

# Squeaky Clean FUNDRAISING JOURNEY

## 1. OUR STRATEGY

We planned one major fundraiser event — **Dunk Ya Boss Breakfast BBQ** at 5W Western Treatment Plant (WTP) Project. Our strategy involved collaboration of BMD staff, our client, designer, subcontractors to ensure a strong turnout and support for WaterAid's mission in Tarawai Island, Papua New Guinea. Setting a clear fundraising target of \$5,000 and raising awareness of WaterAid's work were key objectives, and our collaborative approach was fundamental in driving the success of the fundraising event.

## 2. SEED FUND USE

The seed fund initial amount was \$750 and was used to hire a dunk tank at the fundraising event so our 12 courageous bosses could take the plunge into 1700 litres of cold water. The dunk tank hire cost was \$1,128 and BMD donated the remaining balance of \$378.

## 3. OUR COMMUNICATION

The event was planned well in advance and organised, the communication kicked off with individual and personalised phone calls made to our client, designer and subcontractors regarding their involvement.

Communications included internal and external emails with accompanying promotional posters, calendar invites, posters displayed on project walls and social media promotion on BMD Group LinkedIn, tagging our delivery partners. Internal Yammer updates were provided to all BMD staff working across the entire business.

We also utilised the invaluable support from BMD's General Manager — VIC/SA/TAS and CEO by tapping into their business updates and utilised the morning toolbox talks at Western Treatment Plant project as well.

In the lead up to the event, our 5W WTP project team reached out to our valued subcontractors and suppliers driving fundraising efforts. The donations came splashing in immediately.

## 3. COMMUNICATION Cont.

To make sure that no one missed out, especially those who were working in other states and had generously donated, we set up a live stream of our 12 bosses taking the plunge into the 1700 litre tank of water. This way, all staff who contributed to the cause could witness the moment and feel part of the event, no matter where they were located. It was fantastic to see our 12 bosses coming together to support this worthy cause!

## 2. OUR ENGAGEMENT

**Social media on BMD Group LinkedIn — 107,458 followers:** One post, 104 likes and two comments

**Internal and external comms:** five emails distributed to 1,405 recipients, from June to August, including promotional posters. Two internal Yammer posts provided and seen by 1,983 BMD staff

**Live Stream of Dunk Ya Boss Breakfast BBQ Event:** 159 views

## 5. FUNDRAISING EVENT

BMD donated the breakfast BBQ food at the event, hosting up to 200 employees. The cost of the food was \$1,100.30. Our Squeaky Clean team rolled up their sleeves, and rallied behind one another, to ensure all allocated tasks were smoothly and successfully completed ensuring the event went as planned.

Two chocolate door prizes and a charcoal spit roaster including barbeque items were donated by two of BMD's suppliers. The charcoal spit roaster was raffled off on the day raising another successful donation of \$369.25. The door prizes were given to two staff for their attendance at the event.

We started off the challenge with a fundraising target of \$5,000. We concluded the challenge on top of the Winnovators leaderboard with a super impressive fundraising amount of

**\$26,583**



Image: Staff at Dunk Ya Boss Breakfast BBQ at Western Treatment Plant

**BMD constructions** Winnovators

### BMD Constructions is taking part in the WaterAid's Winnovators!

**What is WaterAid and Winnovators?**  
WaterAid is an international not-for-profit organisation, that is determined to make clean water, decent toilets and good hygiene normal for everyone across the world. Currently, 1 in 10 people in the world do not have clean water close to home and more than 1 in 5 without a decent toilet of their own. Winnovators has been designed as a global employee development program which will further the work of WaterAid - work that is made possible through the support of this program.

**What is the challenge?**  
BMD Constructions in Victoria is participating in Winnovators and will be competing to develop solutions for the challenges faced by the communities served by WaterAid. The teams will be learning new skills, thinking outside the box, and fundraising for clean water, decent toilets, and hygiene. BMD Constructions' Winnovators team name is **Squeaky Clean**.

Winnovators will work on a solution that provides a safe water supply system for households on the Tarawai Island in Papua New Guinea, enabling access to safe drinking water all year-round.

**Raising money and awareness**  
As well as developing solutions to the WaterAid water challenge, our Squeaky Clean team is also required to raise money and awareness. Funds raised will support WaterAid's programs in Papua New Guinea which further enhances the positive impact that each participant will have as part of Winnovators by transforming lives for good, through accessing clean water, taps and toilets.

Eager to make a splash and have a blast all while supporting a great cause? Well, we are excited to announce a "Dunk Ya Boss" Breakfast BBQ event on Friday 16 August 7:00am at Western Treatment Plant 5 West Project, Cooroc. Come join in the fun for your chance to dunk our brave volunteers, Trent Dunoon and John Lodder from BMD Constructions.

Have a boss you want to see dunked? We are also inviting all clients and subcontractors to nominate their bosses for the dunk tank.

To nominate your boss, please send an email to [michelle.mckenzie@bmd.com.au](mailto:michelle.mckenzie@bmd.com.au) by 5:00 pm Monday 1 July 2024 with an attached photo of your boss. See you there!

Please donate to this great cause. Any contribution will leave a lasting impact on the people of Papua New Guinea. To donate, scan the QR code, click sponsor us, select the amount you want to donate, then in the message box leave a short comment for a boss of your choosing and the name of the company you work with. This donation is also tax deductible.

**BMD Group** 107,338 followers

BMD is joining forces with our client **Melbourne Water** and project partners on the Western Treatment Plant to improve access to safe drinking water all year-round on the Tarawai Island in Papua New Guinea. [...see more](#)

104 likes · 2 comments · 4 reposts

**Weekly Update**

Ivan Fratric

To Winnovators, I mentioned this in my previous updates and we really need more donations!!! Please scan the QR code below to donate as this is for an amazing cause to provide safe water supply systems and facilities for households on Tarawai Island, Papua New Guinea. Clean water and sanitary facilities is something we all take for granted so next time you're filling one of those large water bottles that have now become fashion accessories in the office, ask yourself if you'd drink it if it was dirty. **Make a donation today please!** I'm not getting dunked at 7am on a wintery morning after Trent in what would then make it his dirty cold bath water for nothing.

BMD Constructions thank you for your support in the upcoming "Dunk Ya Boss" event, scheduled for Friday 16 August 7:00am at Western Treatment Plant 5 West Nutrient Removal Project. Funds raised will support WaterAid's programs in Papua New Guinea by transforming lives for good, through accessing clean water, taps and toilets.

Every donation will go towards taking a shot at the boss of your choice. To donate scan QR code. The donation is tax deductible.

**DOOR PRIZES**

**GOODIES TO BE AUCTIONED OFF**

Sample of our BMD's communications

Eager to make a splash and have a blast all while supporting a great cause are our bosses featured right.

We thank our three BMD bosses, our client, designer and key subcontractors for your support in the upcoming "Dunk Ya Boss" Breakfast BBQ event, on Friday 16 August 7:00am at Western Treatment Plant 5 West Nutrient Removal Project.

**Dunk Ya Boss Breakfast BBQ Event**

BMD Western Treatment Plant

130 views Streamed live on 16 Aug 2024

BMD Constructions thank you for your support in the upcoming "Dunk Ya Boss" Breakfast BBQ event, scheduled for Friday 16 August 7:00am at Western Treatment Plant 5 West Nutrient Removal Project. Funds raised will support WaterAid's programs in Papua New Guinea by transforming lives for good, through accessing clean water, taps and toilets.

**Michelle Mckenzie** Thu at 3:02 PM

The SPLASH TOMORROW

BMD is joining forces with our client **Melbourne Water** and project partners on the Western Treatment Plant to improve access to safe drinking water all year-round on the Tarawai Island in Papua New Guinea.

Many thanks to our twelve fabulous leaders who will be making the splash tomorrow to raise funds for a safe water supply system for households on the island, as part of WaterAid Australia's Winnovators program.

The more we raise, the more our leaders get dunked, please contribute here <https://fundraise.wateraid.org.au/fundraisers/bmdconstructions>

Should you not be able to attend the event tomorrow, you can watch the dunk via a live stream [https://youtube.com/live/3xRJOR\\_bdd1](https://youtube.com/live/3xRJOR_bdd1)

Images left to right: one of our bosses making a splash, our 12 bosses preparing for the splash and BMD's Superintendent and Master of Ceremony enjoying the breakfast BBQ at Western Treatment Plant

