

COMMUNITY CHAMPION TOOLKIT



A GUIDE TO CREATING YOUR OWN FUNDRAISER

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About Brain Tumour Foundation of Canada

Founded in 1982, Brain Tumour Foundation of Canada began after Steve Northey lost his eight-year-old daughter to a brain tumour. Together with Dr. Rolando Del Maestro, a neurosurgeon and researcher, and Pamela Del Maestro, a neuroscience nurse, the three worked to form an organization to improve the quality of life for those affected by a brain tumour.

Brain Tumour Foundation of Canada is the only national, not-for-profit organization dedicated to reaching every Canadian affected by any type of brain tumour (malignant, non-malignant and metastases), through advocacy, research, information, support and education.

Our Brain Tumour Walk invites Community Champions to come together in support, celebration, and remembrance.

It is the largest fundraising event that spans across the country in support of everyone affected by a brain tumour. We walk with a united goal, to see an end to brain tumours.

It empowers everyone, everywhere, at any time in the month of June to join the movement to end brain tumours and invites individuals and teams the opportunity to host an event (walk, hike, bike, etc.) in their community to raise funds and awareness. Read all our [FAQs](#).

OUR MISSION

To reach every person in Canada who is affected by a brain tumour through support, education, information and research.

OUR VISION

To find the cause of and a cure for brain tumours while improving the quality of life for those affected.

OUR VALUES

These values inform everything that we do to create impact and meaning for the brain tumour community in Canada: hope, caring, integrity, accountability, and collaboration.

BECOME A COMMUNITY CHAMPION!

Community Champions are dedicated and committed members of our community who want to support and boost the public's awareness of Brain Tumour Foundation of Canada, promote community involvement and help raise essential funds for our research, programs & services. Every little bit helps and is so appreciated.



HOW IT WORKS

1. Get Started

During the month of June, step up for a great cause and join us at www.braintumourwalk.ca! Whether you're a solo warrior or a team player, we welcome all to join us. Let's show the world that no one fights alone by marking your location on our [interactive map](#)!

Track your journey and progress by joining our Brain Tumour Walk Club on [Strava](#). It's an excellent way to stay motivated and see your fundraising progress!

Register before June 1st to receive your special registration gift!

2. Get Fundraising

Personalize your individual and/or team fundraising page! Set a fundraising goal! Share your page with your family, friends, and colleagues.

Advocacy, research, support, and hope are only possible through fundraising and donations.

Explore our [fundraising incentives](#) and deadlines!

3. Get Moving

Decide when, where and how you'll take your steps to raise hope and save lives.

Whether strolling with your family in a park, hosting a backyard BBQ or participating in a marathon, every step you take makes a difference!

Check out our [A-Z Fundraising Event Ideas](#)!

4. Get Social

Remember to share your progress, events, and achievements with your family, friends, and colleagues!

Don't forget to tag us in your photos!

#EndBrainTumours
#BrainTumourWalk
@braintumourfdn

**One Month.
One Cause. One Goal.**

HOW TO PLAN YOUR FUNDRAISER

The 6 W's of successful planning:

WE CAN HELP

Planning to host a Fundraising Event in Your Community? We're here to help! Contact us at btwalkhelp@braintumour.ca to get started.

WHERE

When's the big day? If you're not keen on hosting at home or your local park, remember to consider possible venue rental expenses in your budget.

WHY

Why is this important to you, and why should it matter to others? Let's inspire people to join our cause by sharing why we need their support and motivating them to get involved!

WHO

Who will attend your event and how do you keep them in the loop? Social media is one way to go, but don't overlook the tried-and-true methods of email and good old-fashioned conversation!

WHAT

What type of event do you have in mind? It's essential to choose something that captures your interest and is enjoyable to plan. Don't be afraid to think outside the box – the possibilities are endless! Our suggestions are just the tip of the iceberg.

WHEN

Set a date for your event that works for you and your guests, friends and family! And don't forget about Mother Nature - have a backup plan ready in case of bad weather.



EVENT & FUNDRAISING IDEAS

(to get you started)



A - Z

(pick one, pick two, pick a few!)

A

afternoon tea, arm wrestling contest, art exhibition, auction (silent/live)

B

bake sale, BBQ, bingo night, birthday giving, book sale

C

coffee at work (donation), crafts, cycling, car wash

D

dress down day (wear our colours - orange, grey or blue), dance-a-thon, darts tournament, dinner party, dog show, drawing contest

E

email signature (to promote your fundraising efforts), eBay, egg painting contest, exercise marathon

F

fantasy pool (sports, Oscars or reality TV), Facebook fundraising, fantasy dress-up day (school or work), fashion show, film night, charity football (soccer/baseball/etc.) match

G

games night (board, trivia, bingo), give something up that you love, golf tournament, grow a beard, guess how many items (in a jar)

H

healthy lunch hour walking club, head shave, hiking, hour of earnings

I

ice cream tasting event, improv night, international food party

J

jewellery sale, homemade jam sale, jazz night, jigsaw puzzle marathon, joke-a-thon

K

karaoke, charity kayak race, kick a habit, knitting sale

L

Las Vegas night, Lego contest, livestream (gaming, cooking, fitness, crafting), loose change collection

M

employer matching gift, makeover (donate hairdressing/manicure skills), mountain climb challenge, murder mystery party, music concert

N

name the (song/movie/etc.) contest, needlework sale

O

outgrown clothing sale, obstacle course, open mic night, original recipe contest (donate to submit or vote), outdoor theatre (entry fee),

P

potluck lunch (donate if you can't cook), penalty shootout tournament, plank/press-up challenge, poker night, pickle ball tournament

Q

quarter collection (spare change - every quarter counts!), quickest time contest, quintessentially Canadian party, quiz night

R

raffle, read-a-thon, roaring 20's party, rock climbing (fastest time to the top), charity run

S

sporting event (soccer, football, golf, hockey, chess), street party, superhero party, short story contest

T

theme party (games night, movie night, mystery "whodunit" night, karaoke party, table tennis tournament, talent contest, teddy bear picnic, treasure hunt

EVENT & FUNDRAISING IDEAS

(to get you started)



A - Z

(pick one, pick two, pick a few!)

U

upcycle sale (transform old items into something new that you can then sell), ultimate frisbee competition

V

vice buster (get your friends and family to support your efforts to give something up), variety show, home-grown vegetable sale, video game competition, vintage sale

W

walk/run/bike, wedding gift donation instead of gifts, window cleaning for a donation, wine tasting event

X, Y, Z

yoga marathon, yo-yo contest, zany dress day



Don't rule out the power of posters! Plug your event information into our general event poster template and share it!

Let your donors and potential supporters know when you're 25%, 50% and 75% toward your goal!

CONTACT US

For information, assistance or if you are planning an event, please email:

btwalkhelp@braintumour.ca



SHARING YOUR CAUSE - TAKE ACTION!



Social media platforms like Facebook, Instagram and X (formerly Twitter) make it easy to advocate for Brain Tumour Foundation of Canada. It's as simple as liking our pages and posts and sharing a few links with your friends and family. Facebook's "Create an Event" page is also a great tool to organize and promote the event you're planning. And the best part is, there's no extra cost! Spreading the word at the click of a button!

PERSONAL FUNDRAISING PAGE

Once you register as an individual or team at www.braintumourwalk.ca, you can customize your personal fundraising page by setting your fundraising goal, including your story and adding up to five photos. Share your page with friends and family by clicking on one of the social media icons or send it as a link in an email! The more personal you can be, the easier it is. Why is Brain Tumour Foundation of Canada something that you're passionate about? Sharing your personal story is the best way to inspire others to get involved!

Don't forget to promote yourself! Encourage your network to support you with a donation or invite them to walk with you (anywhere, anytime, anyhow)!

THANK SUPPORTERS

Send a thank-you message to everyone who donated or supported your fundraising efforts. Use our template thank-you emails from your personal fundraising centre dashboard. Let your supporters know the impact they have made by sharing some of the incredible research or programs their donations fund.



KEY MESSAGES AND FACTS

- We believe that people affected by brain tumours should never walk alone.
- Brain Tumour Walk events are part of a cross-Canada movement to end brain tumours.
- Brain Tumour Foundation of Canada is the only national charity that assists Canadians living with any kind of brain tumour, be it malignant, non-malignant, or metastases.
- Patients and families are at the heart of Brain Tumour Foundation of Canada. No one should feel alone on their brain tumour journey.
- The money raised through the Brain Tumour Walk helps fund critical brain tumour research, compassionate support services, trusted information, and advocacy to help brain tumour patients and survivors live longer, better, and with hope.
- Each year, thousands of Canadians seek information, resources and support through Brain Tumour Foundation of Canada to help them cope with their life-changing diagnosis.
- We walk to celebrate survivors, to honour and remember those who have passed, to raise awareness, and to share the hope that one day we will #endbraintumours.
- Brain tumours are unpredictable and complex. They can affect anyone at any time. They can affect vision, hearing, memory, balance, and mobility. Their effects are physical, emotional, financial, and can last a lifetime. There is no cure.
- With every dollar, you make it possible for people affected by a brain tumour to live longer, better and with hope.
- You make it possible for research to advance, education to spread, and support to continue. You make it possible to continue to take steps toward a cure.
- It is estimated that 55,000 Canadians are surviving with a brain tumour.
- There are over 120 different types of primary brain tumours, making effective treatment very complicated.
- A brain tumour is a growth of abnormal cells that are either within or around the structure of the brain.
- 23.5 new cases of primary brain tumours were estimated per 100,000 population per year (using data from Alberta, British Columbia, Manitoba and Ontario).
- In the first year after diagnosis, it is estimated the average patient will make 52 visits to their health care team (which could include surgery, radiation, chemotherapy).

SURVIVE THRIVE AND REMEMBER

- Non-malignant tumours account for almost two thirds of all primary brain tumours.
- Metastatic brain tumours occur at some point in 20-40% of people with cancer. The incidence of metastatic brain tumours is increasing as cancer patients live longer.
- Brain tumours are the leading cause of solid cancer death in children under the age of 20, now surpassing acute lymphoblastic leukemia. Brain tumours are also the third leading cause of solid cancer death in young adults ages 20-39.
- Because brain tumours are located at the control centre for thought, emotion, and movement, they can dramatically affect an individual's physical and cognitive abilities and quality of life.
- Brain tumours in children are different from those in adults and are often treated differently. Although as many as 60% of children with brain tumours will survive, they are often left with significant long-term side effects.
- Since 1982, Brain Tumour Foundation of Canada has funded over 315 research grants and awards totaling nearly \$9.5 million (as of 2022).
- Download the [2022 Hope in Action Impact Report to the Community](#).

RAISING AWARENESS - SPECIAL DATES 2024

MAY Brain Tumour Awareness Month

JUNE 8 World Brain Tumour Awareness Day

SEPT Childhood Cancer Awareness Month

OCT 24 Brain Cancer Awareness Day

OCT 26
to
NOV 2 International Brain Tumour Awareness Week

www.braintumour.ca/get-involved/raising-awareness

SUGGESTIONS THAT MIGHT INSPIRE YOUR POSTS

#MotivationMonday – find a way to motivate your family and friends.

#TumourTuesday – highlight a story from your family/friends/team (or share one that Brain Tumour Foundation of Canada has shared).

#WackyWednesday – share fun photos from previous walks/events in your fun costumes or clothing!

#ThrowbackThursday – share photos from a previous event to inspire people to register and donate.

#FUNdraiseFriday – use tips from this Community Champions Toolkit.

May 1 (start of Brain Tumour Awareness Month):

If you haven't already, please register and set up your personal page in your Fundraising Centre to tell people why you are taking steps to #EndBrainTumours! Join my team [name of team]!

May 12/June 16:

Hurray for all the Moms/Dads! For everyone who is taking steps to remember their Mom/Dad, we are thinking of you too.

Event Date:

We are so excited to see you today to #endbraintumours! Share a photo of your family/friends/team wearing BTFC swag, etc.. with us!

Other Suggestions:

- Post pictures of your walk/event and tag us at #endbraintumours, #braintumourwalk, @braintumourfdn
- Post links to any press/media coverage (online news articles, etc.)
- Share brain tumour news stories (link to stories on www.braintumourwalk.ca)
- Share Brain Tumour Foundation of Canada's posts ([Facebook](#), [Instagram](#))
- Highlight local information from Brain Tumour Foundation of Canada's newsletter, e.g., research awards, studentships, local people profiled, etc.



HOW WE CAN HELP YOU!

Interested in planning an event? Contact us!

- Processing tax receipts (please see below on how to submit donations)
- Brain Tumour Foundation of Canada promotional materials (print/digital poster template promoting your event)
- Your event information on our interactive “[MapMe](#)” website
- Invitation to join our Community Champions Facebook page
- Incentives and survivor shirt mail outs
- Printed team banner (check out our [Incentives](#))
- Provide support to all participants/ donors, through the BTFC Help Desk
- Event sponsorship support letters


Important information:

- No person involved in a community fundraising walk/event in support of Brain Tumour Foundation of Canada shall directly solicit funds door-to-door or through telemarketing.
- Brain Tumour Foundation of Canada will not obtain third-party lottery licences (lotteries, raffles, 50/50 draws, sports raffles, etc.). Tax receipts will not be issued for funds raised through any form of gaming.
- The organizer of the event will pay all expenses related to the event. Brain Tumour Foundation of Canada will not be responsible for any expenses incurred in carrying out the fundraising event.
- **Event proceeds should be forwarded to Brain Tumour Foundation of Canada within 60 days of the event. Cheques/money orders are to be made payable to Brain Tumour Foundation of Canada. Please do not mail cash.**



HOW TO SUBMIT YOUR DONATIONS

If you receive cash donations:

1. Log into your fundraising centre at www.braintumourwalk.ca
2. In the menu on the left side of your Dashboard, click on "Donation"  and then "Add Self Donation" and then choose to either donate "As Yourself" or as a "New Donor". If you are making a donation on behalf of someone else, make sure to enter the donor's contact information (name/ mailing address/email), then use your credit card to finalize the transaction.
3. The receipt will be sent to the email address you include (for yourself or another donor).
4. You can also send us a cheque for any donations not made online. If multiple donations are included in one cheque, please ensure that you include each donor's full contact information (name, full mailing address, email address) and donation amount. We will send out tax receipts for donations over \$20.
5. Please ensure you indicate the name of the participant or team you wish to direct the donation to.
6. Receipts can only be provided if we have all donor information. If you have numerous donations and would like a pledge form, please email btwalkhelp@braintumour.ca and we will email it to you.

CONTACT US

For information, assistance or if you are planning an event, please email:

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