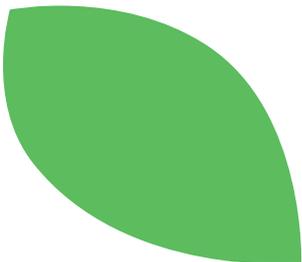
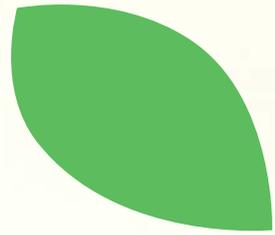




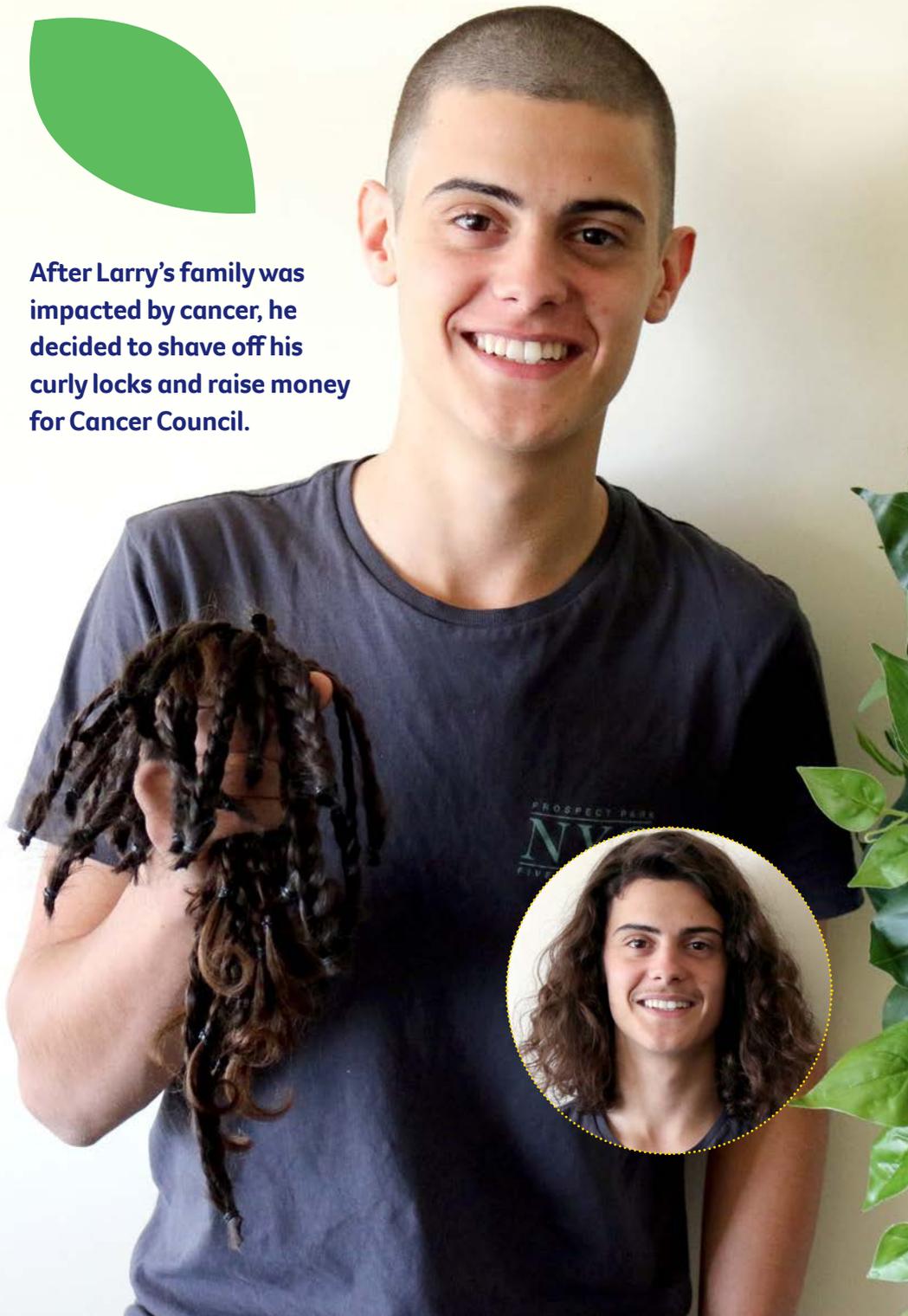
# **How to raise funds for Cancer Council**

**All you need to know**





**After Larry's family was impacted by cancer, he decided to shave off his curly locks and raise money for Cancer Council.**



# Thank you for fundraising!

Every day 95 Victorians are diagnosed with cancer.

By joining Cancer Council's I Will for Cancer, you're raising money to help ease the burden of this life-changing news – for the patients, their family, friends and colleagues.

Every dollar raised helps fund vital cancer research, prevention programs and support services.

As an independent not-for-profit organisation, Cancer Council relies on amazing people like you to fund our work - it'd be impossible without you!

I Will for Cancer supports unique fundraising ideas for Cancer Council – you dream it, we support it.

You're about to make a real difference to Victorians affected by cancer; simply tell us about your special fundraising idea and we'll help make it happen.

Enclosed, you'll see how much of an impact you can make, and you'll find some tips on how to start your fundraising journey.

We've also included some great fundraising ideas, inspiring stories from our fundraisers, tips on how to spread the word, and useful advice for organising an event.

We can't wait to work with you to support your idea and help create a cancer free future.



# How your fundraising helps

Cancer never rests, and thanks to you, neither do we!  
Your support helps fund:

## Research



Every year, about \$20 million is invested in life-saving cancer research at Cancer Council and in leading Victorian hospitals, universities and research institutions.

Our Forgotten Cancers Program funds research and advocates for more investment in less common and high mortality cancers to improve survival rates.

- Improved screening combined with vaccination means Australia is set to be the first country in the world to eliminate cervical cancer.

**“Australia really has led the way on cervical cancer prevention. On the back of Australian research, we were the first country in the world to deliver a nationally funded HPV vaccination program.”**

- Professor Karen Canfell, Chair of the Cancer Screening and Immunisation Committee at Cancer Council.



## Prevention



With 1 in 3 cancers preventable through lifestyle choices, education programs are powerful life-savers. Our iconic SunSmart program is protecting two million Aussie kids from UV rays, and our long-standing Quit campaign has reduced the adult smoking rate in Victoria to 12.8%; almost half what it was in 1995.

- We estimate about 84,000 Australian lives could be saved in the next 20 years with our National Bowel Screening campaign, if we increase participation in the home screening test by 20%.

**“The doctor said had I not done the bowel screen, I would have been organising palliative care at Christmas.”** - Louise, diagnosed with stage 3 bowel cancer.



## Support



On **13 11 20**, our experienced cancer nurses provide reliable information and compassionate support, so no one has to face cancer alone. We connect people with a wide range of emotional and practical services including peer support groups, free wigs, holiday breaks, financial and legal advice and more.

- Each year, more than 100 cancer support groups are run in regional and metro areas and more than 230 cancer patients receive a free wig after losing their hair to treatment.

**“Having no hair, people look at me quite differently – as the girl with cancer – but when I’m wearing my wig, I feel just like everyone else and I can be who I am.”** - Kaitlyn, brain cancer survivor.



# Fundraising ideas

You have the will, now's the time to find your way.

If you're still deciding what your big idea will be, here are some thought starters. Remember, you don't have to pick just one activity, you may decide on a few of them to inspire friends and family to donate.

Give up something unimaginable for a month – like your phone or TV!

Hold a **book swap** and charge a small amount for entry, or per book exchanged.

If you have some crafty talents, why not **create something** unique and meaningful to raffle.

Invite your neighbours around for a **pot-luck lunch**, and ask for a donation from those attending.



Bring some **delicious snacks** to work or school and ask people to donate to your fundraising page.

Invite your friends around for a **movie night**, charging the cost of a movie ticket.

Hold a **garage sale** – advertising where the funds will go.

Ask your school principal if you can have a **dress up day** for a donation.

Charge for **dog walking** services in your area.

Ask your sports team if they are up for the challenge of an extra-long **charity game**.

Hold a **trivia night** with a theme and invite your friends and family.

## You don't have to be big to make a big impact

Ten-year-old Kyen has been collecting footy cards since he was three. Sadly, his aunty and grandfather were both diagnosed with cancer, which inspired him to sell his collection

and fundraise for Cancer Council.

**"I wanted to stop cancer, so I started to sell my footy cards to stop cancer,"** explained Kyen.



## Be brave and shave

Another popular fundraising idea is to 'brave the shave'.

Shaving your head can show solidarity with loved ones affected by cancer and raise money at the same time. You could also cut or colour your hair, or even wax your legs or shave your beard. You decide the challenge!

### Can I donate my hair?

If you've got long locks that you'd like to donate, we recommend sending them to Sustainable Salons. This social enterprise makes wigs from your donated hair for people experiencing hair loss relating to illness.

### What you need to do

If you'd like to donate your hair, please make sure you follow these guidelines.

- Make sure your hair is clean and dry
- Section hair with elastics and make sure each ponytail measures 20cm or more starting from the hair elastic
- Cut hair 1-2cm above the elastic for each ponytail
- Seal ponytail tightly in an envelope or snap lock bag
- Send to Sustainable Salons: 15 Salisbury St, Botany NSW 2019

Visit [sustainablesalons.org](http://sustainablesalons.org) or contact [iwill@cancervic.org.au](mailto:iwill@cancervic.org.au) for more information.



## Make it an event



Georgia (pictured above) bravely invited the Warrnambool community along to her head shave and ended up with about 150 attendees.

She smashed her goal of \$5,000 and raised an incredible \$21,000 for Cancer Council.

**"The local community really got behind me. There were people I didn't know who came up, gave me a hug and said, 'you're so amazing,'"** said Georgia.

## Set yourself a challenge

Do you like to keep fit and healthy? If so, why not set yourself a physical challenge as a fundraising activity?



Committing to a run, walk, cycle or swim – whatever it may be – is a great way to inspire your supporters to donate.

Bring people along on your journey as you set up your physical challenge and start training. Make sure to post updates on your training milestones along with

any other preparation before the day of the challenge. They will see just how committed you are and will be inspired by your efforts.

Plus, with this fundraising activity, you'll be doubly rewarded by reducing your risk of cancer by staying active.



## Kayak towards a cancer free future

Following his mother's diagnosis with Non-Hodgkin's Lymphoma, Luke decided to kayak from Half Moon Bay in Black Rock to Rosebud to fundraise for Cancer Council.

**“Ever since I was a kid I've wanted to kayak around the bay, and I've always loved doing fundraising, so I put the two together,”** said Luke.

# Getting started

Once you've decided on your unique fundraising idea, head to our website to register and tell us all about it!



### 1. Register online

- Head to [iwill.cancervic.org.au](http://iwill.cancervic.org.au) to register your fundraising idea.
- A team member will be in touch by phone to provide advice and help you get started.
- If you're keen to chat through your idea straight away, feel free to phone our supporter hotline on **1300 65 65 85** during business hours or email us at [iwill@cancervic.org.au](mailto:iwill@cancervic.org.au)

### 2. Personalise your page

Now that you're approved and ready to go, you need to personalise your fundraising page and give people a reason to want to donate.

- Upload a **profile picture** to your fundraising page. People who do this have more engagement from friends and family.
- Don't be afraid to **tell your story** in detail. It can be hard putting yourself

out there, but it will pay off when friends and family connect with your passion and the difference you're making!

- **Set your fundraising goal** and aim high! If you get close to reaching your financial target or achieve it - increase it.

### 3. Get the go-ahead

We'll send you a fundraising kit which will include your authority to fundraise letter, which shows you're a registered Cancer Council Victoria fundraiser. It's important that the people you contact for support understand who you are raising money for and know your efforts are genuinely linked to Cancer Council. This will be particularly helpful if you approach businesses to sponsor you as part of your fundraising.

# Planning your fundraiser

Whether it's a head shave, fitness challenge or trivia night, here are some things to consider when planning your fundraiser.

## Who else can help?

Running a fundraiser on your own can be slightly daunting. To help you with the work load, why not enlist some friends or family as extra sets of hands? You may be surprised at how much people are willing to help.

## Where will I hold my fundraiser?

There are a few things to consider when deciding on a venue or location including:

- Make sure it is accessible by public transport, has parking, as well as a suitable number of toilets.
- If you're going to be serving food at a venue or public facilities, check that it is licensed to do so.
- Consider whether you need any audio-visual equipment.
- Trying to keep costs down? Many businesses are happy to provide a discount or special arrangement for fundraising events.

## Selling tickets?

- Sites like Eventbrite and StickyTickets are simple to use and automatically email tickets to purchasers.
- Be sure to offer group or family discounts as they can entice more people to sign up.

## What about prizes?

- Raffles and lucky door prizes help to raise more money. Check out the guidelines at the Victorian Commission for Gambling and Liquor Regulation website to learn more about setting up a raffle responsibly.
- When you acknowledge their support, some businesses are happy to donate a prize for a good cause. Write a letter that introduces yourself, explains why you're raising money and who you're fundraising for. Make the extra effort by taking the time to visit them in person.

## Be healthy and SunSmart

Provide lighter food options and offer drinks which are non-alcoholic and low in sugar. Visit [livelighter.com.au](http://livelighter.com.au) for recipe ideas.

Make your event **SunSmart** – provide plenty of shade and sunscreen.

Make your event **smoke-free** and let your guests know by putting up some signs.



## Track your costs

Budgeting can be intimidating for even the most experienced event planner. That's why we've put together this simple spreadsheet to help you log all your donations and costs.

If you do deduct costs, please send us this page or an outline of expenses when you bank your funds.



Revenue/Income	\$

Costs	\$
Fundraising balance	
	Total revenue minus costs \$

# Promoting your fundraiser

Getting the word out is key to getting the fundraising dollars in.

## When to promote

If you're organising an event, begin promoting 2-3 months ahead of time so attendees can plan ahead. If your event is ticketed, this will help you sell as many as possible.

However if your fundraiser is more of a physical challenge or head shave, start promoting a month out. Make sure to keep reminding your supporters right up until the day of the challenge.

**"It was amazing how my fundraising spread through work colleagues and extended networks. That has been so surprising and wonderful."**

Jess, Cancer Council fundraiser.

## Contact your local media

If you'd like to try and get your local newspaper, TV or radio station involved, we've got some great tips and tools to help you, including an example media release and tips on how to contact journalists.

Sharing your story with your local media can mean greater awareness of your fundraiser and more donations.

Visit [iwill.cancervic.org.au](http://iwill.cancervic.org.au)

## Get creative

Use our poster template or make up your own, create a social tile or even a website – whatever you dream up to get people inspired and excited! Include key information such as the date, time, location, ticket information, prizes, prizes, your contact information and the link to your fundraising page so they can donate.

To help, we can provide you with the Proudly Supporting Cancer Council logo to use on your promotional material.

Just email [iwill@cancervic.org.au](mailto:iwill@cancervic.org.au).



clear space

Please ensure the logo is no smaller than 25mm wide, with plenty of clear space around it. The clear space should be at least the height of the 'C' taken from the logo.

If you're using our logo, please send us what you've created before printing or sharing. We're happy to help make it look as schmick as possible!

## Spread the word with social media



- When writing a post about your fundraiser, make it easy to understand what you're asking for. Let your contacts know that every dollar counts, and make sure to include an obvious link to your fundraising page.
- Share across all platforms. With so many ways to communicate online, you might miss out on some potential donations by sticking to just one.
- Use the images provided on the I Will for Cancer website under 'Resources' to stand out and add legitimacy to your campaign.
- Do you want to draw a crowd? Create a Facebook event and secure a place in people's calendars.
- Hashtag your posts to become discoverable on all platforms – use **#IWillforCancer** and **#CancerVic** so we can see and share your efforts, and tag **@cancervic** on Instagram or Twitter!

## How to ask for donations

Some people feel awkward about asking for financial support from their networks; however, we have a few tips to help:

- Make the first donation – it shows your commitment, and fundraisers who do this on average receive more donations.
- Send a reminder to people who said they'd donate but haven't. It's likely they forgot or didn't get around to it.
- When asking, remind your friends and family that no amount is too small and that it all adds up!
- Include your fundraising page in your email signature and appeal to co-workers.
- Remember – you're giving hope for a cancer free future. Unfortunately, most people have been affected by cancer, so many friends and family will want to support you.

## Many thanks

There are many ways to say thank you – such as a simple phone call, email, or letter. Make sure to acknowledge all your wonderful supporters for their generosity.

Remember – you couldn't have done it without them!

We can provide thank you certificates upon request.



# Money matters

After all your hard work, here comes the rewarding part – sending us your donations so we can put them straight to work.

Donations made through your online fundraising page will come directly to Cancer Council, but any cash or cheque donations you receive need to be submitted. Here are some options to do so.

## Option 1: Online through your fundraising page

This is the fastest and easiest way to get your money to us. Retain the donations, then visit your own fundraising page and pay this forward by clicking the 'donate' button and transfer the money in one lump sum. Please note that this is not a tax-deductible donation.

## Option 2: Online via direct deposit

If you use online banking, directly deposit your fundraising dollars into our account using the following bank details:

**Account name: Cancer Council Victoria**  
**Account number: 8377 25476**  
**BSB: 013 128**

Once the money has been transferred, please email [iwillforcancer@cancervic.org.au](mailto:iwillforcancer@cancervic.org.au) with a photo, screenshot or copy of the receipt.

**Individual donations of \$2 and over are tax-deductible.**  
**All online donors receive an automatic tax receipt via email.**

## Option 3: Post a cheque

Please ensure all cheques are made out to Cancer Council Victoria and posted to:

**I Will for Cancer**  
**Cancer Council Victoria**  
**615 St Kilda Road**  
**Melbourne Victoria 3004**

## Option 4: Deposit slip

You can bank your funds in person at any ANZ bank. If you would like to do this, please contact us directly and we will send you a deposit slip. This will enable you to deposit the money directly into our account and we'll be able to track that it's come from you.

'Donations' are gifts where you receive no material benefit in return. Raffle and event entry ticket purchases are not donations. For further information, visit the Australian Tax Office website.

# Fund a research award

Fundraising has many rewards. This can include being able to direct the money you raise towards a particular type of cancer.

If you raise \$5,000 or more, you'll be invited to directly fund world-class cancer research at a Victorian hospital, university, research institute or here at Cancer Council.

Depending on availability, you'll be able to choose which type of cancer research you'd like to fund. The award

can be in your name, your organisation's name, or can be named in honour of someone you care about. You'll also be acknowledged for your generosity in Cancer Council Victoria's Annual Review.

Visit [cancervic.org.au/research-awards](http://cancervic.org.au/research-awards) to learn more.

**Declan meeting the researcher he funded – Dr Nicole Haynes from the Peter MacCallum Cancer Centre.**



## Declan's Ride to a Cure

After the loss of his mother, Tania, to cancer, Declan wanted to do something to make a difference. So, he got on his bike and rode a whopping 6,000km from Melbourne to Darwin to raise money for Cancer Council.

His outstanding fundraising efforts meant Declan could directly fund

cancer research. He chose to support a breast cancer research project – the type of cancer his mum had.

**"I made a decision that whenever faced with challenges, I would keep going and never give in,"** said Declan.



# Thank you for fundraising for Cancer Council!

You're funding life-saving research across all cancers, educating communities on reducing their cancer risk, and making sure support services are available, so no one has to face cancer alone.

**CONTACT US**

**1300 65 65 85**

**[iwill@cancervic.org.au](mailto:iwill@cancervic.org.au)**



If you or someone you know are currently affected by cancer, please contact our understanding cancer nurses for support on 13 11 20 or email [askanurse@cancervic.org.au](mailto:askanurse@cancervic.org.au).

