

**CF AWARENESS MONTH 2026**

# **FUNDRAISING TOOLKIT**

**I GIVE**

**FUNDS**

**FOR CYSTIC  
FIBROSIS**

**HOW YOU  
CAN GET  
ON BOARD  
THIS MAY**

**cf** CYSTIC  
FIBROSIS NZ

# CF AWARENESS MONTH 2026

## GIVE A F\*\*\* FOR CYSTIC FIBROSIS

CF is still New Zealand's most common life threatening genetic condition. Treatments have improved, but CF is NOT cured.

That's why during Cystic Fibrosis Awareness Month this May, we are bringing back a cheeky, disruptive and impossible-to-ignore message:

**GIVE A F\*\*\* FOR CYSTIC FIBROSIS**  
**GIVE A FEW BUCKS FOR CYSTIC FIBROSIS**  
**GIVE A FIVER FOR CYSTIC FIBROSIS**  
**GIVE A FOCUS FOR CYSTIC FIBROSIS**  
**GIVE A FUTURE FOR CYSTIC FIBROSIS**

## A MONTH OF GIVING A F\*\*\*

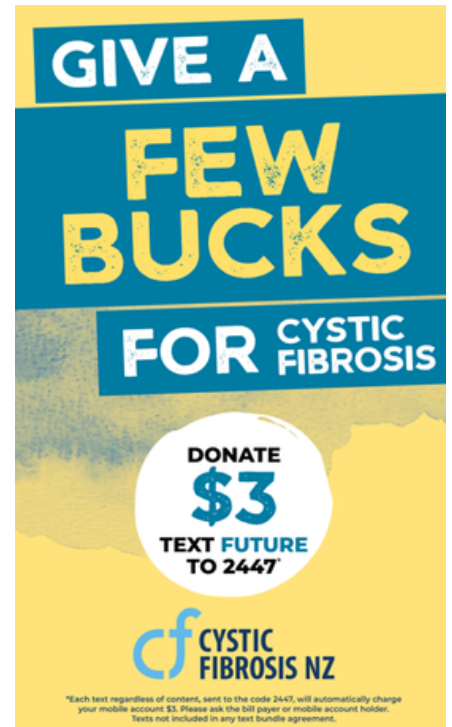
Each week during May we will highlight a real aspect of cystic fibrosis, educating the public more about life with CF, increasing their awareness of the challenges, centered around the voices of the CF community, and give people a clear, personal reason to Give a F\*\*\* and take action!

We will be using our social media channels, emails, billboards and display ads, highlighting the Give a F\*\*\* messaging to grab attention, educate and raise awareness of cystic fibrosis, as well as asking them donate to support our CF community.

## WHERE DOES THE MONEY GO?

It's our mission to empower people with CF, their families and whānau to have quality of life and wellbeing, through the delivery of high-quality and equitable support programmes, as well as 1:1 support from our CFNZ Social Workers. Some of the ways we help families around Aotearoa New Zealand are:

- We provide wrap-around support for parents with a newly diagnosed baby.
- We empower our community by providing education, information, and resources.
- We remove the financial barriers to exercise to help people with CF stay active.
- We campaign to improve awareness of CF and the challenges of the condition.
- We support people with CF with their physical and mental wellbeing.
- We advocate for better access to modern treatments and equitable standards of care.



# HOW CAN YOU HELP?

Everyone can “Give a F\*\*\*” in their own way! Community fundraising has long been an integral and invaluable part of CF Awareness Month, and we are grateful to our community, their friends and family for hosting activities and events throughout CF Month. This year we have a business creating Chocky Fish donuts to raise funds, and a Branch running a hair-a-thon!



Chocky Fish have become synonymous with CF Awareness Month, and it's so easy. We provide the boxes of fish, you collect a gold coin donation (or more) for each fish and return the funds to CFNZ when you are done!

## SCHOOLS

Contact your local school, they may support through:

- MUFTI DAY, or you could wear **BLUE** for CF “Blue Day” awareness event
- Cupcake or bake sale
- Sell Chocky Fish (always a hit!) - find out more [HERE](#)
- Bike-a-thons
- Crazy Hair or Pyjama Day - anything goes!

## CF FAMILIES & THEIR SUPPORTERS

- Share your story of living with CF.
- Share our stories and social posts if that feels easier.
- Convince all your friends, family and colleagues that they need to stock up on Chocky Fish!

## ANYONE AND EVERYONE

- Donate. Give a Fiver, a Few Bucks, a Future for CF and share on your socials
- Help by boosting awareness on social media: Share our community stories and posts from our social channels.
- Talk about CF - help build understanding and raise awareness.
- Arrange a Blue Day or morning tea and raise funds at your workplace.
- Create a plank challenge, a desk decorating competition or go all out and have a blue hair or crazy hair day.
- Sell Chocky Fish!

## NEED HELP? WE'VE GOT YOU!

Whether it's raffle items or promotional material you need, we have a range of resources and more, that can help. Give us a call or email - let's make your event epic!

- Customised graphics for posters, flyers and social media
- Donation buckets
- Stickers
- Badges
- Local media/PR where possible

**Reach out with any questions or to talk about how we can work together:**

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*Thank you for making an impact!*