



Can4Cancer 2023

Fundraising Workshop

Putting the FUN into FUNdraising



Can4Cancer | Acknowledgement of Country



Tour De Cure acknowledges the Traditional Owners of the lands across Australia as the continuing custodians of Country and Culture.

We pay our respect to First Nations peoples and their Elders, past and present.

We acknowledge and celebrate the inherent strengths of Aboriginal and Torres Strait Islander peoples and communities.

We thank the many Aboriginal and Torres Strait Islander communities, organisations and individuals that have guided us through our reconciliation journey.

Co-created by Kuku Yalanji and Woopaburra artist Leona McGrath

Can4Cancer | Agenda

- Where does the money go?
- How to get started
- What kind of fundraiser are you?
- Resources
- Fundraising Guidelines
- Recap



Can4Cancer | Who are we and how are we going?

Can4Cancer is a CommBank Staff Foundation initiative in partnership with Tour de Cure that raises vital funds to support researchers working towards curing and preventing cancer. In 2022 over 7,000 participants joined one of the Can4Cancer events across Australia and collectively raised over \$2.8 million!



C4C Run
Fundraising \$250 pp
 Sydney Run 30 August



C4C Walk
Fundraising \$250 pp
 Brisbane 7 September
 Adelaide 26 September
Walk Regos close dates:
 Melbourne 14 Sep
 Perth 19 Sep
 Sydney 26 Sep



C4C Ride
Fundraising \$2,000 pp
 NSW Ride 4-7 November
 VIC Ride Regos close 24 Sep



MyC4C
Fundraising encouraged
 My C4C Regos close 29 Sep

Support Crew fundraising commitment: Walk & Run \$250, Ride \$650



Can4Cancer | How to start fundraising

Our goal in 2023 is to raise \$2 million to fund vital cancer research, support, and prevention projects which will change the lives of patients impacted by cancer and their families.

Ways to fundraise

Just Ask



Sell product, service or merchandise



Host an event



Run a raffle or auction



Self Fund



Get started in 5 easy steps

Breakdown your target into weekly goals



Update your fundraising page



Make the first donation



Just Ask



Have a plan



Fundraising commitment

Riders \$2,000

Ride support crew \$650

Walkers, Runners & support crew \$250

Virtual My C4C fundraising is encouraged



Can4Cancer
Changing lives, ending cancer



Can4Cancer | What kind of fundraiser are you?



Sporty or Social?

- **Social Media addict:** Just ask, share your story, sell unwanted 'stuff' on Facebook marketplace
- **Games Night:** Get your friends together for an evening of board games, jigsaws, Cards Against Humanity, Casino night etc. Host at home or go large and hold it at a venue. Charge an entry fee.
- **Themed Fundraising Party:** Organize a themed party and charge an entry fee. You can have a costume party, dance party.
- **Head shave/Leg wax:** Get sponsored to shave or colour your hair. Invite your non-cycling friends to be part of the riding community by each of them getting sponsored to shave or wax their legs!

Creative?

- **Creative:** Sell something you've made, chutney, bake sale, cook lunches, sell handmade birthday cards. If you're a handy craftsman, sell your creations
- **LinkedIn photoshoot:** Keen photographers can sell a photoshoot to update your LinkedIn profile photo.
- **Foodie:** Hold a dinner party, wine tasting, afternoon tea. If you're an amazing cake maker – make & sell birthday cakes for your friends' kid's party!
- **Specialised skill:** If you're mechanical hold a Bike Maintenance Workshop, If you're an artist hold a painting class, If you're a cake decorator hold a gingerbread house decorating party

Events not your thing?

- **Return fundraiser:** Give up something for a month e.g. coffee/alcohol/sugar, and donate the money you've saved to your page.
- **Work in a big office:** Sell Cadbury Chocolates, Krispy Kreme, Domino's Pizza, sell entertainment guides, sell lunches, bake sale, car wash in the office car park
- **Time on your hands:** Babysit friend's children, walk neighbour's dog, cut neighbour's lawn, car wash
- **Return & Earn,** recycling
- **Online Auction:** Collect donated items from local businesses or individuals and host an online auction event using platforms AirAuctioneer or 32 Auctions.

Well Connected?

- **You've got an Inspiring story:** Just Ask and share your story. email, Social Media.
- **Got a big network of friends or family:** Events such as Barefoot Bowls, Movie Night, Comedy for A Cause, Cork & Canvas, Bike n Blend, wine tasting, dinner party, Bogan Bingo
- **First time fundraiser:** Just Ask, email, facebook, Instagram, LinkedIn. Update your fundraising page, make the first donation.
- **Got a holiday house?** Auction or Raffle off a weekend's stay
- **Cash raffle:** If you don't have anything to auction, create a cash raffle. Use Online platform such as Rafflelink

Fundraising in a Team?

- **Set up a team fundraising page.**
- **I can't ask my friends again!** Bunnings BBQ or Bunnings Cake Stall, It's Bunnings customers who purchase, you're not relying on your friends to donate!
- **Movie night:** Contact your local arthouse cinema and ask them about hosting a movie fundraiser. Alternatively set up a data projector on your garage wall and have a moonlight cinema in your backyard!
- **Detailed & Organised:** Team up with a social person to put on an event, they do the spruiking, you do the organising.



Can4Cancer | Easy local events

- Bunnings BBQ or Cake Stall – put your name down now \$800-\$2500
- Barefoot Bowls, Movie Night, Comedy for A Cause, Cork & Canvas, Bike n Blend
- Cadbury's Chocolate fundraiser or Krispy Kreme – take boxes to work. Sell at any of your children's sporting events. \$200-\$500
- Sell Entertainment digital or book memberships \$70 and receive 20% back. Your friends can benefit from huge discounts on restaurants, activities, accommodation and more. \$250 -\$500
- Trivia afternoon/night \$1000 to \$8000!
- Tamburlaine Wine offer - For every dozen bottles ordered at the TDC price of \$192 with free shipping, Tamburlaine will also donate \$50 to your TDC fundraising page. Team it up with a wine tasting afternoon!
- Spin for a cure/boxing – your local gym charge a fee and also get people to fundraise to do the event. \$2000-\$4000
- Morning Tea – at your work or with your friends invite around on the weekend. \$200 to \$1000
- Cook lunches for your work mates. \$300-\$500



Can4Cancer | Bunnings BBQ (or Cake Stall)

Raise \$800 - \$2000 in a day!

1. Contact your local Bunnings Warehouse
2. Send in Letter of Authority and Certificate of Currency (*TDC will provide*)
3. Ask a minimum of 5 friends to help for a few hours
4. Buy supplies: sausages, bread, onions, sauce, drinks
ask your local Coles, Woolies or IGA to help! Coles will give you \$100 voucher!
5. Borrow a Commbank Smart Mini to take card payments. Use a Square Reader or some Bunnings allow you to use their QR card payment system.
6. BRING a sense of humour and camaraderie and RAISE lots of fundraising dollars!



Hold a BBQ as a team and share the fundraising proceeds
Or
Go it alone and ask friends and family to help on the day



Can4Cancer | What's a Cash Raffle?

Want to hold a raffle but don't have anything of value to raffle or auction? Run a Cash Raffle!

Have a think about your audience, how much do you think they are willing to pay (ticket cost), with what odds of winning (maximum number of tickets sold), for what cash prize (1st, 2nd, 3rd prize money)?

Encourage multiple /bundle deals if the ticket price and chance of winning is low but the cash prize is high. For example a \$25 ticket chance of winning is 1/500 for \$2,000 cash prize, suggest they buy 4 tickets!

Play around with the numbers until you find a formula that is going to suit your potential buyers.

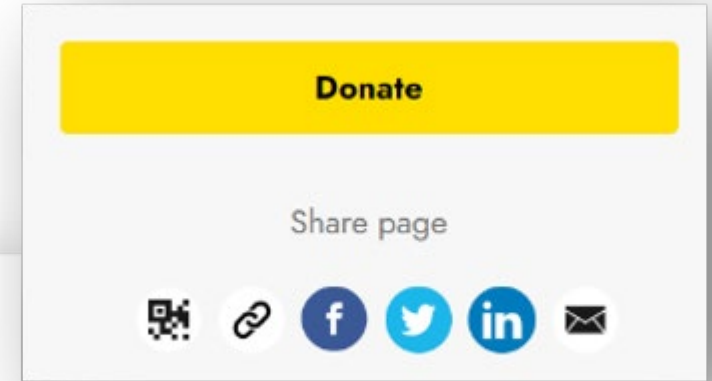
Ticket Cost	Max. tickets sold	Chance of winning	Total proceeds	1 st Prize	2 nd Prize	3 rd Prize	Fundraising achieved
\$25	100	1/100	\$2,500	\$500	\$250	\$100	\$1,650
\$25	500	1/500	\$12,500	\$2,000	\$1,000	\$500	\$9,000
\$50	100	1/100	\$5,000	\$1,000	\$500	\$100	\$3,400
\$100	50	1/50	\$5,000	\$1,000	\$500	\$100	\$3,400



You must check the regulations regarding holding a raffle in your state. Raffle tickets are not eligible for a tax deductible receipt. Cash raffles are not allowed in Victoria.

Can4Cancer | Email is your most powerful tool

- If you don't ask you don't get!
- 60-80% of people on Tour de Cure get their fundraising through Just Asking!
- A clear and concise email to your entire address book explaining the challenge you're taking on and your personal 'why' you want to find a cure
- Include a link to your fundraising page – both in the body of the email and again at the end.
- Set up your email signature to include your profile link
- Turn your fundraising page link into a QR code by clicking on the icon on your fundraising page
- Make up cards with QR code, save to your phone or print a sticker and stick to your bike or helmet!
- Remember to thank EVERYONE who makes a donation



Statistics tell us that people need to be reminded seven times before they actually donate!

Email signatures

[Read instructions](#) on how to set up your email signature





Can4Cancer | How to use social media for fundraising



- Social media – Facebook, Instagram, LinkedIn, tiktok, Strava
- Post regularly to make sure your supporters see your post. Include a link to your fundraising page. Remember, statistics tell us that people need to be reminded seven times before they donate!
- Use social media to publicly thank your friends for supporting you – it encourages more of your friends to get on board!
- Put up pictures of you training and any fundraising you do along the way so people can follow your journey.
- Post during your event and after. Photos, photos, photos! People love to see you doing the event. Share Tour de Cure's posts too!
- Track your training on Strava and share your fundraising link in your Strava posts.
- Post again
- Do another post!

Can4Cancer | Don't forget the quick wins

- Guess the jar or office raffle
- Bottle and can returns  
- Tin/raffle in your local café/restaurants/dentist/hairdresser
- Shave/colour your hair (also see if one of your children would like to join or get their school or sporting group involved)
- Put a note and a lolly or cookie on your workmates desk asking for them to miss a coffee and donate to you, put your fundraising link or QR code on the note.
- Babysit your friends' kids
- Wash you neighbours'/workmates' cars, cut their lawn, walk the dog.



Can4Cancer | Fundraising Guidelines

Letters of Authority

When you raise funds for a charity, you may be required to produce a letter of authority to enable you to collect donations on the charity's behalf. Please contact fundraising@tourdecure.com.au for a personalised letter.

Certificate of Currency / Public Liability

When holding an event in a public area, it is vital to be covered for accidents. Tour de Cure can provide you with a Certificate of Currency Please contact fundraising@tourdecure.com.au for a copy.

Tax Deductible Receipts for Donations

A donation over \$2 is eligible for a Tax Deductible Receipt, however If a person or organisation is receiving goods or a service in return for their gift or donation, this is NOT eligible for a Tax Deductible Receipt as set out by the ATO. Therefore, raffle tickets, auction items, trivia nights, sausage sizzles and golf days etc will not receive a Tax Deductible Receipt.

Receiving Funds and Donations

Donations can be made directly to your fundraising page, the donor will automatically receive a Tax Deductible Receipt. If you are holding an event and need to take costs out, look at setting up an account with a ticketing website such as Trybookings or Humanitix who take a nominal fee and make ticketing for charity events easy. Proceeds from your events can be made directly onto your fundraising page or EFT to Tour de Cure bank account. For fundraising proceeds over \$5000, Contact fundraising@tourdecure.com.au for bank details.

Use of TDC Logo

Please be thoughtful about the nature of your fundraising event and what our logo appears on and use the 'Proudly Supporting Tour de Cure' logo. Ensure your events fit with our 'Be Fit, Be Healthy, Be Happy' cancer awareness brand and don't discriminate against groups of people or promote unhealthy lifestyle choices. Please send us your design to enable us to approve the use of our logo.

Naming your Event

Tour de Cure's name cannot be used as part of your event name; however, we would love you to say that your event is 'Proudly Supporting' Tour de Cure or proceeds will go to Tour de Cure.



Can4Cancer | Resources to support you

Resources:

- Personal fundraising page
- Fundraise as a team
- Fundraising Guides and case studies
- Logos, email signatures
- Authority to Fundraise / Insurance Cert.
- Fundraising Coach
- [Photos](#) | [TdC website](#)
- TDC Videos on tourdecure.com.au:
 - [Where the money goes](#)
 - [Projects funded by Tour de Cure](#)
 - [Cancer breakthroughs](#)

Can4Cancer Website:

- Email Signatures
- Social Media Tiles
- Fundraising resources and FAQs



Can4Cancer | Recap

- Update your fundraising page 'Why' and photo
- Send an email, add email signature, social media, Just Ask – this weekend
- Work to your strengths, what skills can you turn into \$
- Have a plan – keep on track
- Thank your donors – keep them updated on your journey
- Reach fundraising commitment to cancer research by your event date

Riders \$2,000 | Ride support crew \$650 | Walkers, Runners & support crew \$250 |

Virtual My C4C fundraising is encouraged



Thank you



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Changing lives, ending cancer



**TOUR
DE
CURE**