

Mother's Day Classic Fundraising Toolkit

Your Guide to being a *Fundraising Superstar!*



Why Fundraise?

At the Mother's Day Classic, we walk or run to raise funds for breast and ovarian cancer research. Fundraising for cancer research plays a pivotal role in advancing scientific discoveries, developing innovative treatments, and ultimately improving the lives of individuals affected by cancer.

In 1998 at the inception of the Mother's Day Classic, the relative five-year survival rate for breast cancer was 84 percent. During the time of the Mother's Day Classic fundraising, this statistic has now increased to 92 percent.

From 2024 onwards, we're going further, by making ovarian cancer research another core focus of Mother's Day Classic for the first time ever.

Thanks to our community, we've:



Received \$44 million in donations



Funded over 80 research projects



12 Australian women die each day from breast and ovarian cancers.



Together we're moving towards the day when no more lives will be taken.



Where your money goes

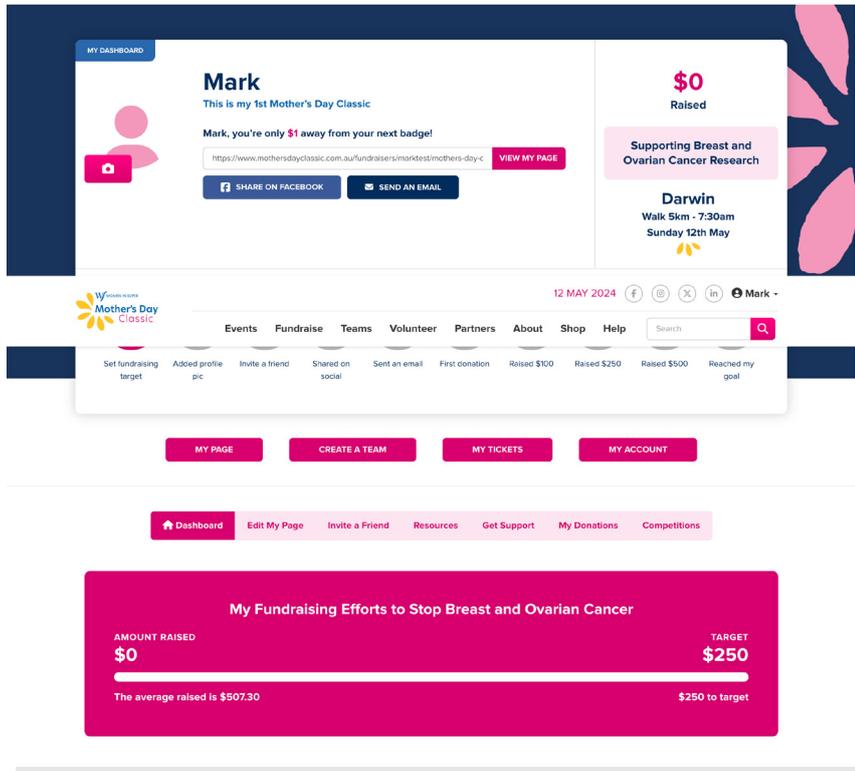
Proceeds from the Mother's Day Classic will be donated to the National Breast Cancer Foundation (NBCF) and the Ovarian Cancer Research Foundation (OCRF) to help to create a better tomorrow for those affected by breast and ovarian cancers.

When you sign up to the Mother's Day Classic, you can choose where your money goes. Whether it's the National Breast Cancer Foundation or the Ovarian Cancer Research Foundation or both, your support will help save lives.



How to Fundraise

Share your Fundraising Page with your friends and family!



1. **Upload a photo** of yourself to your fundraising page
2. **Update your page bio** to share why you are fundraising for the Mother's Day Classic
3. **Share your page URL** to your friends and family! Share on your social media, email to your colleagues or text your family
4. **Ask for donations** and remind them that every donation counts! P.S. All donations over \$2 are tax-deductible!
5. **Thank your donors** and let them know the positive difference of their contributions!

Fundraising Ideas



Host a game night: Organise a Trivia Night with a \$10 donation to attend



Cake Stall: Cook baked goods, jars of jam, or chutneys to sell in your local community



Run a raffle: Ask your local community to donate prizes and host a raffle!



Pink Day: Host a pink themed casual clothes day at your workplace or school with a gold coin donation.



Sponsor your training: Get friends and family to donate \$1 for every hour of training, or \$10 for every day you reach 10,000 steps in the lead up to Mother's Day.



Dollar Matching: Fill out [our template](#) and ask your employer to match your donations.

Download Fundraising Resources

Get social: Post on social media



Spread the word: at school, work, or your gym



Get support: use our pre-written emails



Send emails to friends and family

Send Emails | [View Sent Emails](#) | [My Contacts](#)

Choose a pre-written email

select template

Enter email addresses (add a comma in between addresses if sending to more than one person)

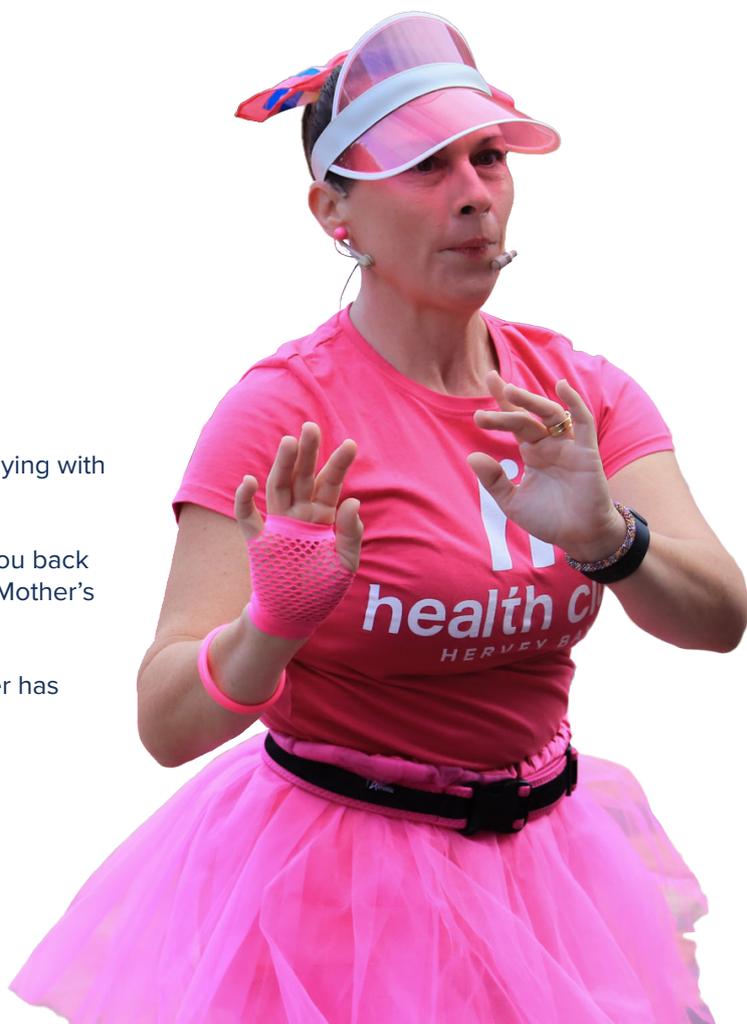
[MY CONTACTS](#)

Email Subject

Sponsor me for the Mother's Day Classic ❤️

Ready to get started?

1. [Read our Fundraising Guidelines](#) to ensure you're complying with our ethos and state regulations
2. [Fill out our Authority to Fundraise Form](#) and we'll send you back an official Authority to Fundraise Letter on behalf of the Mother's Day Classic Foundation.
3. [Complete our Reconciliation Form](#) once you're fundraiser has been completed.



Get Support

If you still have questions, kindly contact our friendly team and we'll assist you!

fundraising@mothersdayclassic.com.au

**Thank
you!**

**Good luck with fundraising!
Thank you for choosing to support the Mother's Day Classic**