



## One Small Step

How Methanex staff engaged in giving

### The idea

Methanex is a long-term supporter of the Taranaki Health Foundation. Most recently, Methanex have made a long-term commitment to support enhancements to Neonatal care and have become the naming rights sponsors of the Methanex Neonatal Unit. To make the most of this support, Methanex wanted to engage their staff and provide a team-building and morale-boosting fundraising event they could all get behind.

As we are focused on healthcare enhancements, we wanted to create an event that encourages physical activity and a healthy dose of competitiveness. It was also important to keep it as simple as possible, so the **One Small Step Fundraiser** was devised.

Staff were encouraged to create teams of five; over four weeks, they were challenged to take as many steps as possible. Steps would be reported to the event organiser, and at the end of the four weeks, the team with the most steps would be declared the winner. Team captains entered their steps into a shared spreadsheet so everyone knew what they were up against.

*Methanex are incredibly happy to support our staff in their fundraising and provide a matching fund for their donations. We are proud of our staff and the fact they have got behind the Methanex Neonatal Unit.*

Stuart McCall

Methanex Managing Director

### Creating excitement

Methanex is no stranger to community giving – their team has previously raised thousands for a new Angiography Suite in 2016. However, for any event to be a success, two things are needed: **communication and incentive.**

Taranaki Health Foundation worked closely with Methanex's internal communications team to create a campaign that fitted Methanex's corporate identity while also being fun for participants. It was decided that to make the most of the fundraising opportunity, there would be a **registration fee of \$30 per participant.** Each participant was given a special event visor, lanyard and wristband to show their support. We also created a series of weekly tasks to create excitement throughout the contest, with spot prizes for the winners in categories such as first team registered, best team bonding activity and best team outfit. We also encouraged staff to submit motivational stories about why they wanted to support the Methanex Neonatal unit.

Methanex agreed to **match up to \$5,000** of donations to show their staff how much their efforts were supported. This generous gift meant that the impact of each participant's efforts was doubled.

The target was to have ten teams of five register and raise \$5,000 to maximise the matching fund from Methanex, with the aim of **raising a total of \$10,000.**

### The Result

16 teams registered for the event - approximately 1/3 of the workforce at Methanex and 160% of our targeted number of teams. This level of engagement was a fantastic start and showed how engaged the staff were from the outset. Teams were registered through a custom landing page created by the Taranaki Health Foundation, which then created individual team fundraising pages which participants could share with friends and family.

Through these fundraising pages, we received **169 further donations** ranging from \$10 to \$500. The total amount raised was \$10,202 + the \$5,000 matched by Methanex for a **total of \$15,202**. This was a 52% increase on our original target.

This is a fantastic result that has allowed a variety of people to become involved in providing healthcare enhancements. **100% of the money raised will be used for healthcare enhancements in the Methanex Neonatal Unit** at Taranaki Base Hospital. Enhancements such as purchasing Neonatal Air Blenders that provide medical teams better control of the oxygen mix delivered to newborns in their vital first few days.

## Your Support Matters

Team fundraisers are a fantastic way to engage your staff as well as being a key way to deliver your CSR objectives. We would love to work with you to create a bespoke fundraising campaign for your staff and help you make a difference where it matters most. To find out more, speak to Grant or Heather.

### Grant Carter

Email: grant@thf.org.nz

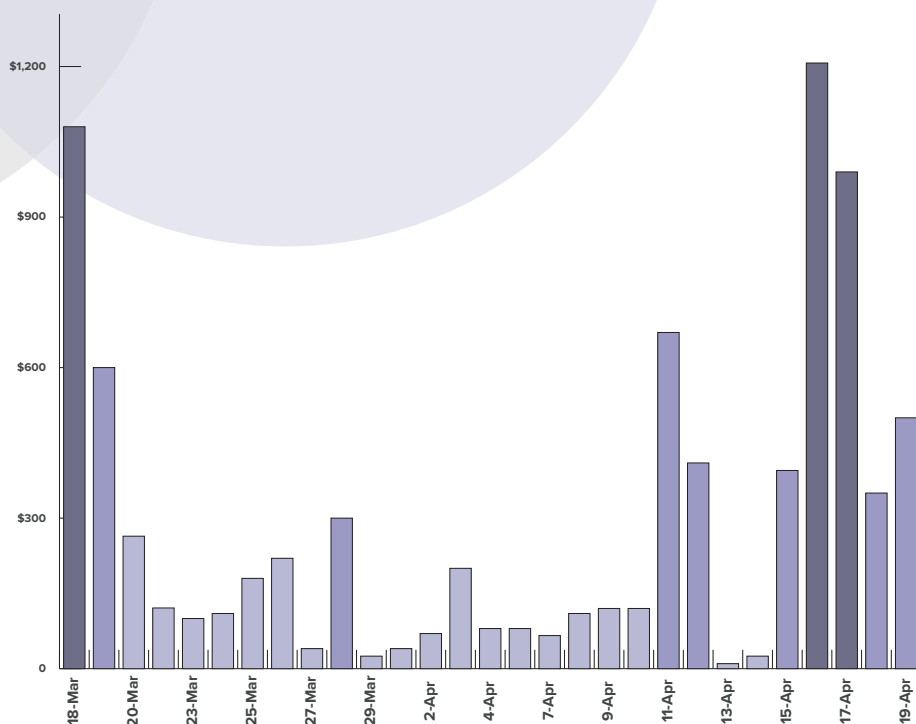
Phone: 027 248 4044

### Heather Kadlec

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Phone: 027 447 4659

## DONATIONS OVER TIME



## TOTAL AMOUNT RAISED

**\$10,202**

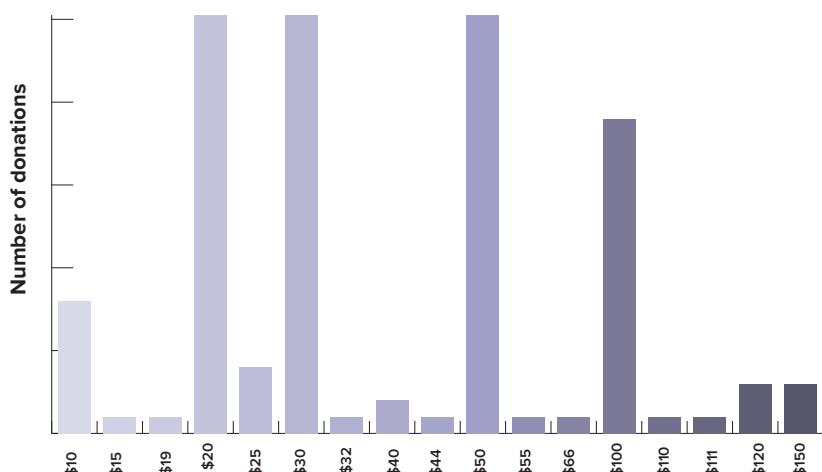
## NUMBER OF DONATIONS

**169**

## MEAN DONATION AMOUNT

**\$60.37**

## SPREAD OF DONATION VALUES



## MOST COMMON DONATION AMOUNT

**\$30 & \$50**