



# Ready. Set. Fundraise!

Help save lives today,  
tomorrow and forever.





# You are part of our team

**WHEN YOU RAISE FUNDS FOR BREAST CANCER TRIALS, YOU JOIN A VERY SPECIAL TEAM OF PEOPLE: DEDICATED RESEARCHERS, WOMEN WHO PARTICIPATE IN BREAST CANCER CLINICAL TRIALS, DOCTORS AND OTHER PASSIONATE FUNDRAISERS JUST LIKE YOU.**

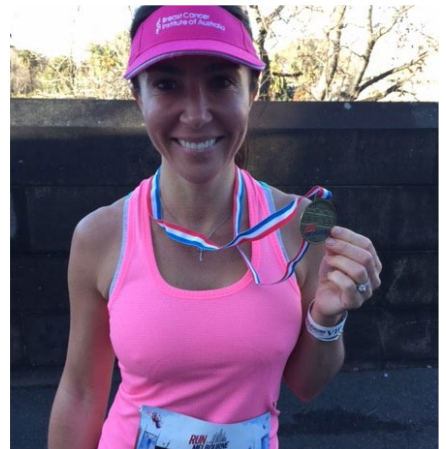
Your fundraising is crucial to support clinical trials research that's helping every woman affected by breast cancer to get the treatment they need, so they can get on with living and loving their lives. Clinical trials are the critical step in the research process that leads to breakthroughs in the treatment and prevention of breast cancer. Your support, and the support of your family and friends, will help fund more clinical trials and save more lives.





# Messages from our fundraisers

**EACH YEAR WE RECEIVE MANY WONDERFUL STORIES FROM FUNDRAISERS WHO ARE DEDICATED IN THEIR SUPPORT FOR OUR RESEARCH. WE ARE MOVED BY STORIES OF HOPE AND COURAGE FROM SURVIVORS AND FILLED WITH GRATITUDE FOR THOSE WHO SUPPORT US IN MEMORY OF A LOVED ONE LOST TO BREAST CANCER. YOU MIGHT RELATE TO THESE STORIES OR FIND YOUR OWN FUNDRAISING MOTIVATIONS AND INSPIRATIONS WITHIN THEM.**



"This year, a beautiful girlfriend of mine, Dee, is fighting breast cancer and this has really bought the cause home for me. I'm dedicating my run to her. I've completed the Run Melbourne half marathon a number of times, but this year, I'm going to make sure every step counts".

**Rachel – Run Melbourne**



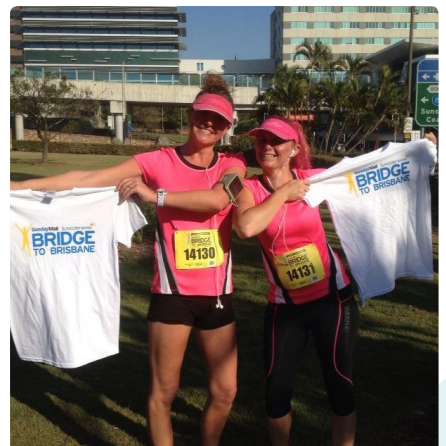
"My mother sadly passed away from breast cancer recently. Words, even the best words, could not capture the essence of my mum. If only I could have a pinch of her strength and selflessness then I'd be set for life. As my mum would often say 'it's another hurdle and we'll get through it together' – so here goes, it's only 14 kilometres. I can do it and I'll do it for you".

**Anna – Sydney City2Surf**



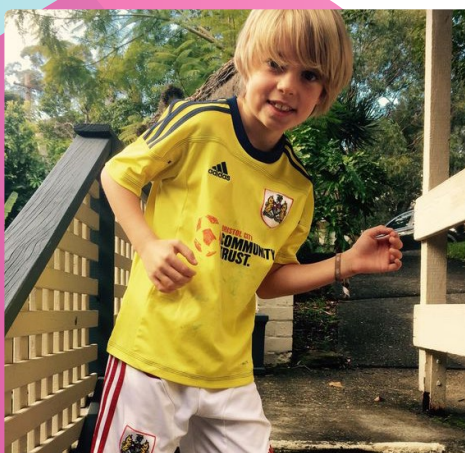
"My friend's mother passed away from breast cancer. I want to help make more clinical trials possible so no one else has to lose their mother to this disease. A great cause and I'm happy I can do my bit to save lives from breast cancer".

**Gerald – Cole Classic and Sun Run and Sydney City2Surf**



"We have a friend who three years ago was diagnosed with breast cancer. She had to have a double mastectomy and luckily she has come out of the horrific time okay. She was such an inspiration, always smiling, never complaining and – being a mother of four children – deserves a medal".

**Catherine and Christine – Bridge to Brisbane**



"I would like to run the City2Surf so that people with breast cancer get better and have happy lives. I hope I can raise 1000s of dollars to help. My mummy had breast cancer and I did not like it".

**Samson – Sydney City2Surf**

# Make the most of your fundraising page

## **PERSONALISE YOUR PAGE...**

Connect and engage with your sponsors by personalising your fundraising page – upload a photo of yourself and share your personal reasons for fundraising for breast cancer research.

## **SET A TARGET...**

Setting a target can really help you focus on your goal and assist you with your training – it also enables your supporters to see how their donation is helping you reach your target!

## **GET THE BALL ROLLING...**

Set the fundraising standard by making the first donation on your fundraising page – not only will this show your commitment to breast cancer research, but will encourage others to donate too.

## **SEND AND SHARE YOUR PAGE...**

Don't be shy – your wonderful fundraising efforts should be shared! Be sure to share your fundraising page via email, Facebook and Twitter and encourage your family and friends to donate to support breast cancer clinical trials.

## **PROVIDE GUIDANCE...**

Your friends, family and colleagues might not be sure of how much they should give. You can help them by suggesting an amount - \$30, \$50 or \$100 – you know your friends best!

## **FOLLOW-UP YOUR INITIAL REQUEST...**

Resend your fundraising page to your family and friends to remind them to support you by donating to your fundraising page if they haven't already.

## **UPDATE YOUR FUNDRAISING PAGE...**

Keep your supporters engaged and up to date with your training and fundraising progress – update your fundraising page regularly with blogs and photos.

## **GIVE YOURSELF PLENTY OF TIME...**

It's best not to leave your fundraising to the last minute. If you start fundraising and gathering support early, you'll have a much better chance of reaching your target.

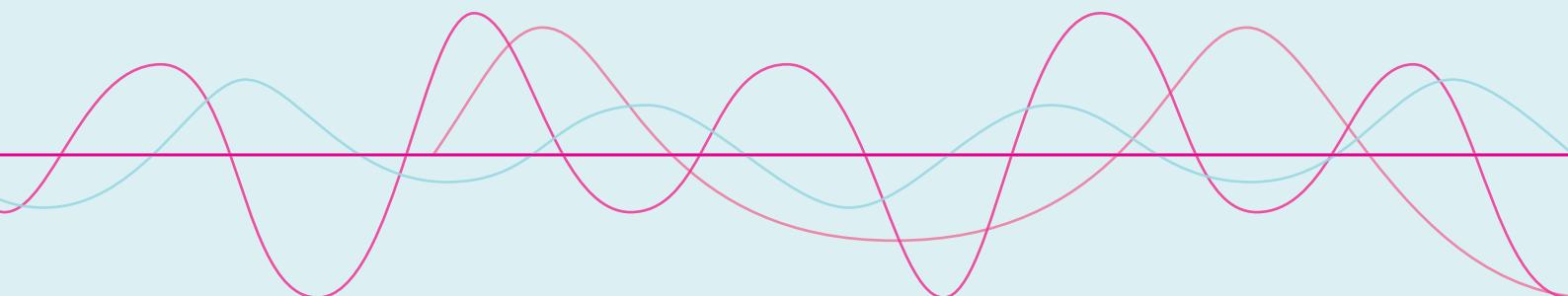
# Fundraising ideas and inspiration

**IF YOU'RE SEARCHING FOR THE PERFECT WAY TO MAKE YOUR FUNDRAISING PAGE GO THE EXTRA MILE – LOOK NO FURTHER! WE HAVE COMPILED A LIST OF ADDITIONAL ACTIVITIES YOU CAN DO TO GIVE YOUR FUNDRAISING A BOOST IN THE LEAD-UP TO YOUR EVENT.**

If you plan to host any additional fundraising activities, please be sure to read through our Fundraising Activity Guidelines. These guidelines outline the approval process and will help you understand your obligations in conducting an approved fundraising event for Breast Cancer Trials. If you have any questions, please call **1800 423 444** or email [fundraising@breastcancertrials.org.au](mailto:fundraising@breastcancertrials.org.au)



- Hold a Bake for Breast Cancer morning or afternoon tea.
- Ask your employer to match the money you raise.
- Arrange a day at the races.
- Take your fundraising to work and ask your colleagues to make a gold coin donation for every cup of tea or coffee they drink for a week.
- Host a special games or card night with your friends and family.
- Invite your friends to your house for a special dinner or barbeque.
- Arrange a pamper and indulgence night with your friends.
- Host a movie night at your home.
- Display your Fundraising Promotional Poster at your workplace, school or sports club to encourage your friends, family and colleagues to donate.
- Arrange a trivia night at your home or at a local establishment.
- Host a fashion parade and encourage local businesses to support you.
- Hold a special garden party for your friends and family.
- Hold a raffle and approach local businesses for prizes and sponsorship.
- Host a special ladies luncheon.
- Speak with your local shopping centre or Bunnings about hosting a barbeque to raise funds.
- Hold a wine and cheese tasting night or arrange a trip to your local vineyards.





# Training tips to get you ready for race day.



## TRAIN WITH OTHERS...

Training with others is a great way to stay motivated – join a group of like-minded individuals or get some friends together and get active!



## GET THE RIGHT EQUIPMENT...

Invest in good equipment, footwear and clothing – this will help prevent injury and make your participation all the more enjoyable.

## MIX UP YOUR TRAINING...

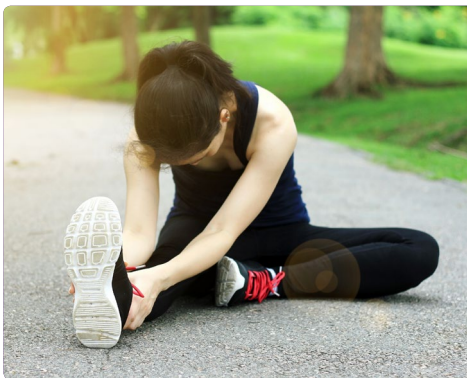
Try to keep things interesting by mixing it up – combine a variety of activities to increase your fitness and stop yourself getting bored with the same routine.



## PREVENT INJURY...

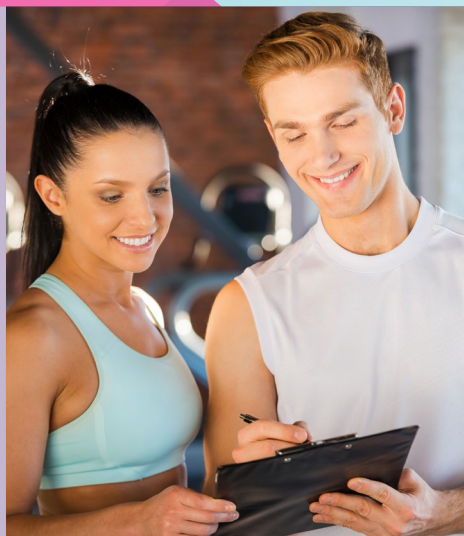
Be sure to warm up and warm down before and after exercise. Finish your exercise with at least 10 minutes of stretches to muscles like your hamstrings and quadriceps and give yourself at least one rest day a week to let your body recover.

Stay well hydrated when training and on event day. Dehydration can cause muscle cramps and can compromise function of organs like your kidneys and heart. Make sure you are well equipped with plenty of water and isotonic drinks to replenish the salts you lose as you sweat.



## SET UP A TRAINING PLAN...

A training plan will help you stay motivated and perform to the best of your ability so that you enjoy yourself on the day. It's a great idea to write it down so you can keep track of what you're doing each day and to track your progress each week.



## REMEMBER YOUR MOTIVATIONS...

It's a great idea to write down your motivations at the start of your training and preparation – maybe it's about getting fit and healthy or perhaps you're motivated by fundraising for breast cancer research. You can refer back to these as you move through your fundraising and training journey to remind yourself of your goals.

# Fundraising activity guidelines

## THE FOLLOWING GUIDELINES PROVIDE ESSENTIAL INFORMATION FOR GROUPS AND INDIVIDUALS (FUNDRAISERS) WHO HAVE ESTABLISHED A FUNDRAISING PAGE ON EITHER THE EVERYDAY HERO OR GO FUNDRAISE PLATFORMS TO BENEFIT BREAST CANCER TRIALS.

If you plan to hold a specific fundraising activity or activities to support your Fundraising Page such as a BBQ, cake stall, morning tea or office collection, please contact Breast Cancer Trials via email [fundraising@breastcancertrials.org.au](mailto:fundraising@breastcancertrials.org.au) or phone **1800 423 444**. Your activity will require prior written approval from Breast Cancer Trials.

**Please read the following guidelines carefully. These guidelines are in addition, and are mostly complementary, to the terms of agreement you have entered into with Go Fundraise or Everyday Hero when you established your Fundraising Page.**

- Any fundraising activity must fit with the aims, values and ethical standards of Breast Cancer Trials. Fundraising activities must receive prior written approval from Breast Cancer Trials. Please email [fundraising@breastcancertrials.org.au](mailto:fundraising@breastcancertrials.org.au) or phone 1800 423 444.
- The fundraising activity will:
  - raise funds for Breast Cancer Trials to support the breast cancer research programs, and
  - be conducted in the Fundraiser's name and be the sole responsibility of the Fundraiser.
- Breast Cancer Trials is not able to coordinate or manage the fundraising activity, however guidance and advice to the Fundraiser will be provided should this be required.
- The fundraising activity must comply with all relevant charitable fundraising legislation in the state/territory where the fundraising activity is being conducted. Different states have their own legislation which should be checked beforehand, and the Fundraiser must apply for any permits and authorities that may be required. Copies of any permits must be sent to Breast Cancer Trials.
- Breast Cancer Trials is not responsible for the management or record keeping of the fundraising activity, or for the commercial success or any debts incurred in the fundraising activity. The Fundraiser:
  - is responsible for any and all expenses associated with the conduct of the fundraising activity;
  - must take all reasonable steps to ensure that total expenses payable from the fundraising activity do not amount to more than 40% of the gross proceeds generated from the activity; and must transact all monies raised from the fundraising activity through the Fundraiser's **online fundraising page**.
- It is the responsibility of the Fundraiser to ensure they have the relevant insurance and indemnity considered necessary for any activity that involves the general community or individual members of the public. Breast Cancer Trials has no responsibility for these matters in relation to any fundraising activity undertaken by the Fundraiser and Breast Cancer Trials will have access to copies of the Fundraiser's policies on request. In special circumstances, Breast Cancer Trials may be able to assist with insurance and indemnity cover, dependent on the nature of the fundraising activity. If you are unsure on whether your event requires insurance, please contact Breast Cancer Trials office on 1800 423 444.
- The Fundraiser must not approach Breast Cancer Trials corporate partners for sponsorship of their fundraising activity (a list of these partnerships can be found on our website). Additionally we request that the Fundraiser consult Breast Cancer Trials should they wish to approach any company to support their fundraising activity. Breast Cancer Trials can assist you to ensure that corporate sponsorship and support is in accordance with the aims and values of Breast Cancer Trials and does not adversely affect Breast Cancer Trials existing corporate partnerships.
- Any advertising, promotion, notice or information provided for the fundraising activity must:
  - be conducted in accordance with decency, dignity and good taste, must be based on fact and must not be false or misleading;
  - include Breast Cancer Trials as the beneficiary; and
  - receive approval from Breast Cancer Trials prior to printing and distribution.
- The Fundraiser indemnifies Breast Cancer Trials, its employees and its volunteers against all liabilities, losses, costs and damages that any of them may sustain or incur as a result, whether directly or indirectly, of any:
  - breach of the relevant charitable fundraising legislation by the Fundraiser;
  - negligent, wrongful, or fraudulent act or omission by the Fundraiser; or
  - physical injury (including death) to any person or damage to any property caused by the Fundraiser arising at or from the fundraising activity.

Please contact the Breast Cancer Trials on free-call **1800 423 444** or email [fundraising@breastcancertrials.org.au](mailto:fundraising@breastcancertrials.org.au) for further information.

**We rely on the generosity of the community to support our breast cancer research programs and we are grateful for all contributions. Please be assured your support is very important and will help to create better outcomes for women and their families throughout Australia.**





**Thank you!**  
We wish you all  
the best with  
your event.

If you have any questions, or need help,  
please call **1800 423 444** or email  
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