



2020 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 6th, 2019 more than 76,000 Canadians across the country were united by the Canadian Cancer Society CIBC Run for the Cure, raising over \$16 million. The funds raised through the Run will be invested by CCS in the best breast cancer research, provide the largest cancer support system in the country and advocate on behalf of all Canadians for important social change.





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CIBC Run for the Cure



Why get involved?

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

A few statistics:

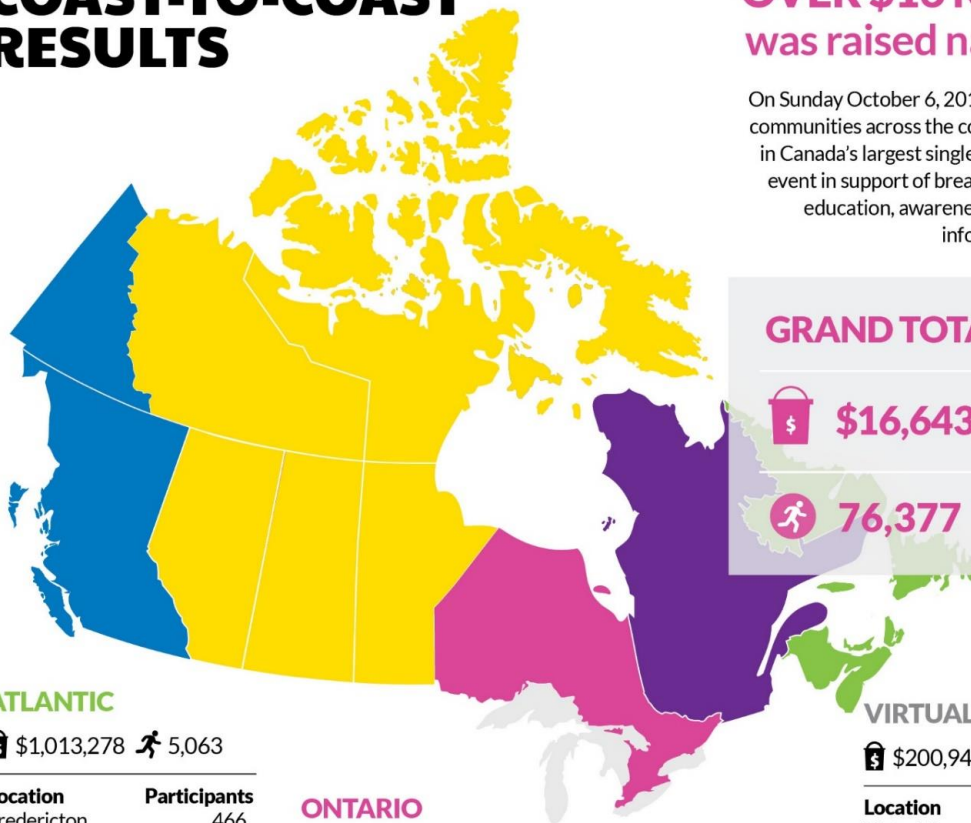
- 94% of Canadians believe companies should support good causes*
- 63% of Canadians support disease/health causes*
- Canadians believe that companies should be leaders in causes that are important*
- 87% of consumers will purchase a product because a company advocated for an issue they cared about**
- 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**

*Ipsos Reid, Marketing Causes to Canadians
** 2017 Cone Communications CSR Study



CIBC Run for the Cure

COAST-TO-COAST RESULTS



OVER \$16 MILLION
was raised nationally.

On Sunday October 6, 2019, 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*

\$16,643,644*

76,377

ATLANTIC

\$1,013,278 **5,063**

Location	Participants
Fredericton	466
Halifax	1,650
Miramichi	115
Moncton	442
PEI (Charlottetown)	485
Pictou County	122
Saint John	429
St. John's	1,135
Wolfville	219

BRITISH COLUMBIA

\$1,891,875 **10,029**

Location	Participants
Abbotsford	733
Kamloops	457
Kelowna	804
Nanaimo	499
Prince George	188
Surrey	1,010
Vancouver	4,777
Victoria	1,561

OTHER

\$1,360,462**

ONTARIO

\$7,979,269 **37,287**

Location	Participants
Alliston	235
Barrie/Orillia	1,132
Brampton	1,064
Burl./Ham./Oakville	2,981
Chatham-Kent	370
Durham Region	1,871
Guelph	986
Kingston	1,046

QUEBEC

\$1,127,509 **5,719**

Location	Participants
Montreal	3,198
Quebec City	1,613
Saguenay	473
Sherbrooke	339
Val-d'Or	96

PRAIRIES

\$3,070,305 **18,007**

Location	Participants
Brandon	274
Calgary	4,965
Edmonton	4,922
Fort McMurray	422
Grande Prairie	358
Lethbridge	435
Medicine Hat	211
Red Deer	652
Regina	1,416
Saskatoon	1,104
Winnipeg	3,248

VIRTUAL

\$200,946 **272**

Location	Participants
Virtual Run	272

*As of November 30th, over \$16.6M 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.



Multi-Site Team Opportunity

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 (2) or more Run sites.
- MSTs are primarily corporate teams who have presence in multiple locations and want to engage all staff in support of the CIBC 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.





Multi-Site Team Opportunity

How does an MST work?

The Canadian Cancer Society CIBC Run for the Cure is committed to working with your team to ensure easy registration and fundraising success. The Multi-Site Team Specialist will work with your team to determine the best Run sites for your company, share information to help your participants register and share resources to help your fundraise.

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





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MST Resources

National Fundraising Page: customized for your company to measure fundraising success for all company teams across all Run sites

Local Fundraising Page: set up for each of the local teams participating at separate Run site to measure their progress against their fundraising goals

Registration Resources: registration manual provided to assist participants registering for the CIBC Run for the Cure

Fundraising Support: ideas, templates and resources will be shared for ways your company and participants can raise fundraising dollars

T-Shirts: Participants who meet the criteria will be eligible for participant t-shirts. Check out www.cibcrunforthecure.com for more information





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Company support for the CIBC Run for the Cure?

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

Sponsorships: Sponsorships allow companies to increase their companies exposure, engage with the community and sample their products. There are different levels of sponsorship 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 the Run for the Cure.

Corporate-Employee Match: Show your commitment to the Run for the Cure and the breast cancer cause by matching the donations made by your employees.

Participate in the Corporate Challenge: Companies are invited to participate in fundraising challenges to assist your fundraising. A toolkit with all resources, templates and instructions is available to aid your efforts.





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Next Steps

Get Started

- 1. Set up your Team** – Get in touch with us at runforthe cure@cancer.ca . Choose your Run Sites. Decide your fundraising goals. Set up your fundraising pages.
- 2. Recruit your Team** - Tell your colleagues about the Run! Share information on how to register.
- 3. Fundraise** - Ask your network to support your cause. Host fundraisers to support the Run for the Cure. Share how the funds raised will be used. Share your progress!

For more information, please get in touch!

runforthe cure@cancer.ca



THANK
you!



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**CIBC  RUN
FOR THE CURE**

For more information please
contact:

runforthecure@cancer.ca