



# 2021 Run for the Cure Multi-Site Team Opportunity



Canadian  
Cancer  
Society

## What is the CIBC Run for the Cure?

The CIBC Run for the Cure is a 5k or 1k walk or run that supports the breast cancer cause at the Canadian Cancer Society (CCS). With 57 Run sites across the country, this inspirational event is the largest single-day, volunteer-led event in Canada. With 1 in 8 Canadian women affected by breast cancer, it continues to be the most commonly diagnosed cancer among Canadian women.

On October 4, 2020, amidst a pandemic, more than 24,000 Canadians across the country were united by the Canadian Cancer Society CIBC Run for the Cure, raising over \$9 million. CCS invests these dollars into ground-breaking breast cancer research, compassionate support services, trusted cancer information and advocacy on behalf of all Canadians.

As the COVID-19 pandemic continues, we're making sure your experience at the CIBC Run for the Cure will be safe, fun and memorable. On Sunday, October 3, Canadians will come together to celebrate Run for the Cure through an energetic virtual event experience. Being physically apart won't stop us from coming together.





## Get Involved

The CIBC Run for the Cure provides our sponsors and corporate partners with the opportunity to truly connect with participants and volunteers, helping to develop closer and **better** stronger relationships with customers; both existing and potential. These events are great for families and their support systems.

### A few statistics:

- 94% of Canadians believe companies should support good causes\*
- 63% of Canadians support disease/health causes\*
- Canadians believe that companies should be leaders in causes that are important\*
- 87% of consumers will purchase a product because a company advocated for an issue they cared about\*\*
- 80% of millennials consumers believe companies have the obligation to help people or take actions to improve issues that may not be related to their everyday business\*\*



## COAST-TO-COAST RESULTS



**OVER \$9 MILLION**  
was raised nationally.

On Sunday October 4, 2020, Canadians in 57 communities across the country participated in Canada's largest single-day volunteer-led event in support of breast cancer research, education, awareness and support and information programs.

### GRAND TOTAL:

**\$9,373,374\***

**24,462**

### ATLANTIC

**\$597,705** **1,767**

Location	Participants
Fredericton	220
Halifax	647
Miramichi	32
Moncton	136
PEI	146
Pictou County	20
Saint John	111
St. John's	385
Wolfville	70

### BRITISH COLUMBIA

**\$941,839** **3,468**

Location	Participants
Abbotsford	218
Kamloops	122
Kelowna	373
Nanaimo	232
Prince George	99
Surrey	364
Vancouver	1,589
Victoria	471

### OTHER

**\$1,254,500\*\***

### ONTARIO

**\$4,075,712** **11,954**

Location	Participants	Location	Participants
Kitchener/Waterloo	466	Simcoe	102
Alliston	0	Sudbury	157
London	536	The Blue Mtns./Collingwood	120
Barrie/Orillia	370	Thunder Bay	313
Mississauga	660	Toronto	3,569
Niagara Region	300	Windsor	265
North Bay	159	Woodbridge/Vaughan	298
Ottawa-Gatineau	1,173		
Peterborough	157		
Richmond Hill/Markham	711		
Sault Ste. Marie	111		
Brampton	337		
Burl./Ham./Oakville	854		
Chatham-Kent	62		
Durham Region	562		
Guelph	259		
Kingston	413		

### QUEBEC

**\$509,227** **1,484**

Location	Participants
Montreal	1,022
Quebec City	329
Saguenay	42
Sherbrooke	74
Val-d'Or	17

### PRAIRIES

**\$1,544,234** **5,242**

Location	Participants	Location	Participants
Lethbridge	152	Medicine Hat	68
Brandon	138	Red Deer	221
Calgary	1,353	Regina	543
Edmonton	1,162	Saskatoon	495
Fort McMurray	128	Winnipeg	822
Grande Prairie	160		

\*As of November 30<sup>th</sup>, over \$9.3M had been collected for the CIBC Run for the Cure. Donations continue to arrive until the end of January and will be added to the year end total. Dollars announced on Run day are a projection that is calculated using a predictive model. The use of this model is a standard in many organizations' fundraising practices and has proven to be accurate in the past. CCS's predictions are based on actual data from the past three years.

\*\*Including cause marketing and sponsorship.

## Our Impact

Nearly 1 in 8 Canadian women will be diagnosed with breast cancer in their lifetime and 1 in 33 are expected to die from breast cancer. The breast cancer death rate in women has been nearly cut in half, decreasing approximately 49% since it peaked in 1986. This reduction likely reflects the impact of research that has led to improvements in screening and treatment for breast cancer.

**Thanks to our supporters, the Canadian Cancer Society is helping people across the country live longer and fuller lives. Here are some of the ways we made an impact in 2019.**



Invested more than \$42 million in life-saving research



Answered calls and emails from 46,000 Canadians with questions about cancer and support in their community



Offered a caring and supportive home away from home during treatment for 6,114 guests to our lodges



Provided community and support to 287,000 people through our peer support programs, like [CancerConnection.ca](https://www.cancerconnection.ca)



Drove 8,380 people to treatment and home again through rides offered by our volunteer drivers. Our transportation service covered more than 8.2 million kilometers!



## Multi-Site Teams

Create a multi-site Run team to engage company employees, band together for a great cause and build employee relationships while participating in fundraising and walking/running together on Run day.

### What is a multi-site team?

- Multi-site teams (MSTs) have participants registered in two or more CIBC Run for the Cure events.
- MSTs are primarily corporate teams who have presence in multiple locations and want to engage all staff in support of the Run for the Cure and the breast cancer cause.
- A Multi-Site Coordinator is the main contact and oversees the entire team. Each local team will designate a Team Captain to lead the team in that respective location.



### Bring your team together from coast-to-coast

- Build camaraderie among colleagues, especially if your organization has offices in different Run for the Cure event locations
- Show your team support in many communities
- Challenge friends and family members across the country

## How does a Multi-Site Team work?

The Canadian Cancer Society CIBC Run for the Cure is committed to working with your team to ensure easy registration and fundraising success. Your CCS Staff contact will work with your team to determine the best Run events for your company, share information to help your participants register and share resources to help you fundraise.

Your team will have support at each level. A National Fundraising page is set up to measure your success across all teams while Local Fundraising pages allow participants at each Run event to check their progress.



- Each individual is committed to making a minimum donation or fundraising minimum amount

- Each local Run team has its own fundraising goals and efforts
- Companies may appoint a Team Captain to support local efforts

- Measure team success across all Run events
- Companies appoint a Multi-Site Coordinator to support the team



## MST Tools & Resources Available

### National Fundraising Page

A national fundraising page will be created and customized for your company to measure fundraising success for your participating teams across the country. This page will also show you the total number of participants registered from coast-to-coast.

### Local Fundraising Page

A local fundraising page will be set-up for each community event your multi-site team will be participating in. These pages can be personalized with pictures and content and will showcase local fundraising efforts.

### Registration Resources

A registration manual will be provided to help your team members get registered for Run for the Cure.

### Fundraising Support

The Canadian Cancer Society is here to support you. Take advantage of our fundraising tools and resources for corporate engagement ideas and fundraising tips.

### Fundraising Rewards

Participants who meet the criteria will be eligible to receive [Fundraising Rewards](#).

### Fundraising Awards

To recognize top fundraisers, awards are presented to top individual fundraisers and top fundraising teams in each Run for the Cure event location. Learn more [here](#).



## Additional Ways to Get Involved

There are various ways in which companies can support Run for the Cure and their employee participation in our events.

### Sponsorship

Sponsorship opportunities allow businesses to increase their company's exposure, engage with the community and sample their products. There are different sponsorship levels available that can suit your company's needs.

### Registration Donations

Companies can choose to cover the cost of registration on behalf of their employees. This is a great way to show employees that you support their interest to participate in Run for the Cure. Reach out to [RunfortheCure@cancer.ca](mailto:RunfortheCure@cancer.ca) for more information.

### Corporate Matching

Show your commitment to Run for the Cure and the breast cancer cause by matching the funds raised by your employees. Complete our [corporate matching form](#) to be eligible for a tax receipt.

### Participate in the Corporate Challenge

Corporate teams are encouraged to participate in fundraising challenges to help you reach your fundraising goals. Download our [Corporate Toolkit](#) for more information.



## Get Started

- 1. Set-up your multi-site team** – Get in touch with us at [runfortheure@cancer.ca](mailto:runfortheure@cancer.ca). With our help, choose your Run for the Cure event locations, create fundraising goals, identify team captains and set-up your fundraising pages.
- 2. Recruit team members** – Start spreading the word! Invite your colleagues to get involved with Run for the Cure and share information on how to sign-up and join your team.
- 3. Fundraise** – Consider making a self-donation to kick-off your fundraising efforts. Ask people in your network to support the cause by making an online donation to your participant or team page. Don't forget to let them know how the funds raised are making a difference! We also encourage you to share your fundraising progress with your donors. Think about organizing a fundraiser to support Run for the Cure. Check out our [Corporate Toolkit](#) for additional fundraising tips.

For more information, please contact [runfortheure@cancer.ca](mailto:runfortheure@cancer.ca).





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THANK  
you!

**CIBC  RUN  
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For more information, please  
contact:

[runforthe cure@cancer.ca](mailto:runforthe cure@cancer.ca)