

Get Involved

The CIBC Run for the Cure is an event that unites an incredible collective of Canadians who are a force-for-life in the face of breast cancer and want to show their support. It is an inspirational day that raises significant funds for CCS through a 5k or 1k walk or run and is the largest single-day, volunteer-led event in Canada in support of the breast cancer cause.

Participating in the CIBC Run For The Cure as a corporate team is a meaningful, team-building activity to increase your community engagement, company awareness and overall productivity.

74% say their job is more fulfilling when they are provided opportunities to make a positive impact at work

Show your commitment with onsite activations to celebrate your team's fundraising success:

- ✓ Team Rewards → Top fundraising teams are presented with a special award to recognize the team's contributions and hard work
- ✓ Volunteer → Join the volunteer crew and support the breast cancer cause on event day.

Your Corporate Team

1. **Register your team** for a Run near you at cibcrunfortheCure.ca, build your team and recruit your colleagues. Choose a team captain, create a team name and let the fundraising begin!
2. **Set a team fundraising goal.** The higher your team goal, the more support you'll receive from your friends, family and neighbours and colleagues.
3. **Personalize your team page** with a team photo and motivational story. Teams who personalize their page are more successful with their fundraising efforts and reaching their goal.
4. **Begin with a personal donation** to kick-start your fundraising and share your success to social media using **#CIBCRunfortheCure**
5. **Go Social!** Share the excitement on your social media pages to update your friends and family on your progress. Include your personal social media and corporate pages to maximize your impact.

*2016 Cone Communications Employee Engagement Study

TOGETHER,
WE RAISED AN ESTIMATED
\$17 MILLION!
THANK YOU!





Corporate Fundraising Ideas

Kick-Off Your Fundraising *(can be done virtually)*

Introduce your organization to the Canadian Cancer Society CIBC Run For The Cure! Host a kick-off party and send an email to encourage your colleagues to register, donate and fundraise to reach your corporate fundraising goal. This can be a morning meeting, over lunch or an afternoon social.

Go Sugar-Free *(can be done virtually)*

Encourage your team to give up sugar for a week and collect pledges of support.

- Donate to opt-out for the day if you're craving a sweet treat
- Rather than purchasing a mid-afternoon snack, donate the money to your team page
- At the end of the week, host a bake sale to celebrate the success of going Sugar-Free

Train For Run *(can be done virtually)*

Boost staff morale and encourage healthy living while preparing your colleagues for the big day!

- Start a lunchtime walking club or afterwork run group to bond with your team and get ready for the Run
- Challenge your team to a step count competition with a \$2 buy-in

The Executive Challenge *(can be done virtually)*

Invite a member of your leadership team to participate in the executive challenge to raise funds for your team. Your executive can buyout of the challenge by matching the funds raised on their personal page **or** complete the challenge request. Get creative! Activities can include, shaving their head/facial hair, dressing up for the day, or having a pie in the face.

Fill The Pig

Rally your team and colleagues to fill a piggy bank with spare change. Be sure to keep the piggy bank in a high traffic area like the front lobby or lunchroom to increase participation and support. Invite your team to make this into a friendly competition and see how fast your colleagues can fill the pig. Get creative! Use multiple piggy banks or jars to increase your success in reaching your fundraising goal.

Let's Talk Fundraising

Thank you for participating in the CIBC Run for the Cure with Corporate Fundraising! We are incredibly grateful for your commitment and dedication. Funds raised will benefit breast cancer research and the largest cancer support system in the country.

Questions?

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