

# FUNDRAISING TOOLKIT

**CORPORATE**



Canadian  
Cancer  
Society

**CIBC**  **RUN  
FOR THE CURE**

**CIBC** 



Canadian  
Cancer  
Society

**CIBC RUN  
FOR THE CURE**



# CORPORATE FUNDRAISING CHECKLIST



## FUNDRAISING

- ☐ I have asked a fellow colleague to join me as co-captain to help champion our team.
- ☐ I have personalized our team fundraising page and uploaded our company logo and/or a team picture.
- ☐ I have contacted our Executive Leadership team and Board of Directors for support.
- ☐ I have sent a company-wide email inviting everyone to sign-up and fundraise.
- ☐ I have downloaded the CIBC Run for the Cure virtual meeting background.
- ☐ I have planned at least one corporate fundraising event or activity for my team (e.g. bake sale, silent auction, etc.)
- ☐ I have downloaded the email badge and updated my email signature to let others know I am participating in the CIBC Run for the Cure and collecting donations.
- ☐ I have encouraged my team members to reach their minimum fundraising thresholds to [qualify for team t-shirts](#).
- ☐ I have asked employees to donate an hour (or a full day!) worth of compensation to our team fundraising efforts.



### Did you know?

The average corporate team raised over \$3,500 last year.



If your team raises over \$10,000, the Canadian Cancer Society may be able to send a staff or volunteer representative to your workplace for a cheque presentation!

# CORPORATE FUNDRAISING IDEAS

- **Jailbreak:** "Arrest" your People Leader and lock them alone in a meeting room with just their cell phone. Offer to release them once they have raised a minimum fundraising threshold.
- **Recipe Book:** Are you and your colleagues passionate about cooking or baking? Compile a list of recipes from everyone and create your very own Recipe Book. Sell copies (digitally or printed!) and donate the funds to your team page.
- **Donate Your Coffee or Commute:** Ask your colleagues to donate the money they would spend on their commute, lunch, or coffee. This could be implemented once a month or over a week-long period.
- **Casual for Cancer:** Introduce a 'Casual Day' or 'Jeans Day' at work. Invite your colleagues to wear casual attire for the day by making a minimum \$5 donation.
- **Lunch & Learn:** Host a Lunch & Learn for employees and charge an entry fee. See if a local restaurant will partner with you and donate the food.
- **Headshots for Hope:** Secure a local photographer and offer headshots by donation. This is the perfect opportunity for everyone to update their LinkedIn profile pictures!



# CORPORATE OPPORTUNITIES

**Corporate Matching:** Does your employer have a matching gift program? Complete our [Corporate Matching Form](#) to be eligible for a tax receipt.

**Multi-Site Team Opportunities:** Does your company have other office locations or employees across Canada? Invite your colleagues to sign-up for their event. We have over 50 Run sites to choose from. Check out our [Multi-Site Team Opportunities](#) for more information.

**Promo Codes:** Is your company willing to cover 50% or 100% of the minimum donation for your team members? We invite you to review our [Promo Code Opportunity](#).

**Lunch & Learn:** Bring employees together over a lunch hour for an informative and engaging CIBC Run for the Cure presentation. [Contact us](#) for more information.

**Corporate Volunteering:** Give the gift of time. Strengthen employee engagement and create a sense of unity and pride within your organization, volunteer together. Visit [cibcrunfortheure.com/volunteer](http://cibcrunfortheure.com/volunteer) to learn more.

**Sponsorship:** Across Canada, our communities rely on corporate sponsors to help us make a meaningful difference in the lives of people affected by breast cancer. Interested in sponsorship opportunities? [Contact us!](#)

**Benevity:** Benevity is a corporate social responsibility software that provides employees a platform to donate to causes they care about such as the CIBC Run for the Cure. Please use our [Benevity instructions](#) to donate through this platform.

**Gifts of Securities:** Donate securities and eliminate taxes. Securities can include stocks, mutual funds, and employee stock options. [Learn more here.](#)

