

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.

Physical distancing is the reality for the foreseeable future, and so we've transformed the CIBC Run for the Cure into a one-of-a-kind virtual experience that will show our support for all Canadians affected by breast cancer. On **Sunday, October 3rd**, Canadians will come together to celebrate the CIBC Run for the Cure through an energetic virtual experience. Being physically apart won't stop us from coming together.

Participating in CIBC Run for the Cure as a corporate team is a fun-filled team-building opportunity. There are many ways to get involved. Use this toolkit help your team sign-up and fundraise, train for the Run and get excited about the virtual event – all while making a meaningful difference!

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

Corporate Engagement Opportunities

Register a Corporate Team

Register your corporate team at cibcrunfortheCure.com and choose from 57 Run locations across Canada! Take advantage of our Fundraising Awards and Fundraising Rewards to be recognized for your involvement while helping people across the country live longer and fuller lives.

Become a Multi-Site Team

A multi-site team is a team that participates in more than one event location. A national team page will be created on our website to showcase the fundraising efforts of your multi-site team across the country.

Promo Codes

Cover the minimum donation for all employees by providing a promo code to be used at registration. Companies will be invoiced after the event for the promo code usage.

Corporate Matching

Does your company have a matching gift program? Double your employees' fundraising efforts by matching their donations. Complete our **corporate matching form** to be eligible for a tax receipt.

Local Sponsorship

Become a CIBC Run for the Cure Local Sponsor for your community event. Make a financial contribution and receive local recognition for your support. To learn more about local sponsorship opportunities, please contact runfortheCure@cancer.ca.

Workplace Giving with 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.



TOGETHER
WE RAISED AN ESTIMATED
\$8.5 MILLION
THANK YOU!



Burket, Supporter Clare, Survivor Gayatri, Supporter

Corporate Fundraising Ideas

All can be completed in a virtual environment!

Kick-Off Your Fundraising

Introduce your organization to the CIBC Run for the Cure! Register online, personalize your team page and set a team fundraising goal. Invite your colleagues to get involved by hosting a kick-off meeting or sending an email to encourage everyone to sign-up, donate and fundraise. Looking for additional support? Invite CCS to host an interactive and virtual Lunch & Learn presentation for your team.

Go Sugar-Free

Encourage your team members to give up sugar for a week and collect pledges for support. If someone is craving a sweet treat, they can make a self-pledge to the CIBC Run for the Cure and opt-out for the day.

Meeting Background Challenge

Challenge a participant to display a funny background on all virtual meetings until they raise a set amount for the Run. Once they've reached their fundraising threshold, they can pass on the challenge to another participant.

An amusing background idea could be to *Flush Cancer* by displaying a toilet wallpaper background. A very bright and obnoxious pink background could be another fun alternative.

Playlist Incentive

Create a company or team Spotify playlist! Share your playlist with employees and invite anyone to add a song for a donation.

Staff Skills Auction

Enlist staff who have a special skill such as playing the guitar, knitting or speaking another language. Auction virtual lessons with that staff member.

Go Social

Share your fundraising team page to your social media pages and challenge your network to help you reach your fundraising goal.

#neverstoprunning #CIBCRunfortheCure

Train for Run Day

Boost staff moral and encourage healthy living while preparing for Run day with your colleagues! Here's how:

- Challenge your team to various exercises and activities. Invite participants to collect pledges to complete the challenge or allow members to opt-out by making a self-pledge. Some ideas might include a step challenge (*walk 10,000 steps a day for one week*) or a plank challenge.
- Set-up virtual exercise classes and request a small donation to join!

Executive Challenge

Invite a member of your leadership team to participate in the Executive Challenge to help raise funds. Participants must complete the challenge or choose to buy-out by matching the funds raised.

Examples could include:

- Shave their head/facial hair, dye their hair blue
- Sing Karaoke, Line Dance to the Macarena or communicate through a puppet for the day

Virtual Trivia

Write your own questions (*or find some online*) and virtually gather participants. It doesn't have to be a standard quiz; you can be creative with a round on company history or team member baby photos.

Questions? Let's Talk!

We have several tools and resources available to support your corporate team fundraising efforts including presentation templates, email templates and collateral materials.

The Canadian Cancer Society is here to help! Please connect with us at runfortheCure@cancer.ca. Thank you so much for your support of the **CIBC Run for the Cure**.