



SPINAL RESEARCH HERO MONTH

March 2025

INFORMATION KIT

Welcome!

Thank you so much for your interest in Spinal Research Hero Month event. In 2025, we are excited to be raising funds specifically for our new Paediatric Research Fund. All funds raised during March 2025 will go to the fund, resulting in at least one Paediatric study being funded in the 2025 ASRF Grants Round.

As a result of previous Spinal Research Hero Month's, we have funded 70+ Case Reports, alongside 2 Literature Reviews over the past 5 years. You can find them in the [Asia-Pacific Chiropractic Journal](#).

We are so inspired by people who have held or participated in events in the past, and who have raised a whole heap of money for chiropractic research. Your contribution is so important!

In this Kit you'll find all the information you need when fundraising for the ASRF.

Don't forget, if you haven't registered your event with us, please do it [here](#).

We hope you have a lot of fun, and look forward to hearing all about it.

Please make sure to take photo's and tag us on socials!



“We truly appreciate your support. Every dollar you raise helps us to fund very important research that will be shared with Chiropractors and communities across the world”.

**Dr Ryan Seaman
Foundation President**

This Information Kit Contains...

Simple Steps to Get Going.....	4
Spreading the Word	4
The Important Stuff.....	4
FAQ's.....	5
About the ASRF	5
We're Here to Help	5

Simple Steps to Get Going

1. Activities can take place any time between 1st – 31st March, 2025.
2. You can collect donations at your event or in your practice, or people can donate to you directly online. Your practice members or supporters can choose you in the drop-down box on the Donation Form Online. **When you have registered your event, we will send you the link once we have added you on the Spinal Research Hero Month Page.**
3. You can share the registration or donation links via email, Facebook or any other social media. Encourage your family, friends, colleagues and practice members to get involved or support you by donating via your fundraising page.
4. Complete your activity or event knowing you have contributed to important paediatric research that investigates how chiropractic contributes to the health and well-being of our youngest community members!

Spreading the Word

There are many ways you can spread the word about your event. Word of mouth is wonderful, as is Social Media.

Online

- * Share, share, share! Show us your pics and share it with the tribe! **Please tag us on Facebook (@Australian Spinal Research Foundation) or on Instagram (@austspinalresearchfoundation) on Instagram and use the hashtag #asrfero.**
- * Let people know that they can donate money to your cause even if they can't participate in your activity. Share comments, links, photos or videos at least once a week to keep the buzz going.
- * Write Facebook, Twitter or Instagram updates about your progress in planning your event, with photos.

Email

- * Tell your friends and relatives about your event and ask them to pass it on. The more people who personally share the link to the fundraising page, the more donations you will get.

Create

- * Use a super easy (and free!) design program like www.canva.com to design a postcard, flyer or poster for your event. Remember that people respond to 'visuals', so use your imagination and have fun! Please see our FAQ's to make sure you are using the Foundation logo and information correctly.

The Important Stuff

Please take a moment to ensure you understand your obligations and the terms & conditions of conducting a fundraising event in support of the Foundation:

- * Your fundraising is to be conducted in **in support of** the Foundation, **not** on behalf of, and the organiser is fully responsible for managing the fundraiser in a responsible way.
- * In some states, raffles or other 'gaming' activities require a licence. The fundraiser/organiser must comply with fundraising regulations in the relevant state or territory. Search the [ACNC website](#) for more information.
- * All revenue raised is a voluntary donation to the Australian Spinal Research Foundation (ASRF) and must be fully accounted for, with receipts provided to the donor where desired. **Please ensure all funds are deposited to the Foundation by March 19th 2025, at the latest. Details in the FAQ below.**
- * The fundraiser agrees to release the ASRF to the fullest extent permissible under law for all claims and demands of any kind associated with the event, and indemnify the Foundation for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event caused by your breach of these responsibilities or your negligence.
- * The ASRF takes no responsibility for any individual or practice's conduct or behaviour.

- * The ASRF reserves the right to refuse any individual or business to be involved in events in support of the Foundation.

FAQ's

- * **Who can conduct a fundraising event?**

Anyone can raise funds in support of the Foundation, as long as they comply with the appropriate regulations and conduct themselves in a responsible and respectable way. Please ensure that children under the age of 16 years are accompanied by an adult if collecting donations/money.

- * **Can I use the Australian Spinal Research Foundation's Logo when promoting my event?**

Yes, you can use our logo, but you must ensure that any reference to the Foundation clearly shows that this is not a Foundation event, rather that you are raising funds in support of the Foundation.

- * **How can the Foundation support me?**

The Foundation will be delighted to answer any questions you may have and will help promote your event where possible. However, the Foundation is not able to organise venues for the events, contact local newspapers or contact other parties on your behalf.

- * **How do I get the money I've raised to the Foundation?**

Any cash collected during your event can be deposited in the Foundation's bank account. A [Deposit Report](#) must be filled out and sent to info@spinalresearch.com.au when deposit is made. Bank details are in the Deposit Report. Alternatively, deposits with credit card can be made via the [Online Donation Form](#) on the Hero page. **Please ensure all funds are deposited to the Foundation by March 19th 2025, at the latest.**

- * **Do I need to issue receipts?**

If your supporters donate via the Spinal Research Hero page, we will issue them receipts automatically. If you are taking cash donations at your event or in practice, you can issue receipts for amounts of \$2 or more. Raffle tickets are not tax deductible. **Ask us to supply you with a receipt book if you didn't indicate it on your registration form. Please allow up to 2 weeks for delivery.**

About the ASRF

Below you'll find all of the information you need to know about the Foundation, in order to inspire people to support your fundraising. Feel free to use any of the wording below in your event promotion.

About the ASRF

45 years ago, a group of Australian chiropractors with a love of their profession and a passion to see it survive and thrive, came together and established what is known today as Australian Spinal Research Foundation.

Our **Vision** is a clear understanding of vertebral subluxation, and our **Mission** To fund & facilitate research, and educate chiropractors, communities & peak bodies on the effectiveness of chiropractic care..

We have a rich history of facilitating research that impacts practice. Our research has resulted in many publications and awards. With support from our Members, Donors and Fundraisers (like you!) the ASRF has facilitated over 270 research projects globally, with an investment in excess of AUD\$3.06M. [Find out more here.](#)

We're Here to Help

Please don't hesitate to email us if you have any questions.

email bridget@spinalresearch.com.au



Thank you