



Relay For Life

Fundraising Guide

Everything you need to know to kick-start your fundraising and help make a difference in the fight against cancer.

 [relayforlifeaustralia](https://www.facebook.com/relayforlifeaustralia)

[relayforlife.org.au](https://www.relayforlife.org.au)



**Celebrate.
Remember.
Fight Back.**

Top Fundraising Ideas

Not sure where to start? Here are a few tried and tested ideas that will put the FUN in fundraising!

- Sell Raffle tickets to **win movie vouchers**.
- Take your lunch to work, or give up one coffee a day and **donate the money you save**.
- **Walk or cycle to work** and donate the money you save.
- These ideas need a little more planning, but are sure to help you on your way to becoming a fundraising superstar!
- Hold a cake or craft sale.
- Do your own cycle ride and get sponsored for every KM you ride.
- Organise a cinema or movie night and sell tickets.
- Hold a quiz night, karaoke night or talent show.
- Host a dinner party and ask your friends to donate the money they would normally spend at a restaurant.
- Up for a challenge? Try these ideas to push yourself and take your fundraising to the max!
- Shave your hair or dye it with a whacky colour.
- Put on a 24 hour dance or gaming tournament and show you have what it takes to relay all night!



Tips for boosting your fundraising

Need some help getting your team's fundraising started?
Here are our simple tips to help make fundraising easy and successful.

- Update and promote your personal and team fundraising pages at relayforlife.org.au
- Login to upload photos, create a fundraising blog and recruit team members.
- Encourage your friends, family and colleagues to donate online, and thank them!
- Make fundraising a year-round effort. Start early and give yourself plenty of time to brainstorm and plan.
- Show you're serious by making the first donation and then ask your existing network of family, friends, colleagues and recreational clubs to donate too.
- Facebook, Twitter and emails can be a huge help. Don't forget to let everyone know why you're Relaying and how their money is making a difference.
- Explore ways you can use your own interests to fundraise.
- Limit your costs by asking for venues, prizes and services to be donated. You'll be surprised how generous local businesses can be if you just ask.
- Bank your fundraising money as you go. It's great seeing your fundraising tally rise on your team page, and your total can be announced at the closing ceremony.
- Thank, thank and thank your supporters. Let them know how grateful you are, and do it as personally as you can – no matter how big or small the donation.



Fundraising

Why we ask each relayer to raise at least \$200

relayforlife.org.au

Cancer Council ask that every Relay for Life participant aims to raise at least \$200.

The reason we do this is that every \$200 you raise, we are able to provide a night's accommodation for cancer patients and their families and around three return trips to and from hospital for treatment, and we can assist patients in paying overdue bills.

Your \$200 can go a long way and mean a great deal to someone on their cancer journey – helping families stay together and making treatments more accessible.

When your \$200 is combined with the money Relayers across the country raise, you are helping to:

- Fund over 450 research projects to find a causes and cures for cancer
- Deliver prevention campaigns like SunSmart, which has prevented over 100,00 skin cancers.
- Support national early detection screening programs to double survival rates for some cancers.

For those already on the cancer journey, your \$200 has funded:

- Over 150,000 nights accommodation for patients, friends and families and carers.
- Covered the costs of providing information to 100,000 Australians who called Cancer Council 13 11 20.
- Helped connect 1000 newly – diagnosed patients with a volunteer cancer survivor, to guide them through their diagnosis and treatment.

Without you these programs would not be possible.

Around 70% of all Australian adults will be touched by cancer – that is 12 Million people! As a charity, we rely on the goodwill of our donors, fundraisers and dedicated supporters to help us continue our lifesaving work.

When you join Relay for Life, every \$200 you raise makes a real difference! So, let's get started! Find out about some great fundraising ideas by visiting relayforlife.org.au

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Where your **money goes**

Each year Relay for Life **raises millions of dollars towards funding groundbreaking research prevention campaigns** and support services for those affected by cancer. For every \$1 donated 85c is spent directly on cancer research, prevention programs and support services. Here's where your donations go.



Cancer Research

We fund over 450 Research projects equating to more than \$50 million each year. Our projects are among the best in the world and have two and a half times the influence of other organisations.

When you support a Relay For Life team you are making a real difference!

Cancer Prevention

At least 1 in 3 cancer cases are preventable. Through campaigns like QUIT and SunSmart, we've helped save thousands of lives, and continue to support free cancer screening programs.



Cancer Support

Each year we provide support to tens of thousands of Australians via our 13 11 20 line, by funding accommodation during treatment and by facilitating mentoring relationships.

- **\$25** can help transport cancer patients to and from treatment.
- **\$50** can help Cancer Council 13 11 20 provide free information and support.
- **\$100** can help provide free accommodation for cancer patients and their carers.
- **\$500** can help pay overdue bills for a cancer patient who has not been able to work.
- **\$5000** can help fund research into new ways to prevent, diagnose and treat cancer.

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@relayforlifeaus



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relayforlifeaustralia

Relay For Life team fundraiser



Join us and thousands of Australians who take part in Cancer Council's Relay For Life. This fun and moving overnight experience raises vital funds for research, prevention and support services.

Thanks for supporting Cancer Council

As a charity, we rely on the goodwill of thousands of donors, fundraisers and dedicated supporters to help us fund talented researchers, community-based prevention programs and world class support services. So, the more you raise the more we can keep up the good work and save lives!

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Relay logo guide

When you sign up to a Relay For Life you are becoming a part of Cancer Council and our brand. If you would like to show your support by using the Relay For Life logo on your team materials, here is a quick guide on the correct placement.

Ensure that you use at least one star as an indication of clear space for all logo positioning and placement.

Minimum Size & Relay Colours



33mm width = print
250 pixels = web



13mm width = print
120 pixels = web



Purple
Pantone® 2096 C
CMYK 75 85 0 0
RGB 125 70 160
Hex 7D46A0



Cancer Council Yellow
Pantone® 123 C
CMYK 0 15 100 0
RGB 255 210 0
Hex FFD200



Cancer Council Blue
Pantone® 2756 C
CMYK 100 95 0 25
RGB 15 30 100
Hex 0F1E64

Logo Variations

The horizontal version of the Relay For Life lockup is the preferred version for all use.

The vertical version of the Relay For Life lockup is only for use where space is restricted and to assist in keeping the logo at a readable size in small space applications.



**Celebrate.
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Horizontal Lockup



**Celebrate.
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Vertical Lockup

Logo Variations

The reversed version of the Relay For Life lockup is to be used on dark backgrounds to avoid compromising the legibility of the standard logo.



Reversed Horizontal Lockup



Reversed Vertical Lockup