



Relay My Way





About Relay For Life

Since 1999 Relay For Life has united a collective of Canadians, who are a force-for-life in the face of cancer. At Relay For Life events, participants of all ages gather at a community space and take turns walking around a track or path to symbolize the perseverance and action needed to improve lives and change the future of cancer forever.

During Relay, we honour Participants of Hope during our first lap the Lap of Hope. When the sun goes down, luminaries light the track in memory of those we have lost.

About the Canadian Cancer Society

At the Canadian Cancer Society, we are committed to uniting and inspiring Canadians to take control of cancer. That's why we are always funding high-performance research that improves cancer outcomes and addresses the greatest opportunities for progress. It's why we lead change in the most pressing areas of cancer policy including prevention, access, affordability and support. And it's why we provide the highest quality cancer information for all Canadians, promote cancer prevention and provide targeted support to help people with cancer, their families and caregivers cope. We set ourselves apart from other cancer charities by taking a comprehensive approach against cancer.

The money raised from Relay For Life helps to:

- Fund groundbreaking cancer research
- Offer support services to help people better manage life with cancer
- Shape healthy public policies to prevent cancer and support those living with the disease
- Offer trusted cancer information for all Canadians.

About Relay My Way

As a Relay My Way, your event will be planned and executed by your local organizers. While the Canadian Cancer Society will provide you with the support outlined in the following pages, your local team will be responsible for ensuring your event meets the minimum standards outlined below.

Relay My Way Event Standards

- Minimum of 2 volunteers and a minimum fundraising goal of \$10,000.
- Event date must be confirmed before November 29th.
- Venue must be confirmed and booked 2 months before your event.
- All events must have insurance. A CCS staff member can provide guidance on how to apply for insurance.
- You must get permits that may be required for your event such as a Special Event Permit, land use, park use, noise exemption, tents, electricity and water use.
- You must secure first aid if required by your venue/permit, otherwise first aid kits recommended on site.
- The Canadian Cancer Society is not able to reimburse you for expenses incurred for your event:
 - All tents and equipment rentals must be secured through Gift-in-kind sponsorship.
 - Donations made to CCS are eligible for tax receipts and cannot be used to cover event costs.



Support Provided by the Canadian Cancer Society

Online registration and communications

- If your event is between January 6th and August 31st , you will receive an online registration page on relayforlife.ca where participants can register and fundraise. On this page you will be able to customize event information and view fundraising progress. If your event is between September 1st and January 5th, speak with your CCS staff partner to understand the options.
- If your event is in June, your participants will receive email communications from February to June with information about fundraising rewards, ongoing incentives, cancer stories and more. Participants can opt out of these emails if they wish.
- You can set up an instagram and facebook page that you can use to promote your event.

Signage

- You will be provided with the “Proceeds Benefit” Relay For Life logo. You can use this on any materials you create to promote your event.
- You will be provided with a Relay My Way customizable poster you can use to promote your event in your community.
- CCS will not provide you with any event materials or signage. You will need to work with local supporters and sponsors to procure any materials needed

Materials, Rewards and incentives

One Relay My Way Starting Kit will be shipped to the committee.

Participants registered for a Relay My Way event that will occur in June will be eligible for Rewards. For fundraising rewards requirements and deadlines, please visit relayforlife.ca/rewards.

CCS will not provide t-shirts to Relay My Way participants.

Participants registered for a Relay My Way event that will occur in June can qualify for all incentive contests as laid out in the Rules and Regulations for each contest. These can be found on the website during each contest.

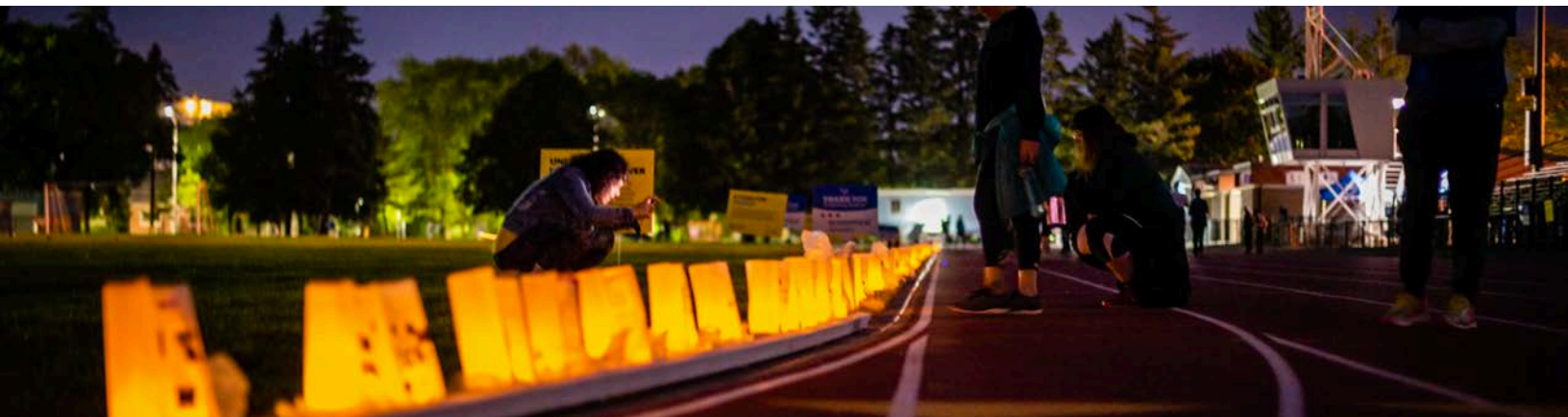
Fundraising Rewards and Incentives deadlines are fixed. Remember your event needs to be held in June for your participants to be eligible.

Staff Support

You will be assigned a Staff Partner from the Canadian Cancer Society who can provide guidance as you prepare for your event. You can expect 3 to 5 touchpoint through the year.

You are not required to form a structured volunteer committee out of the 2 volunteers required. However if you are interested in forming a volunteer committee to support the planning and execution of your event, your staff partner can provide you with our recommended committee structure and position descriptions.

We can provide you with a letter of support that you can email to potential donors, supporters and sponsors to show you're officially fundraising for CCS.



Next Steps

If you are interested in moving forward as a Relay My Way location, please send written confirmation to relayforlife@cancer.ca.

Once you have confirmed your interest and your site has been approved, a staff member from the Canadian Cancer Society will reach out to you to set up your online registration page. They will also share more information about how to edit your online page, how to use the "Proceeds Benefit" Relay For Life logo and other helpful resources.