPs and improving patient outcomes, we ensure better care and support for those affected by ME/CFS, long COVID and other energy limiting conditions. Your contributions will make a tangible difference in people's lives.
- **FAQs**: We've got answers! Rest assured, we've anticipated your questions and concerns. Our FAQs section will provide clarity and reassurance, ensuring a smooth and enjoyable fundraising experience.





FAQ





The Challenge: Make It Personal!

Create Your Challenge

Choose an activity that speaks to your heart!

Here are some thought starters but feel free to create your own challenge subject to your capacity. Here are just some ideas!



FAQ

REST FOR ME
LISTEN FOR ME
STITCH FOR ME
READ FOR ME
DANCE FOR ME
CRAFT FOR ME
TAP FOR ME
MEDITATE FOR ME
RUN FOR ME
BREATHE FOR ME
BAKE FOR ME
WALK FOR ME



Set Your Goal

Set your achievable targets.

With our tracking tools and resources, you'll stay motivated and celebrate every milestone.





Fundraising Resources We've Got You Covered!

Comprehensive Suite: We provide an extensive range of resources to enhance your fundraising efforts. From promotional materials to this fundraising manual, we ensure you have everything you need.

Personalise Your Page: Make your fundraising page unique! Add your personal touch with stories, photos, and updates. Engage your donors and create a memorable experience.

Download Resources: Access our resources with ease. A simple click on the 'Download your fundraising resources' button will provide you with all the tools to excel in your fundraising journey







RESOURCES



FAQ





Your Impact Inspiring Stories, Lasting Change

Personal Stories

Meet Lily!

Share your own inspiring stories about how lives have been transformed.

These stories will touch your heart and remind you of the incredible impact your efforts can have.

Every donation makes a difference, and these stories will motivate you to keep going!



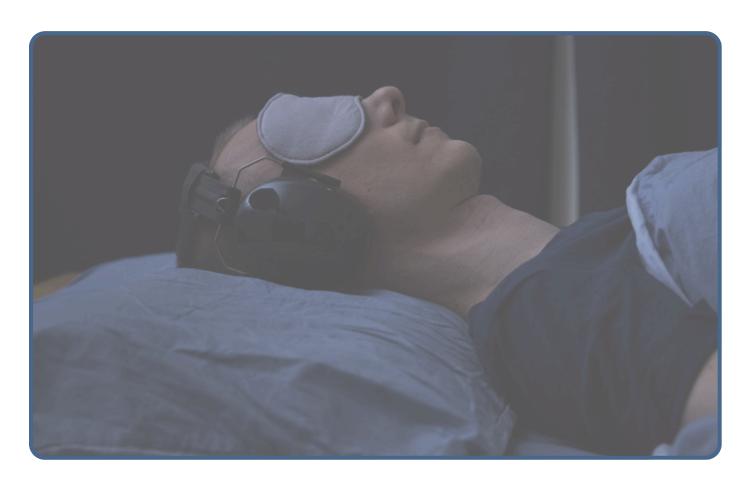




RESOURCES



FAQ





emerge.org.au

1800 865 321

information@emerge.org.au

@emergeaustralia

(f) Emerge Australia Inc

@ @emergeaustraliainc

Level 7, 276 Flinders StreetMelbourne Victoria Australia 3000

