



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 \$22 million for the research, prevention, care and control of 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 16,000 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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OUR

VISION

Transforming lives through improving health and wellbeing in the community and supporting the research, prevention, care and control of cancer.

MISSION

Engaging and inspiring individuals and the community to achieve personal health, wellbeing and altruistic goals.

Enabling and assisting fundraising to support innovation in the prevention, care and control of cancer.

VALUES

“Fun, Fitness, Friends and Fundraising!”

Inspire, Motivate, Support, Empower.

OUR MODEL

LEVERAGING INVESTMENT

CAN TOO RUNS PROFESSIONALLY COACHED PROGRAMS

twice weekly to achieve a goal such as an ocean swim, a half marathon, a trek or a triathlon.



IN RETURN,
Participants
fundraise for the
Can Too Foundation.

**Can
Too**

CAN TOO IS A UNIQUE WIN-WIN MODEL,

training over 16,000 people a year to be fitter and healthier and at the same time investing in Cancer research.

**CURE
CANCER
AUSTRALIA**
MAJOR BENEFICIARY



KOLLING
Institute of
Medical Research

RESEARCH

INVESTMENT SINCE INCEPTION IN 2005



Blood Cancers

16 Research Grants



Bowel Cancer

8 Research Grants



Brain Cancer

9 Research Grants



Breast Cancer

28 Research Grants



Gynaecological Cancers

4 Research Grants



Lung Cancer

4 Research Grants



Children's Cancers

5 Research Grants

Skin Cancers

15 Research Grants



Pancreatic Cancer

13 Research Grants



Prostate Cancer

18 Research Grants



Rare Cancers

5 Research Grants



Cancer Genetics & Biology

23 Research Grants



Cancer Treatment

29 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!

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 \$47,000 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, 2.8km ocean swims and Olympic triathlons, I am now participating in my 16th Can Too program, the Glenbrook 25km trail run and have raised over \$20,000 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 \$22 MILLION

for the research, prevention, care and control of cancer



Trains for running events, swim events, triathlons and treks!



BY ANNIE CRAWFORD AM

CAN TOO FOUNDATION
WAS FOUNDED IN 2005



CAN TOO HAS TRAINED OVER

16,000

PARTICIPANTS SINCE 2005

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

\$5.330 MILLION

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

169

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%

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

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



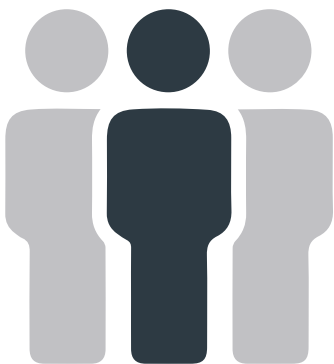
**Most common
cancer in women is
BREAST CANCER**



**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 the Can Too Team and let us help you!](#)

FUNDRAISING

IDEAS FOR HOW YOU CAN TOO

CLICK
THE IDEA
IN THE LIST
BELOW TO
READ MORE

Many of us are Can Too Tragics 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
- 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