

Community fundraising



Welcome to the Cure Brain Cancer family

Brain cancer is a forgotten cancer. Not many people know the facts about it. It receives very little funding compared to other cancers – **yet it kills more children in Australia than any other cancer.** We don't know what causes it or how to cure it. We do know that only more research will find the answers and that's why we need your help.

Our goal is to raise \$20 million by 2015 for research into new brain cancer treatments. Brain cancer survival rates have hardly changed for 30 years, despite significant increases in survival for Australians diagnosed with other types of cancer, such as leukaemia and breast cancer. We want to emulate this success so that in 10 years, brain cancer diagnosis is no longer such a death sentence.

Cure Brain Cancer is Australia's largest fundraiser dedicated to brain cancer research and was established in 2001 by world-renowned neurosurgeon Dr Charlie Teo. Thank you for being part of Cure Brain Cancer fundraising efforts to raise money to fund more research projects into

brain cancer. We are grateful for your energy and efforts to help us fund research that will get effective treatments to patients as quickly as possible.

In this brochure you'll find top tips and advice to make your fundraising a success.

Visit curebraincancer.org.au for more information or call our fundraising team on 02 9550 5244

More money means more research into treatments

Brain cancer has a mortality rate of up to 95% and unlike other cancers, this is not falling. Cure Brain Cancer's mission is a bold one: **to increase five-year survival to 50% within 10 years**. Achieving this requires research, and research requires funding. At Cure Brain Cancer we recognise that, to solve a complex problem like brain cancer, we need to do things differently; to think laterally and fund smarter solutions that allow us to make breakthroughs much faster than traditional methods allow.

We currently receive no government funding so we rely on our community of supporters to donate their time and money to raising funds to support our research into brain cancer treatments.

We follow a proactive research strategy guided by our scientific advisory committee. This both initiates and identifies existing projects with high potential for contributions to critical knowledge gaps and improved patient outcomes

This includes identifying existing treatments for other diseases that are based on biomarkers common to brain cancer, and fast-tracking research into their potential to treat brain cancer; this 'leapfrogs' the traditional research pathway.

'It's our job to study the miracle patients and extend that success to, not just a handful, but the vast majority of patients. I think that's possible within 10 years.' Dr Kerrie McDonald, Chair of Cure Brain Cancer Neuro-oncology Group, UNSW.

"Most people don't make it, it's not that they haven't fought as hard... which makes being a survivor quite challenging"

– Sarah Mamalai

Sarah is a brain cancer survivor and organised the Brainstorm for a Cure event in honour of friends she has lost to the disease.



You too can make a difference

There are many ways to raise money for Cure Brain Cancer and we encourage you to think differently too. Let your imagination run wild and plan an activity or event that you will enjoy putting together. Whether you are holding a small event such as a cake sale in the office or a larger scale dinner with entertainment and tickets, we are here to help you. Every cent counts and your donations will help us fund more research.

Tips, advice and steps to fundraising

It can be rewarding to plan an activity or event that you can also turn into a fundraiser for Cure Brain Cancer. Choose something you enjoy so it is fun and invite family and friends to help you along the way.

By following some basic principles, you can turn a good idea into fundraising dollars!

Step 1

Set clear, achievable targets at the beginning:

- ▲ How much you aim to raise
- ▲ Define your timeframe
- ▲ Define what support is needed to achieve your targets

Step 2

You may already have a fundraising idea in mind, however, it is still worthwhile brainstorming other ideas with friends/family or your fundraising committee:

- ▲ Choose events that are fun for you to organise and fit into your lifestyle

Step 3

Pick the best idea:

- ▲ The one that gives you the best value for money
- ▲ Involves the least time
- ▲ Is the idea you are most enthusiastic about

....and start planning!

Other considerations

Timing

Don't schedule your event at the same time as public holidays or special occasions or other events that might compete with yours.

- ▲ Avoid days like Mother's day and large sporting fixtures.
- ▲ Consider special licenses and permits that may be required during special events.

Teamwork

Organising a fundraiser takes time and can be challenging. Why not put a committee together to help you do the work?

- ▲ Volunteers and helpers are critical – they usually have hidden talents and the ability to access untapped donors/supporters outside your own network!

Sponsorship

Sponsorship can be a significant opportunity for a company paying to associate its name, logo and/or product with your fundraising activity and in helping you to achieve your fundraising target. You may want to consider approaching sponsors to help cover any costs associated with your fundraiser.

- ▲ Before approaching sponsors, think what relevant benefits you can offer them.

Share your event

Tell people why you're doing your event. Facebook and Twitter are ideal for inviting and updating people. If possible, keep everyone updated on your progress via your online fundraising page, and send emails or text messages to remind people of your event, and keep track of how many people will be attending.

Don't forget to tell the media too!

Your local media can be a huge help. Your local newspaper is always looking for stories about what's going on in your area, and you want as much support as possible. Just send a simple press release to the local paper or radio station.

Set-up an online fundraising page

Setting up an online fundraising page with Cure Brain Cancer is a quick and easy way to collect donations. It'll save you hours of asking for sponsorship money and keeps your friends and family updated about your fundraising challenge. Plus it's totally secure and enables people living anywhere in the world to donate to you at their own convenience.

When creating your Cure Brain Cancer online fundraising page, here's a few things to remember:

- ▲ Include pictures of yourself and others included in the fundraiser – people want to see who they are donating to!
- ▲ Update your supporter page. Keep your donors, sponsors and potential donors updated with your progress on your training or event, and your fundraising progress.
- ▲ Tell your story. Let supporters know WHY you are doing what you are doing, they want to know – share your passion!
- ▲ If you hit your target, or you are less than \$100 away from reaching it – increase it. If people see you are close to meeting your target they may not donate the \$200 they were going to if you are only \$75 off your goal.
- ▲ Thank your donors. Let them know their donation has been noticed and appreciated. There is an option to comment individually on every donation, which makes thanking people simple.
- ▲ Share your fundraising page on Facebook and Twitter and other social media platforms – spread the word!
- ▲ Ask again. People often need reminding, if you asked them once and they haven't donated – ask again, they may have just forgotten and won't begrudge a friendly reminder.

More hints and tips for organising successful fundraising events

Organising an event can be hard work so plan to raise the most amount of money in the most efficient and enjoyable way possible.

- ▲ Lower your event costs as much as possible – get goods, services, prizes and venues donated. Approach sponsors to cover costs such as printing, promotions.
- ▲ Maximise the opportunities to raise funds at the one event – have a head shave, raffle, jellybean counting jar, sell off decorations at the end of the event, have a trading table.
- ▲ Utilise your own existing networks of friends, workmates, and recreational clubs to promote the event.
- ▲ Get other existing community networks involved – local Rotary/Lions/CWA, sporting clubs or RSL clubs involved.
- ▲ Get people involved that have been personally affected by brain cancer to inspire others to donate to the cause.
- ▲ Incorporate a 'challenge' into your fundraising – department/club v department/club.
- ▲ Make sure everyone feels recognised and appreciated for their help with the event.
- ▲ Delegate event tasks to people you can rely on and don't be afraid to ask for help when you need it.
- ▲ Take steps to ensure the event is as safe and enjoyable as possible.
- ▲ Take lots of photos and email to us with some story points to be published in our newsletter – this inspires others to raise money.

We are here to help

You'll find more information, inspirational stories, tips and advice in the Events section of our website curebraincancer.org.au. If you'd prefer to talk to our team, you can always call our fundraising team on **02 9550 5244** or email us at events@curebraincancer.org.au.

We are always happy to hear from you and help you make your fundraising event a success. Your success means more research into treatments for people living with brain cancer.



“Helping people with brain cancer helps me remember Uncle Anthony and I feel like I am doing it for him.” – Sophie Smith

Sophie is one of Cure Brain Cancer's youngest fundraisers and ambassadors. Her most recent fundraiser was her 9th birthday party.

Banking and donating your fundraising total

Once your fundraising activity is over and you've celebrated your success, thanked your supporters and collected your money, please deposit the total into our bank account using your event number as the reference, which we will provide on receipt of your fundraising application along with our bank account number.

We will send you a receipt and thank you automatically. If you fundraise online this is all taken care of for you, and all your supporters will have received a thank you and receipt from us at the time of their donation.

If you prefer to send us a cheque for all or part of the fundraising total, please make it payable to Cure Brain Cancer Foundation and mail to us at PO Box 392, Surry Hills NSW 2010. Please write your event name and contact details on the reverse of the cheque so we can send a receipt and thank you to you quickly.

Good luck with your fundraising for Cure Brain Cancer. Together we will succeed.