



The Fred Hollows Foundation

A Legacy of Vision

FrontStream client, The Fred Hollows Foundation, along with The Wild Women on Top, have a model partnership. They've raised nearly \$9 million AUD since 2011.

We are constantly amazed with the great achievements and mission of The Fred Hollows Foundation who continue the work of the social activist and skilled ophthalmologist. Professor Fred Hollows believed he could help people in need and offered his knowledge and experience to do so. Now 23 years after his death The Fred Hollows Foundation has a reputation for hard work and results, restoring sight in disadvantaged communities in Australia and overseas, training local doctors and nurses to diagnose and operate on their countrymen preventing and restoring avoidable blindness.

A Valuable Partnership

It takes a community of dedicated donors to support The Fred Hollows Foundation, one of the big community campaigns that makes a difference is 'Sydney Coastrek', organised by The Wild Women on Top. The 'Sydney Coastrek' is an annual 55 km team trekking

challenge that follows the stunning Sydney coastline and raises funds for The Fred Hollows Foundation. It is one of the most picturesque endurance events in the world, taking between 10 and 18 hours to complete within sight of ocean and harbour beaches, headlands, cliff tops and bush tracks between famous Palm Beach and Coojee Beach.

Sydney Coastrek was established in 2010 and requires at least 50% of team members to be women.

In its first year, Coastrek raised \$200,000 for The Fred Hollows Foundation, and has grown significantly ever since, raising over \$1,000,000 in 2012, over \$1,800,000 in 2013 and \$2,600,000 in 2014.





The **Fred Hollows**
Foundation



A Little Extra with FrontStream

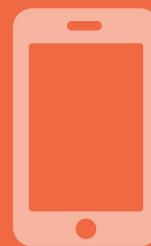
FrontStream has been working with the Coastrek team since May 2010, and it was clear from the beginning that this was a unique fundraising endeavor, using digital media, encouraging teams, targeting corporate groups and applying minimum amounts for registration and fundraising tallies.

Sydney Coastrek has had a customised FrontStream mobile app since 2011. The FrontStream fundraising app offers connection to social sites, PayPal express checkout and a custom design template. The app makes all fundraising and goals trackable, a feature we know fundraisers use to their advantage.

In 2014 Coastrek turned on the FrontStream Enhanced Fundraising Hub, and we noticed a spike in their fundraising. The FrontStream Enhanced Fundraising Hub offers a better fundraiser experience with more calls to action and support. The following year they activated the Corporate Teams function, this worked for them as their Corporate Teams achieved high levels of fundraising:

\$123,521 raised overall, with an average of \$1,187 per trekker versus an average of \$918 per non-corporate trekker in the event, a great result! The Fred Hollows Foundation, Wild Women on Top and FrontStream, together we are all part of the team behind the scenes of a great fundraising campaign and endurance challenge, Sydney Coastrek.

Sydney Coastrek 2015 raised almost \$3,000,000 while making sure that each and every one of the participants had an amazing trekking experience!



Mobile donations in 2015 rose from 12% to 23% for Sydney Coastrek