



2023 Relay For Life

Multi-site team opportunity



What is Relay For Life?

Relay For Life is more than a fundraiser. This inspirational event unites a collective of Canadians who are a force-for-life in the face of cancer. It's a chance for participants of all ages to come together and celebrate the hope participants (cancer survivors) in our communities, who send a powerful message of hope for those living with the disease. It's a place to honor and remember those we've lost to cancer.

Signing up for Relay helps us fund groundbreaking research, provide the largest cancer support system in the country and advocate on behalf of all Canadians for important social change. With your support, we can continue to help those affected by cancer live longer and fuller lives.

On **Saturday, June 10**, Canadians will come together to celebrate Relay For Life through an energetic event.

With 43 sites across the country, this unique event shows the people we love that no matter where they live, they don't have to face cancer alone. Learn more by visiting relayforlife.ca.





Get involved

Relay For Life provides our sponsors and corporate partners 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 and their support systems

A few statistics:

- ✓ 94% of Canadians believe companies should support good causes*
- ✓ 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**

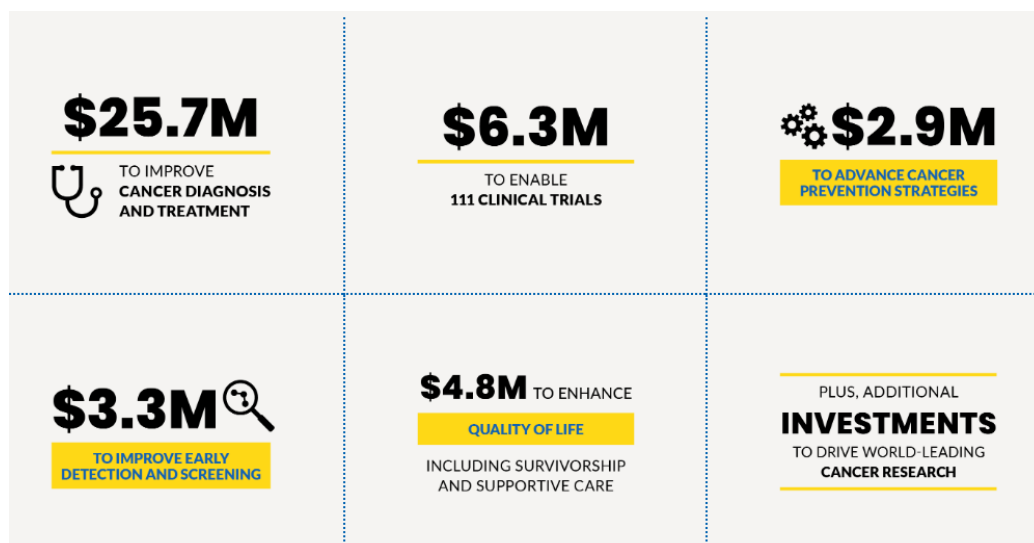
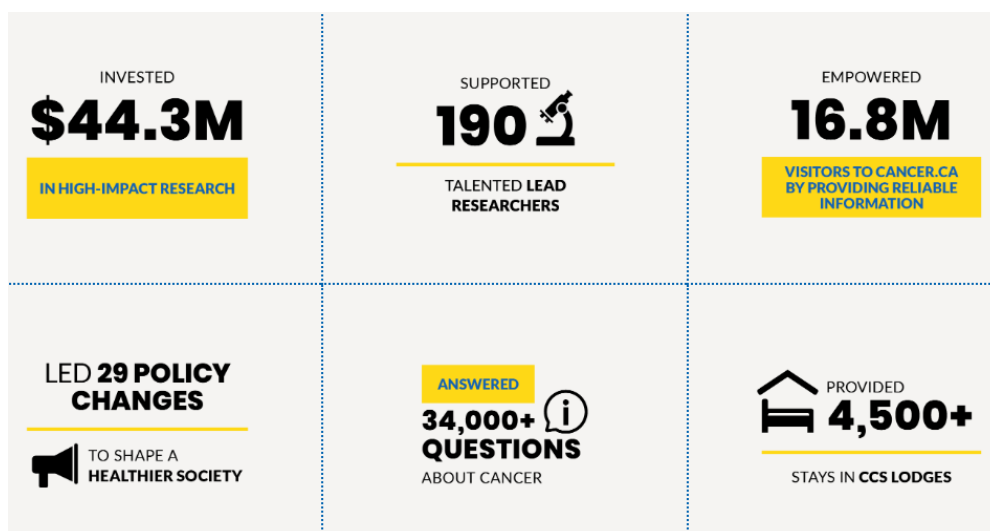
*Ipsos Reid, Marketing Causes to Canadians

** 2017 Cone Communications CSR Study

Our impact

Nearly 2 out of 5 Canadians will be diagnosed with cancer in their lifetime and approximately 1 in 4 Canadians is expected to die of the disease, making cancer the leading cause of death in Canada. Thanks to CCS investments in prevention, early detection and treatment, the overall 5-year cancer survival has increased from about 25% in the 1940s to 63% today. Survival for childhood, breast and prostate cancers are higher at 84%, 89% and 91% respectively.

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 :



Multi-site team

Create a multi-site Relay team to engage company employees, band together for a great cause and build employee relationships while participating in fundraising and walking around the track on event day.

What is a multi-site team?

- Multi-site teams (MSTs) have participants registered in two or more Relay events.
- MSTs are primarily corporate teams who have presence in multiple locations and want to engage all staff in support of Relay For Life and the 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 Relay For Life event locations
- Show your team support in many communities
- Challenge friends and family members across the country

Multi-site teams opportunity

How does a multi-site team work?

Relay For Life 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 Relay events for your company, share information to help your participants register and share resources to help you fundraise.

Your multi-site 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 Relay event to check their progress.

Individual

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

Local

- Each local Relay team has its own fundraising goals and efforts
- Companies may appoint a team captain to support local efforts

MST

- Measure team success across all Relay events
- Companies appoint a multi-site coordinator to support the team



Multi-site teams opportunity

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 Relay For Life.

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 [rewards](#). For more information, visit the dedicated section of the relayforlife.ca.

Fundraising awards

To recognize top fundraisers, [awards](#) are presented to top individual fundraisers and top fundraising teams in each Relay For Life event location. For more information, visit the dedicated section of the relayforlife.ca.



Multi-site teams opportunity

Additional ways to get involved

There are various ways in which companies can support Relay For Life and their employee participation in our events.

Local sponsorship

Become a local sponsor for Relay For Life to increase your company's visibility and connect with the community.

Promo codes

Pay the minimum donation for all your employees by offering them a promotional code to use at the time of registration. This is a great way to show your employees that you support their participation in Relay For Life. Reach out to relay@cancer.ca for more information.

Corporate matching Gift

Show your commitment to Relay For Life by matching your employees' donations to the cause. To receive a tax receipt, please fill out our [corporate matching gift form](#) available on the website.

Corporate challenge

Corporate teams are invited to participate in challenges to help you reach your fundraising goals. For more details, please see our [corporate team toolkit](#).



Next steps

Get started

- 1. Set-up your multi-site team** – Get in touch with us at relay@cancer.ca. With our help, choose your Relay For Life 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 Relay For Life 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 Relay For Life. Check out our [corporate team toolkit](#) for additional fundraising tips.



Thank you!



For more information, please contact relay@cancer.ca