

AUSTRALIAN BREAST CANCER RESEARCH

FUNDRAISING



PREVENTION

COURAGE

FIGHT

HOPE

CURE

Finding a cure with your help

FUNDRAISING WITH US

Thank you for choosing to fundraise for Australian Breast Cancer Research (ABCR).

What an awesome feeling. Knowing you're creating a better future for those you love. We want to say thank you for taking the first step.

1 in 8 Australian women will be diagnosed with breast cancer at some point in their life but like you, we want to change this. ABCR funds vital research into the detection and treatment of breast cancer, as well as preventing the metastatic spread of the disease, to help protect the women you love.

ABCR relies on the generosity and continued support of the Australian community to fund its research. By holding a fundraiser you're helping to find a cure for this disease.

Now you've decided to help breast cancer research- what do you do next? Decide what kind of event you'd like to do and how much your fundraising target is. Remember we're here to help so please let us know if you need anything to make your event a success!

Just call our events team on **(08) 8445 2453** or email them at **events@abcr.com.au**. They will be happy to assist you with help, advice or encouragement.

Thanks so much for your generosity. It really will save lives!

Good luck,

Fiona Smithson
Director of Communications and Strategic Relations
Australian Breast Cancer Research

Ps: To find out more about us and meet some of the people you could be helping visit **www.abcr.com.au**

PROCESS AT A GLANCE



1. Register your interest (form enclosed)
2. A member of our team will contact you to discuss your event/activity
3. Then we will send you an Authority to Fundraise with any relevant Terms and Conditions
4. Organise your event/activity
5. Arrange for ABCR to receive the money
6. Enjoy the wonderful feeling of knowing you've helped beat breast cancer!



Fundraising Ideas...

If you're not sure what kind of fundraiser you'd like to do here's a list that others have found successful:



BBQ

Morning Tea

Cocktail Party

Silent Auction

Casual Day

Fun Run

Car Wash

Golf Day

Quiz Night

Raffle

Dinner Dance

Sausage Sizzle

Garage Sale

Car Boot Sale

Here are some of the other awesome people who have fundraised for us!



5 SIMPLE STEPS

Whether you're planning a small or large event, here are some easy ways to help make it a huge success!

1. Get Organised!

1. What sort event or campaign will you be holding or participating in?
2. Get your friends and family to help
3. Set a fundraising target and let people know!

2. Use Social Media

Social media is a great, easy way of publicising your event or campaign.

Create a Facebook event and invite your friends.

Post updates onto your Facebook page, tweet about it and take some photos of the progress! You may even want to create your own #hashtag!



Everyday Hero + Just Giving

These sites are **excellent** platforms for your fundraising!

You can also participate in hundreds of pre-organised events and support ABCR!

Create a personal profile that allows people to donate to your event online.

ABCR will receive the funds directly and the donors are sent a receipt immediately.

Visit www.everydayhero.com.au or www.justgiving.com to set up a profile and choose Australian Breast Cancer Research!



JustGiving™

You want as much publicity as possible.

The more you have, the more people will know about your event or campaign.

We can supply you with ABCR information flyers and newsletters.

If you wish to create a poster (or similar) we can send you our logo but please get the final approved by us!

Publicity 4.

Ask Us For Help!

We can assist you with publicity, promotional material or any other ideas you have!

5.

REGISTER YOUR INTEREST

If you would like to conduct a fundraising event/campaign to benefit Australian Breast Cancer Research please register your interest by completing the form below and return it to:

Australian Breast Cancer Research

Head Office: 60 Woodville Rd, Woodville SA 5011

Email: events@abcr.com.au

Fax: (08) 8445 2453

CONTACT DETAILS

Name of event/ Campaign coordinator: _____

Name of community/ company/ group (if applicable): _____

Contact phone: _____

Email: _____

EVENT/ CAMPAIGN DETAILS

Name of fundraising event/ campaign: _____

Date and time of fundraising event/ campaign: _____

Fundraising target (this does not mean you must raise this amount!): \$ _____

More information is available at www.abcr.com.au or call our events team on (08) 8445 2453.

Thank you!