

# CIBC RUN FOR THE CURE



Canadian  
Cancer  
Society



## Multi-Site Teams – Corporate Teams

# CIBC RUN FOR THE CURE



## Contents

About the CIBC Run for the Cure.....	1
Multi-Site Teams .....	2
Why participate as an MST in the Run for the Cure? .....	2
Why should your company get involved?.....	3
Support from CCS.....	4
Get your MST started! .....	4
Get in Touch! .....	5

## About the CIBC Run for the Cure

The CIBC Run for the Cure is the largest single day, volunteer-led event in the support of creating a future without breast cancer. The event has nearly 100,000 participants and raises over \$17 million annually in communities across Canada.

The Run began in 1997 as a trailblazing partnership between the Canadian Breast Cancer Foundation (CBCF), CIBC and communities across the country. On February 1, 2017, CBCF and the Canadian Cancer Society (CCS) joined forces under the CCS banner. Together, CCS, CIBC and thousands of dedicated Canadians will continue to raise vital funds for breast cancer through this signature event.

This event brings together an incredible community of people who have a personal connection to breast cancer and want to show their support. It raises significant funds for CCS, the largest charitable funder of breast cancer research in Canada. CCS 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.

As breast cancer continues to be the most commonly diagnosed cancer among Canadian women and touches the lives of so many families every day, the CIBC Run for the Cure gives families, friends, and supporters the opportunity to join together in honouring their loved ones, and making a real difference.

For more information, visit [www.cancer.ca](http://www.cancer.ca)

# CIBC RUN FOR THE CURE



## Multi-Site Teams

The CIBC Run for the Cure is honoured to have support from teams across Canada coming together to raise funds for breast cancer research and support programs for Canadians affected by the disease.

Multi-site teams (MSTs) are those which register in two or more locations with at least ten participants in each location.

MSTs are important contributors to the Run for the Cure. Of all the teams participating in the Run, MSTs make up 12.5% and raise almost \$3 million for the CIBC Run for the Cure.

## Participate as an MST in the Run for the Cure

**Multiple Run Sites.** This is a great way for companies to engage all staff. For example, a company with locations in Toronto and Vancouver can have Run sites in both cities for both offices to participate. Additionally, staff who commute can choose to attend a Run site closer to home making their attendance and participant as easy as possible!

**Sense of Community.** The CIBC Run for the Cure unites staff in a common cause which is a great way to build a sense of community among staff, especially when they work in different offices. The Run is an opportunity to come together on the same day to participate in the same event for a common cause.

**Show Support.** As breast cancer continues to be the most commonly diagnosed cancer among Canadian women and touches the lives of so many families, it's likely someone you work with has been affected. What a great way to show your colleagues that you support a cause so important to them!

As with your colleagues, your company can show support to the many Canadians in your community affected by breast cancer. Join them on Run day in your community to show them your support.

**Team T-Shirts.** Complete your fundraising goals and your company team can have customized Run team t-shirts! Your company name can be proudly displayed on the backs of your t-shirts! It's a fun uniform to unite and identify your team, and a great way to show the community you are there to support them. Visit the CIBC Run for the Cure website to learn more about [team t-shirts](#).

# CIBC RUN FOR THE CURE



## Why should your company get involved?

Many studies have explored the effects of corporate community involvement (CCI) on companies and their employees. It has been shown to have positive effects across diverse areas of an organization. Participating in the CIBC Run for the Cure could help your company to achieve:

### 1. Happy Employees

Corporate Citizenship (2012) commissioned a survey exploring the attitudes of employees in the UK. The results found that companies with an active CCI programme:

- Instill a sense of pride in employees for their company;
- Increase an employee's sense of motivation;
- Increase an employee's loyalty to their company; and,
- Increase the likelihood that an employee will recommend their company to others.

Helping employees get involved in the community adds additional effects:

- Increased employee satisfaction;
- Positive effect on retention rates;
- Lowers incidence of absence;
- Gives development opportunities to staff; and,
- Increases positive media coverage.

All-in-all, corporate community involvement makes employees feel more connected with their company.

### 2. Cost Savings

A study by Aon (2000) concluded that “employers are best placed to recruit, retain, and motivate high performance staff by creating ‘a sense of pride and spirit’ in the organization”. CCI has already been shown to positively affect employee's pride in their company and this can have cost savings implications for companies.

Manulife calculated cost savings of staff retention for an article by Profit Guide (2015). Using the average Canadian salary (\$48,000), they estimated an average staff departure to cost \$18,000. These savings are realized from preventing the disruption of productivity and the costs of recruiting and training new staff.

Furthermore, CCI increases the likelihood that staff will recommend their company to others. This can open the talent pool to individuals who are equally as motivated and loyal to the company.

# CIBC RUN FOR THE CURE



### **3. Employee benefits**

Participating in CCI also has benefits for the employees. By engaging with an activity or organization outside of the company, employees are exposed to opportunities for development – both professional and personal.

As it relates to the CIBC Run for the Cure, individuals can choose volunteer positions to support or organize the Run. A Run committee in each community organizes the Run. An employee encouraged and enabled to join the Run Committee would learn and practice skills such as event planning, community outreach, fundraising and managerial skills.

### **4. Public Relations**

CCI and employee volunteerism make companies look good! Joining a fundraising event, especially an event as popular and well-known as the CIBC Run for the Cure, gives your company the perfect opportunity to engage with the community and media.

## **Support from the Canadian Cancer Society**

CCS is committed to your team's success! We are here to help your team reach its goal.

When you register as an MST, we share the following benefits with you:

1. A personal relationship with CCS. The MST Specialist at CCS is your direct contact for everything to do with the CIBC Run for the Cure.
2. Customized team fundraising page. Your company can set up its own fundraising website as part of the Run including a company picture and personalized messaging. This is a great way to publicly share your fundraising progress and highlight your top donors.
3. CIBC Run for the Cure print materials. CCS is happy to share Run materials with your team to assist your fundraising. These materials can include templated items which your company can choose to customize internal use.
4. Resources and support for registration and fundraising. Any issues or concerns with your Run team can be addressed by the MST Specialist. Sample presentations, key messages and communications can be shared to support your efforts.

## **Get your MST started!**

The first step is to set up your team!

- Get in touch with the MST Specialist! This is your best resource for getting the information required to set up your team.

# CIBC RUN FOR THE CURE



- Assign a Multi-Site Coordinator (MSC). This individual will be the primary contact internally for all staff and for the MST Specialist at CCS. The MSC can keep track of the team's progress against their goals.
- Select the Run sites at which your company will have teams and add team captains.
- Set your fundraising goals for each of the locations at which your company is participating. The goals for each location will feed into the company goal.
- Customize your fundraising page. Choose a picture that best represents your company and personalize a message for your company.

Once your team has been set up, it's time to recruit!

- Let your staff know about the Run! There are a variety of different ways this can be done: consider sending a staff email, using your company newsletter or posting on your intranet. Create posters and display them in prominent locations around your office.
  - Consider a launch event. Once your Run participation is organized, set a date to introduce your staff to the CIBC Run for the Cure, show spirit and start your fundraising efforts!
- Identify Team Captains for each of the locations where your company has a team. While the MSC oversees the entire company team, the Team Captain will lead each local team. Each team can have up to two Team Captains.

Start your fundraising!

- Inform your networks about the Run and your fundraising initiatives. Encourage your staff to share this information with their networks as well.
- Host a fundraising event. Keep it simple and have fun. Check out the CIBC Run for the Cure fundraising tools for fundraising ideas and tools to get you started.
- Remember to share your progress with your team! Use your company newsletters or intranet to post updates on the number of participants recruited for your team and the funds raised.

## Get in Touch!

For more information on Multi-Site Teams, please contact:

Arpan Dhanota  
Multi-Site Team Specialist, Run for the Cure  
T: (416) 323-7048  
E: [arpan.dhanota@cancer.ca](mailto:arpan.dhanota@cancer.ca)