Canadian Breast Cancer Foundation
CIBC Run for the Cure†

Creating a Future Without Breast Cancer®

Fundraising Toolkit – Success is in your hands

So, you're ready to start fundraising...

Thank you for your involvement and support of the Canadian Breast Cancer Foundation CIBC Run for the Cure. Your fundraising contributes directly to funding valuable and groundbreaking research and supporting those living with breast cancer.

There are numerous ways to fundraise for the CIBC Run for the Cure. This resource guide is meant to provide support to help get you started. Hosting an event to raise donations for your team is a fun and effective way to increase your overall fundraising totals. Organizing get-togethers, such as car washes, cupcake parties and office gatherings are great opportunities to get your friends and co-workers together, raise awareness for the cause, grow your team, and increase funds!

Our three keys to success:

1. *Keep it simple* – choose a simple, easy to execute event idea
2. *Keep it fun* – the focus should be on bringing friends together for a good time and a good cause
3. *Share your story* – tell everyone why you are involved in the CIBC Run for the Cure in your community. People give to people.

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Section I – Fundraising Tips

- **Start planning now!** The sooner you begin, the more people you can attract, and the more funds you will be able to collect.

- **Set a fundraising goal!** Decide what the goal of the event is; to promote participation in the Canadian Breast Cancer Foundation CIBC Run for the Cure, to build your team, to raise money for your individual or team goal. Remember, to set an ambitious, yet realistic goal for the event as organizing a successful event takes a lot of hardwork and planning. Make sure to recruit a team of enthusiastic peers, friends, and family with different skills and experiences to assist you with the various components of your event.

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- **Know your Support Systems!** Connect with your Volunteer Run Directors and Foundation staff local rep (see Section III) for approval of event details, promotions help and budget ideas. There will likely be costs associated with your event; such as venue fees, food, and prizes. Keep your event goal in mind and keep it simple. You can also try to ask for donations to help cover the costs of the event. Reach out to your friends and family if they have any contacts to help you. Additionally, you can speak directly to your Foundation local rep for help to write letters and obtain resources like our CIBC Run for the Cure approved letterhead. *Fun Fact* – some venues may give you a discount if they know you are hosting a fundraiser!

- **Know the facts!** Many people are willing to give once they hear how many people are affected by breast cancer. The Foundation can provide you with statistics about breast cancer in Canada to help you in your fundraising – check out **Fundraising Tools**!

- **Know the Rules!** Be sure to contact your local Provincial Gaming Organizations regarding permits/licenses for raffles/auctions etc.

- **Personalize your ask!** People don't give to causes; *they give to people with causes*. Be sure to tell your guests why you are participating in the CIBC Run for the Cure and why creating a future without breast cancer is *important to you*. Update your Personal Page on the CIBC Run for the Cure website with your own story, along with personal photos and videos.

- **Network, network, network!** Look for opportunities to inform people that you are hosting an event to support your CIBC Run for the Cure fundraising efforts. Is there any opportunity for you to make an announcement at your next staff meeting? Do you have access to clubs, schools or social groups? Create a Facebook event and promote it using #cibcrunforthecure!

- **Say Thank You!** Make sure to personally thank people who attend your event or donate to you or your team. Help them realize and understand how much their contribution means to people affected by breast cancer and to you personally. If possible, send a thank-you letter after your event or the CIBC Run for the Cure outlining your team's success – create a sense of ownership for their help in achieving your goal!

- **Online Fundraising Tools!** Uploading your donations online is a great way to track and view your fundraising efforts.To enter the donations collected from your fundraiser, log on to www.cibcrunforthecure.com and click on the 'Donate' button on the main page and search for your team name to make an online donation to yourself or your team members using your personal credit card or PayPal. You can process the donations in one lump sum directly one team member, or you can split the donations up amongst many and process the donations individually. Be sure to;

- List the 'donor' for this donation as the name of your event i.e. Bake Sale or Fundraiser
- Put the funds collected from the event on your credit card or PayPal
- Ensure you are not logged into your Participant Centre while making the donation online

And most importantly…

- **Have fun!** Events are a great way to get your family and friends together to share in some laughs, while making a meaningful contribution to the cause. You can raise lots of money with some very simple events just by telling people why the CIBC Run for the Cure matters to you and **asking them to donate**.

General Fundraising Event Questions/ FAQs

Where can I find more information about/get ideas for events?
We have included ideas in **Section II** of this document to help ensure you have a successful event.

Can you find a venue for my event?
Unfortunately, we do not have the volunteer resources to assist you in finding a venue for your event. We encourage you to use local facilities such as community halls, parks and recreation facilitites or even your own backyard!

What if I have event expenses to pay for?
To allocate the maximum funding to breast cancer research and education, the Foundation does not cover community event expenses. The best way to cover out-of-pocket event expenses is to add a revenue stream like a cover charge, auction proceeds, or donation tins. For example, if you charge a $10 cover for a party, these funds can be used to cover expenses such as food and decorating supplies. If you collect $200 at the doorand spend $100 on supplies, the additional $100 can be added to your contribution to the Foundation. **All donations where a receipt is expected should be made payable to the Canadian Breast Cancer Foundation and cannot be used to cover expenses of your event.**

What is the process I need to follow to use the Foundation name and logo in promoting my event?
Please note, the Foundation needs to approve each and every use of its name and logo before production or distribution as they are registered trademarks. (Please see Section III for contacts)

Approval from the Foundation gives you the right to use the Foundation's name and logo only as it relates to your event. This right cannot be assigned or transferred, can only be extended with written permission from the Foundation.

What the Foundation Cannot Provide

While we are grateful for your passion for raising funds for your CIBC Run for the Cure team, please keep in mind that the following are not provided by the Foundation:

- Funding or reimbursement for your event expenses
- Mail/email lists (such as donor lists)
- Corporate sponsorship of your event
- Event volunteers
- Permits/licenses/insurance that may be required

Section II – Fundraising Ideas

Top 5

1. Email Signature - Let people know that you are participating in the CIBC Run for the Cure and provide the link to your participant page at the bottom of every email you send.

2. Corporate Matching Gift and Office Fundraising Challenge – Ask your employer to match the amount of donations you receive from your donors (form found here). Have all of your colleagues challenge one another to raise the highest amount. The "winner" will then receive a prize at the end of the challenge.

3. Social Media – Let your Facebook friends and Twitter followers know you are participating in the CIBC Run for the Cure by sharing the link to your personal page for people to donate to you and use social media to promote your events! Use hashtag #cibcrunforthecure

4. CIBC Run for the Cure Fundraising App – Download the fundraising app to your mobile device. It's an **easy** way to fundraise through email, facebook and more!

5. Start Now – The earlier you begin fundraising the better off you'll be. When you reach your goal, you can double your efforts and raise even more!

Have a Sale - You can raise money by setting fixed prices for each item you sell or allowing people to offer a donation in exchange for the item being sold! Some examples include a garage or yard sale, bake sale, used book sale or a craft sale.

Get Sporty - Organize a small sports tournament with family and friends. Have a prize for the winner. You can raise money by charging an entry fee per team or participant and by selling food or beverages at the event!

Make Your Donation Form Stand Out – If you are doing offline fundraising, copy your donation form onto coloured paper with your personal story and reason for participating in the Run for the Cure copied onto the back of the page. Glitter always attracts the eye!

Donations in Lieu of Gifts - Throw a birthday, anniversary, graduation or special event and ask guests to make a donation to the cause in lieu of gifts.

Have an Auction – Auction off or sell items you can receive from local businesses or artists. Look to a local artist or artistic friend to donate a painting or handmade jewelry to use. You could also ask your local travel agent to donate a travel voucher that can be used to fundraise as well.

TV/Netflix Night – Select a movie and invite your friends & family to a viewing. You can raise money by selling tickets to the event and accepting donations for dinner before or for snacks during the evening!

Theme Dinner - Host a dinner with authentic food and music. You can raise money by selling tickets to the dinner and asking guests to make a donation that night!

Barbeque – Get your friends, family and neighbours together and grill up some burgers. You can raise money by charging for each item or creating a meal deal (e.g. hamburger, chips & pop).

Pie in the Face – Get your boss or someone senior at your place of work to agree to raffle off tickets to throw a pie in their face!

Bottle Drive - Collect bottles and cans and return them to a bottle depot for reimbursement.

Lemonade or Coffee Stand - Sell coffee, water or lemonade at your child's early morning or weekend sports games.

Pancake Breakfast – Hold a pancake breakfast at your local park.

Ask BIG– Ask at least one person for a donation of $1,000. The worst they can do is say no and maybe donate a lesser amount; better yet they could say YES!

High-Tea – Invite all the ladies in your life to an afternoon tea. Have a selection of teas and mini sandwiches and baked goods. This could be done in your living room or backyard using pillows as seats. Charge a minimum amount such as $20 to take part.

Picnics – National Holiday Picnics are a great place to encourage fundraising!!

Personal Assistant – Offer to run errands for a day or a few hours for friends and/or coworkers in exchange for a large donation.

Office Newsletter/E-blast – If your company distributes newsletters or interoffice emails take advantage of these! This sort of communication is a perfect way to get the word out about your team or your fundraising.

Television Show Finale Party – Gather a big group of friends to tune in to watch a big season or series finale. You provide the food and comfy couch and they give donations per show or you can set a one-time donation fee.

Game Night – Invite friends over to partake in board games or card games such as poker. Let everyone know that 10% of winnings are payable to "The House" which will become donations.

Pink Ribbon Day – Ask your boss if you can implement a Pink Ribbon Day at work. We provide you with the ribbons and people can give a donation for one along with the privilege of dressing casual on the chosen day.

Car Wash – Host a car wash. Ask a local gas station to donate the cleaning products, and the space. Put up balloons and signs, and wash away!

****Please consult local gaming regulations when conducting a raffle or auction****

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Section III – Fundraising Tools

	WHERE TO FIND IT	
TOOLS	**Fundraising Centre**	**Local Rep**
Bake Sale Kit	Print	
Banners		Call or email - find your rep below
Breast Cancer Stats		Call or email - find your rep below
Breast Health Info		Call or email - find your rep below
Corporate Matching Form	Customize and Print/Email	
Maximizing your Fundraising Centre	Read	
Dinner Party Kit	Print	
Donation Form	Print	
Fundraising App	Install	
Fundraising Success Toolkit	Print	
Participation Form	Print	
Pink Ribbons		Call or email - find your rep below
Posters (fundraising and team recruitment)	Print	

Find Your Local Rep Here:

Atlantic Region	Kelly	1-866-273-2223	khudson@cbcf.org
Western Region	Lisa	1-800-683-2873 x 243	lcapitanio@cbcf.org
Quebec Region	Alexa	1-877-990-7171	afauteux@rubanrose.org
Central Region	Tanya	1-800-387-9816 x 288	trumble@cbcf.org

CBCF invests these dollars in the most promising breast cancer research that is leading the way in prevention, diagnosis and treatment and care, as well as funding Canada's leading breast cancer patient support network, which works to improve the quality of life and the emotional support needed for those affected by this disease.

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