

# Can Too



FITNESS FIGHTING CANCER

## FUNDRAISING RESOURCE





# LET'S FUNDRAISE



Welcome to the Can Too Community! We're a passionate group of fundraisers who've baked, BBQ'd and held brilliant events to raise over \$24 million to better prevent, diagnose and treat cancer.

**Can Too is a dual journey of fitness and fundraising so we've put together this booklet to make your fundraising experience a positive one.**

Having trained over 17,000 participants to run, swim, bike and trek – we've got a few tips and tricks up our sleeve to help you meet your fundraising commitment.

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# YOU CAN TOO

## What we Stand for

Transforming lives through fitness, fun, friends and fundraising to beat cancer

## MISSION

To inspire and support the community to achieve health, fitness, wellbeing and fundraising goals and invest in research to better prevent, diagnose and treat cancer.

## VALUES

Inspire, Engage, Support and Empower

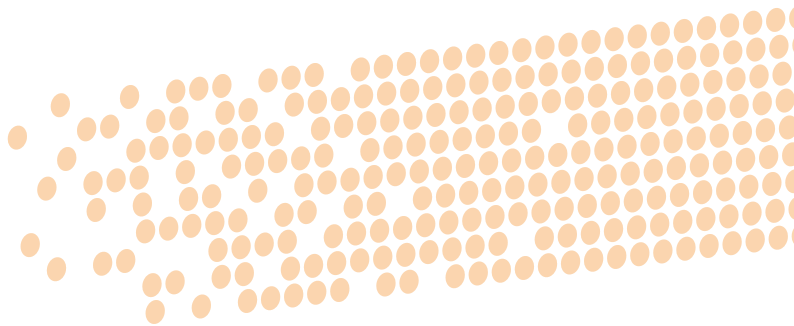
## ABOUT US

The Can Too Foundation is an independent health promotion charity committed to funding cancer research and prevention.



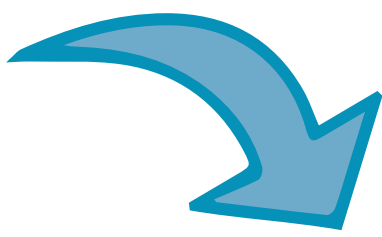
# OUR MODEL

LEVERAGING INVESTMENT

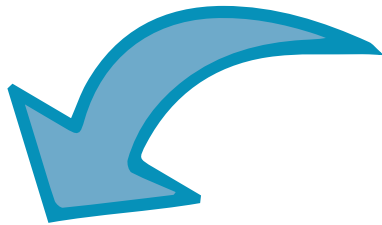


## CAN TOO RUNS PROFESSIONALLY COACHED PROGRAMS

tailored to physical challenges such as running races, ocean swims, goal events, trail running & walking and adventure challenges



**IN RETURN,**  
Participants  
fundraise for the  
Can Too Foundation.



## CAN TOO IS A UNIQUE WIN-WIN MODEL,

training over 17,000 people a year to be fitter and healthier and at the same time investing in Cancer research.



# RESEARCH

INVESTMENT SINCE INCEPTION IN 2005



## Blood Cancers

20 Research Grants



## Bowel Cancer

8 Research Grants



## Brain Cancer

9 Research Grants



## Breast Cancer

32 Research Grants



## Gynaecological Cancers

5 Research Grants



## Lung Cancer

4 Research Grants



## Children's Cancers

5 Research Grants

## Skin Cancers

19 Research Grants



## Pancreatic Cancer

14 Research Grants



## Prostate Cancer

19 Research Grants



## Rare Cancers

7 Research Grants



## Cancer Genetics & Biology

24 Research Grants



## Cancer Treatment

32 Research Grants



*Can Too Foundation supports each cancer research grant for one year at a time. A single grant may be repeatedly supported to work across multiple research areas for multiple years. In these cases individual research grants may appear in multiple years of research supported, and be replicated in multiple cancer research categories.*

# COMMUNITY FUNDRAISING HALL OF FAME



**MARGARET-ANNE**

Can Too's highest fundraiser, Margaret-Anne Hayes, has now raised over \$250,000 for the research, prevention, care and control of cancer! Margaret-Anne has been fundraising for the past 10 years; from jumping out of a plane (twice!) to making jams and chutneys – you won't find a more dedicated fundraiser than Margaret-Anne! Read more.

Can Too engages employees and organisations to help them achieve health and well-being goals with a program designed to better meet the needs of the corporate community. AstraZeneca first joined Can Too in 2016 for the Sydney Morning Herald Half Marathon training and have since raised over \$58,600 for the Can Too Foundation.



**AstraZeneca**



**NIALL FABER**

"A friend of mine had participated in a Can Too program and I had always thought she was crazy, getting up early every Saturday morning and then meeting me for coffee after completing a 16km run, and it was only 9.30am! I bit the bullet and signed up. I thought I could raise money for an incredible cause, very close to my heart, whilst also getting fit and healthy in my "old" age.

After completing half marathons, ocean swims, triathlons and triathlons, I am now a Can Too Life Member and Hall of Famer. I've completed 27 programs and raised over \$27,000 for cancer research and prevention."

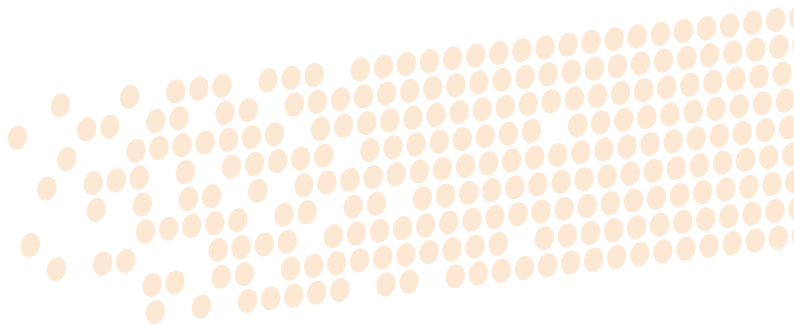
"I was initially very nervous about training regionally and how I would go motivating myself but honestly, it has been great. I have received unimaginable amounts of support from my fellow Can Too pod members and my coach even though I was training remotely in Armidale. I am constantly finding motivation to push myself when I am running and have loved living an active lifestyle whilst raising money for the Can Too Foundation."



**ALICE CUDMORE**

# FAST FACTS

ABOUT CAN TOO



YOU ARE FUNDRAISING FOR THE CAN TOO FOUNDATION

## CAN TOO HAS RAISED OVER \$24 MILLION

for the research, prevention, care and control of cancer



BY ANNIE CRAWFORD AM

CAN TOO FOUNDATION WAS FOUNDED IN 2005



Trains for running races, ocean swims, goal events, trail running & walking and adventure challenges. You can even choose your own goal as a Can Too Beyond program



CAN TOO HAS TRAINED OVER

# 17,000

PARTICIPANTS SINCE 2005

Train corporate pods such as AstraZeneca, Air NZ and McCabe Curwood

## \$6.395 MILLION

was invested in cancer research by the Can Too Foundation since October 2014.

# 188

CAN TOO HAS INVESTED IN CANCER RESEARCHERS

### WHERE WE'RE INVESTING IN CANCER RESEARCH



# FAST FACTS

## CANCER & CANCER RESEARCH

ACCORDING TO CANCER AUSTRALIA SINCE 1984  
5 year relative survival rates from cancer improved

**FROM 48% TO 68%**

According to Children's Cancer Institute  
60 years ago, childhood cancer was a death sentence

**Today, 8 out of 10 children survive**

**1 PERSON IS DIAGNOSED WITH CANCER  
EVERY 4 MINUTES IN AUSTRALIA**

**1 PERSON DIES FROM CANCER  
EVERY 12 MINUTES IN AUSTRALIA**



Most common  
cancer in women is  
**BREAST CANCER**



Most common  
cancer in men is  
**PROSTATE CANCER**

**88%**

**OF RESEARCH GRANTS GO  
UNFUNDED BY THE  
NATIONAL HEALTH AND  
MEDICAL RESEARCH COUNCIL**



**1 IN 3  
CANCERS ARE  
LIFESTYLE RELATED**

ACCORDING TO AUST  
INSTITUTE HEALTH &  
WELFARE AN ESTIMATED

**145,000**

NEW CANCER CASES  
WILL BE  
DIAGNOSED IN 2019



# FUNDRAISING CHECKLIST



**Set up your fundraising page**  
Don't know how to set up your page?  
[Check out this blog - Click here](#)



**Start your fundraising off with a donation from yourself**

No one ever wants to be the first to donate. Get yourself started and watch the rest roll in.



**Personalise your page**  
Make sure you personalise your page and let people know WHY you've decided to take on this physical and fundraising journey.



**Put your target higher than your fundraising commitment**

This way people will continue to donate even if you're close to your fundraising commitment.



**Update your Blog**  
Regularly post updates on your blog so people can track your progress.



**Plan ahead**

Do you want to go beyond asking family and friends for support? There are plenty of other ideas that can easily get you over the line. Check out our ideas on the next page or read our blog on How to Host a Bunnings BBQ. [Read more here on our blog.](#)



**Share your story and experience on social media**

Have social media accounts? This is a great way to source donations.



**Email**

Cast your net far and wide when sending emails. Whether it's to colleagues, friends or family, we've written some email templates for each that you can use/adapt to your own story. [Read the blog here...](#)



**Say thank you**

Thanking people publicly not only shows your appreciation, but will push others to donate as well!

**NOT SURE WHERE TO START?**

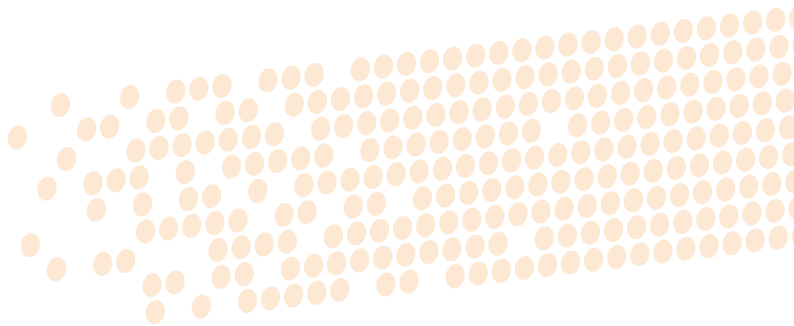
We have you covered with our "How you Can Too" ideas on page 11

**THANK YOU**

can be said with our downloadable Thank You Certificates!

# RESOURCES

HOW WE CAN HELP



**THANK YOU CERTIFICATES**  
[Download here and print out at home!](#)



**NEED BUNTING TO PUT UP AT YOUR EVENT?**  
[Download here and print out at home!](#)



**PERFECTED THAT CUP CAKE RECIPE?**  
Add some Can Too flair with cup cake flags!  
[Download here and print out at home!](#)



**NEED FUNDRAISING POSTERS OR FLYERS?**  
[Email info@cantoo.org.au](mailto:info@cantoo.org.au) and let us help you!

# FUNDRAISING

## IDEAS FOR HOW YOU CAN TOO

CLICK  
THE IDEAS  
UNDERLINED  
BELOW TO  
READ MORE

Many of us are Can Too Tragic's and after one or two programs it can be more difficult to raise your fundraising commitment by asking friends and family to donate.

Have you considered holding an event? Events such as Bunnings BBQ's and movie nights can raise your fundraising commitment in one day/night!

Need some ideas?



### WHAT YOU CAN DO BY YOURSELF:

- Email campaign to your personal network
- Email campaign to your work colleagues
- Social media campaign
- Add FB Profile frame
- Be brave and have a shave
- Bake treats for work
- Long work lunch or BBQ
- Request your work to do donation matching
- Raffle
- Dinner party
- Ask for donations in lieu of presents for birthday/wedding/celebrations
- Donations box at your local pub
- Auction unwanted gear

### WHAT YOU CAN DO IN A GROUP:

- Bunnings BBQ
- Bunnings Cake Stall
- Trivia Night
- Clothes Swap Party
- Movie/Cinema Nights
- Outdoor Movie Night
- Poker Night
- Send an email
- Birthday/Wedding/Celebrations: ask for donations in lieu of gifts
- Barefoot Bowls Fundraiser









# A BIG THANK YOU

A BIG THANK YOU FROM ANNIE AND THE TEAM AT  
CAN TOO FOR FUNDRAISING FOR CANCER RESEARCH



If you have any questions or need more support we are here to help,  
please email [info@cantoo.org.au](mailto:info@cantoo.org.au)