Inspiring fundraising case studies
Means and organization to reach objectives

Chairperson- Carol El Jabari, MPH BSc RN (Palestine)

Carolyn Taylor, Founder & President of Global Focus on Cancer (USA)

Chris Lewis, Cancer survivor and Founder SimPal (UK)

Nicole Aarssen, Social Media Strategist at “Rethink Breast Cancer” (Canada)

Cathy Trzaskawka (Traz), Head, Global Advocacy, Bristol-Myers Squibb

Chuah Poh Choo, Cancer survivor; Member of “Pink Unity” & Volunteer with Negeri Sembilan Family Planning Association (Malaysia)
What are our methods and outcomes?

**Preparation**-
The plan (strategy & budgeting)
Flexibility
Collaboration / Team work
Persistence
Commitment

**Setting goals**-
Appropriate?
Achievable?
Timely?
Affordable?

**Measuring outcomes**-
Did you meet your objectives?
Sustainable?
Leveraging Assets and Networking:
Lessons learned from a volunteer based NPO working in limited resource settings

Carolyn Taylor
Global Focus on Cancer
GFC was formed in 2011 to act as an agent of simple and effective change to help reduce the global burden of cancer.

- Awareness programs
- Support programs
- Coalition/alliance building
- Advocacy training
- Networking
- Education
PROGRAM

FUNDING
Partners
- Vietnam National Cancer Institute
- Motivated breast cancer survivors
- Clinician champions
- Buy in from hospital staff/administration
- Professional volunteers

Funding/resources
- Multiple partners
- Data
- Documentation
Partners
• Oncology Hospitals
• Ministries of Health
• Local cancer NGO’s
• Local cancer advocates

Funding/resources
• One primary funder
• Professional volunteers
• Data
• Documentation
Funding:

- Problem solving
- Identify and leverage assets
- Invest in people
- Partnerships
- System and capacity building
GLOBAL FOCUS ON CANCER

Thank you!!
CHRIS'S CANCER COMMUNITY
Supporting People Affected By Cancer

CHRIS LEWIS
chris-cancercommunity.com

@christheeagle1  christheeagle
facebook.com/chriscancersupport
CHRIS'S CANCER COMMUNITY

Supporting People Affected By Cancer

chris-cancercommunity.com

CHRIS LEWIS

@christheeagle1

christheeagle

facebook.com/chriscancersupport
“This was my chance to show my support for those battling cancer. Some have fought the battle and won, others have not been so lucky, and others are fighting the battle of their lives. For these people, I will fight through this” C2C4C Rider

Country 2 Country 4 Cancer Ride C2C4C
Increasing Impact and Reach

Cathy Trzaskawka, Head, Global Advocacy

Bristol-Myers Squibb
C2C4C 2018: 4,000 Km to support cancer organisations across Europe

- BMS is a long standing partner of the Union for International Cancer Control - UICC - the largest and oldest cancer fighting organisation in the world with over 1050 members across 164 countries

- After two successful C2C4C rides in 2016 and 2017 organised in partnership with UICC, BMS launched the 3rd European edition in 2018

- Approximately 80 European BMS employees completed over 4,000 km across Europe to raise funds for cancer patients and support a national UICC member in each country

“We are very proud to work hand in hand with our partner BMS on this exciting initiative for the second year. For this edition, we successfully engaged key UICC members across Europe as main beneficiaries to increase promotion of the ride within their local communities, amplify the fundraising objectives, and ultimately make the ride more impactful for cancer patients. We truly feel honoured to be part of this project and we thank BMS, the committed riders, and the UICC member organisations for working together to achieve our common goal and accelerate the fight against cancer.”

Gary Adams, Chief Executive Officer, Union for International Cancer Control (UICC)
2017 Success Story: BMS employees raise funds for UICC members

- 2017 saw the great involvement of 8 key UICC member organisations who have benefitted from the fundraising efforts of the different BMS riding teams
  - Aktiv Mot Kref
  - Cancer52
  - Cent pour Sang La Vie
  - Cris Cancer Foundation
  - European Cancer Patients Coalition - ECPC
  - German Cancer League - Deutsche Krebgesellschaft
  - Italian association for cancer patients, relatives and friends – AlMaC
  - Swiss Cancer League - Krebsliga

- Approximately USD 100K have been raised with funds being used to support local activities aimed to reduce the cancer burden in their country
2017 Success Story: examples of engagement from UICC members

ECPC: @cancereu • 1d
Country 2 Country 4 Cancer ride 2017 by @bmsnews & @uicc - support ECPC at fundrazr.com/C2C4C-ECPC
#C2C4C #crowdfunding #ECPC2017

Cancer52 @Cancer52org • 31 ago 2017
In risposta a @cancereu, @bmsnews e @uicc
looking forward to working on this. Funds raised on UK leg of ride supports work of @Cancer52org #C2C4C #uicc

AIMAC fornisce informazioni personalizzate e offre sostegno psicologico ai malati di cancro, alle loro famiglie e ai loro amici.
"Cancer52 was thrilled to be invited by UICC to be a partner in this ride, undertaken by so many dedicated bike riders from within the BMS team. We worked very happily alongside BMS in promoting the ride on social media and through our networks and we were very proud to be invited to the BMS employee event at their office in London on 25 September to welcome the riders home. This is a fantastic contribution to a small charity like us and will go towards our work on ensuring that the recommendations within the NHS England Cancer Strategy that are particularly relevant to rare and less common cancers are met. “

Jane Lyons, CEO of Cancer52 - a UICC member focusing on rare cancers in the UK
2018 Ride: Fundraising model

Like 2017, BMS riders were organised in different country teams. Each country team did fundraising for a national UICC member.

- Each UICC member will receive the funds gained through their own fundraising efforts.
- UICC will transfer money fundraised by each country team to the respective organisation.
2018 Ride: Operating model

**BMS’s Responsibility**

**Responsibilities: overall organisation of the ride and global promotion**

1. Designate preferred UICC members as partners for the ride
2. Review and approval of the fundraising platform
3. Work ahead with UICC to determine the important features of the platform
4. Share overall communication strategy and fundraising events
5. Provide in-kind support/assistance when needed

**UICC’s Responsibility**

**Responsibilities: global fundraising coordination, promotion among the cancer community**

1. Selection of the fundraising platform
2. Pre-selection of UICC members
3. Coordination of the overall fundraising process/financial aspects and reporting
4. Coordinating and supporting BMS/ Members communication/promotion efforts
5. Main ongoing contact for BMS

**UICC Member Responsibility**

**Responsibilities: local fundraising and promotion**

1. Support UICC with all information needed to set-up the platform
2. Promote the ride within its community and network
3. Issue a donation/tax certificate in case it is requested from donors
Fundraising Platform:

- Simple, flexible and free to start
- Built-in sharing features to engage supporters and grow funding via social networks and email.
- Monitoring and reporting on fundraising efforts made available on the platform
- Easy and secure payments by PayPal or credit card
- Donations are made available in different currencies (USD, EURO, GBP, CHF, etc)

C2C4C ride - Support Cancer52

£13,834 raised
265 contributors
0 days left
Ended Oct 28, 2017

As part of the 2017 Country 2 Country 4 Cancer ride organised by Bristol-Myers Squibb, the Team UK/Benelux will raise funds for Cancer52 - a member of UICC - by riding approximately 720km across UK and Northern France in 3 days.

"FundRazr is a highly valuable platform offering a perfect setup for running successful fundraising campaigns. It is flexible, operates internationally, offers multiple creative solutions for various organizational tasks and has a powerful social media toolset for promoting the campaigns. We look forward to working together again!"

Lorenzo Boffi, Partnership Development Manager
Union of International Cancer Control (UICC)
Fundraising platform:

• A fundraising page per organisation

• Team members featured

• Great opportunities of interaction and social media sharing
2018 Ride Overview

• Bristol-Myers Squibb employees from across Europe rode over 3,600 km from Germany to the UK. They rode through Switzerland, Italy, France and Spain, all to raise funds for cancer research and organisations that support cancer patients in Europe

• By the numbers:
  - 9 Markets
  - 14 Countries
  - 81 Riders
  - 3,600 kilometers
  - 6 countries traversed
  - 21 days riding
  - 5 month of training
C2C4C Mission

Our riders are motivated by a unifying purpose: 

*Helping cancer patients to be able to create and share more treasured memories with those they love.*

This year’s fundraising is still underway and will be announced soon by BMS!
THE GIVE-A-CARE COLLECTION

product line, education and awareness program, and revenue stream

Nicole Aarssen
Social Media Strategist
Rethink Breast Cancer
I-may-not-have-all-the-answers-but-at-least-I-have-the-questions-to-get-the-proper care guidelines

Be Informed About Your Options For Breast Reconstruction

Be Informed About The Potential Effects On Your Fertility

Receive Special Care If You Are Pregnant Or A New Mom

Be Offered Resources For Your Children And Family

Be Informed About Potential Changes To Your Sexual And Mental Health

Be Asked About Breast Cancer In Your Family

Receive Treatment And Care Tailored To You

Be Given The Opportunity To Talk To Someone

Be Offered Resources To Help Manage Finances

Know That You’re Not Alone
I had just finished school and was planning a three-month hiatus in Europe before my parents would force me to go get a big girl job pushing papers but then I went to get a check up and they found a lump that definitely put a bump in my travel plans so now instead of meeting a handsome stranger on a hot night in Barcelona I'm being groped by strangers in a hospital exam room while bracing myself for hot flashes and everyone just keeps telling me to stay positive but for something that's called a journey I've been doing a whole lot of sitting down lately so now I know this hospital waiting room like the back of my hand.
It's okay to feel sad, scared or angry. Go ahead: rant, cry, and cry some more. That's exactly what our Give-A-Care tissues are for.

giveacare.ca
Products for Young Women with Breast Cancer

SHOP NOW

Young women with Breast Cancer face different challenges, here's how the Give-A-Care line helps.

giveacare.ca
Products for Young Women with Breast Cancer

SHOP NOW
CHALLENGES
THANK YOU

www.giveacare.ca

Instagram: @give.a.care

nicole@rethinkbreastcancer.com
FROM THERAPY TO CHARITY

THE NATIONAL CANCER SOCIETY OF MALAYSIA (NCSM)

CHINESE INK PAINTING CLASS

FOR CANCER SURVIVORS

Presented by:

CHUAH POH CHOO

Pink Unity Volunteer, NCSM
HOW IT ALL BEGAN

Datin Alice Chai, a cancer survivor herself, turned her hobby into something more inspiring. She started the Chinese Ink Painting (CIP) class in 2012 at NCSM Resource and Wellness Centre.

“Painting has become one of the therapy treatments for me, it gives me peace of mind and makes me forget all the pain and anxiety”

Datin Alice Chai

After realizing the positive effects painting had brought unto herself, Datin Alice decided to share her ability by volunteering to teach cancer patients and survivors once a week at NCSM.

“By having the Chinese Ink Painting class at NCSM, at least we can spend time together. This activity clearly helps us forget all worries and takes our minds off the adverse effects of the treatment some of us are facing.”

Datin Alice Chai
GIVING HOPE

VOLUNTEER TEACHERS AT WORK
CELEBRATING LIFE

BONDING AMONG FRIENDS, CREATING LAUGHTER, CULTIVATING CONFIDENCE AND HAVING FUN!
EXHIBITIONS AND DEMONSTRATIONS
IT’S ALL FOR CHARITY

2015
NCSM Relay For Life Survivors’ Booth
Exhibition at Malaysian Handicraft Complex

2016
Exhibition and Sales at Blossom Arts Festival
Exhibition at the National Visual Arts Gallery
NCSM Relay For Life Survivors’ Booth

2017
NCSM Relay For Life Survivors’ Booth
Sales and Painting Demo at Blossom Arts Festival

2018
Sales at IBM Hari Raya Bazaar
Painting Demo at Experian Malaysia, Cyberjaya
NCSM Relay For Life Survivors’ Booth
EXHIBITIONS AND DEMONSTRATIONS
IT’S ALL FOR CHARITY
CHALLENGES AND SUSTAINABILITY

1. CIP group is a family and like all families all members have to stay together with a common aim -- using painting as a therapy for cancer survivors and collecting monetary proceeds to help others in whatever way we can.

2. Volunteer teachers -- CIP class is very fortunate to have teachers who guide us wholeheartedly and understand our needs.

3. To keep growing with confidence and instill the spirit of charity in the hearts of every member.

4. To bring the members’ skills and talents to greater heights. Members could use their skills as an income-generating venture.
Thank You
Thank you

Contact: cljabari@yahoo.com
www.pfsjerusalem.org