

HELPING KIDS WITH BRAIN CANCER  
THE #1 CANCER KILLER OF YOUNG AUSTRALIANS

# CONNOR'S SEPT RUN 2024

MORE  
*Fun*  
THAN  
*run*

SUNDAY 15 SEPTEMBER | FUN RUN *and* PARTY  
ALL OF SEPTEMBER | YOUR WAY *any* DAY

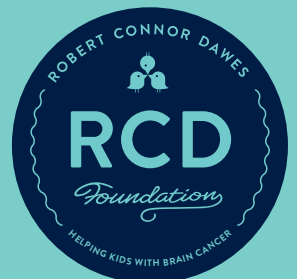
NEW! 3KM *little bird* LOOP

REGISTER OR SUPPORT A PARTICIPANT AT  
**CONNORSRUN.COM**

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coles



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# WELCOME TO THE 2024 CORPORATE TEAM CHALLENGE!

## ARE YOU UP FOR THE CHALLENGE?

We're so excited to have you on board as Team Captain for your workplace. Our team captains are the champion leaders that will be the main person that Han will be in contact with for your Connor's Run campaign.

You will receive up-to-date event information via emails that will include FUNdraising ideas, training tips, match fundraising days, and leaderboard updates.

We also encourage you to join our Whatsapp group to receive instant messages.  
Please email [han@rcdfoundation.org](mailto:han@rcdfoundation.org) to be added.

## STEP BY STEP GUIDE

- 1 REGISTER YOUR TEAM**  
Register and create a fun or meaningful team name.
- 2 RALLY THE TROOPS**  
If your organization is paying for staff registrations speak to Han to obtain a code for an invoice to be created OR invite your colleagues to join by registering and paying themselves.
- 3 SET A FUNDRAISING GOAL**  
Starting at \$5,000, plan, set and set expectations. Personalise your team fundraising page by adding a photo and compose a team bio to share why your workplace is involved in fundraising for Connor's Run.
- 4 CONNECT YOUR TEAM**  
Start a team chat via your workplace choice of instant messaging (i.e Slack, Teams, Whatsapp etc.) for direct and easy communications.
- 5 GET TRAINING**  
Create a fitness-focussed training team on Strava to share your training progress.
- 6 SPREAD THE WORD**  
Share your team's URL page within your workplace. Post the link to donate/join your team on your workplace's intranet, internal newsletter, run and social clubs.
- 7 HAVE *fun!***

# WHY IS *FUNDRAISING* SO IMPORTANT?

## Brain cancer is the #1 disease killer of young australians.

Brain cancer is the most fatal of all childhood cancers. In the last twenty years, few new effective treatments have been discovered. 80% of children diagnosed with high grade tumours still lose their battle within 5 years.

Current Clinical treatments only help 50% of children but leave 90% with lifelong physical and mental impairments. This is why brain tumours are so devastating. But thanks to your awesome support of Connor's Run, you are helping change these odds.

Since 2013 we have raised more than \$15m and attracted a further \$10m to support our AIM Brain and Clinical Trial Programs with ANZCHOG (Australian & New Zealand Children's Haematology Oncology Group). In 2019 the Robert Connor Dawes Foundation officially joined the Australia Brain Cancer Mission whose goal is the doubling of survival rates and improving the quality of life of people living with brain cancer over the next decade, with the longer term aim of defeating brain cancer.

### Here is some of the impact you've made so far:

The Robert Connor Dawes (RCD) Foundation has partnered with The University of Queensland and is committing over \$1.2 million to develop a brain cancer vaccine. With in-kind support from the University, and a total project investment of approximately \$2.4 million over a three year period, it is the first of its kind to apply this cutting edge technology to treat paediatric brain cancer. Click [here](#) to read more about the project.

Our foundation has partnered with the Federal Government and Carries Beanies 4 Brain Cancer to validate a new diagnostic test for patients with brain cancer that changes the diagnosis and treatment in up to 20% of cases. Click [here](#) to read more about the project.

Development of a national Music Therapy Program with over \$400,000 given in our in-home Music Therapy Grants. More than 126 children have benefited from improved motor skills and well-being through involvement in our Music Therapy Program. We have all 9 children's hospitals across Australia involved in the referral program for Music Therapy.



### Research

Through our strategic collaborations across Australia, the US, and globally, we're bringing world-class research to Australia, and investing in clinical trials helping to accelerate better treatment options for kids with brain cancer.



### Care

Supporting families by organising and funding emotionally invaluable music therapy. These programs give comfort to both the patient and the family and are often not covered by insurance.



### Development

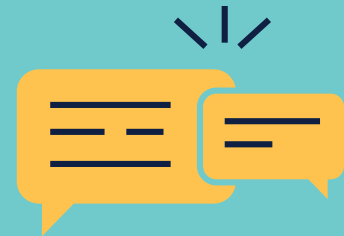
Inspiring the next generation of brain cancer practitioners & researchers. Through funding travel grants, conferences and PhD Scholarships. We're putting brain matters on the map.

# FUNDRAISING IDEAS



## BAKE Sale

Encourage your team to bring baked goods to sell in the office for a great cause



## TRIVIA Night

Host a Trivia - host a Friday afternoon Trivia game with a \$10 donation to attend with the winners presented with a donated prize from a local business or from your workplace



## POTLUCK Event

Host a Potluck Brunch/Lunch/After work drinks - encourage your team to bring a plate/bottle to share and ask for a donation on what they would spend on a bought coffee/lunch/drinks



## SELL RCD Merch



We have a range of merchandise for sale such as beanies, socks, caps, water bottles

## ASK YOUR Organisation

Simply ask your colleagues network to make a donation and remind them that every donation over \$2 is tax deductible! Ask your workplace to match every dollar you and your team raise to double your impact. If you would like assistance with requesting this in writing please reach out to Han.

# RESOURCES

## KEEP YOUR TEAM UP-TO-DATE AND ENGAGED BY STREAMLINING YOUR COMMUNICATION

To make this as easy as possible for you, our awesome team captains, we have a wide range of resources for you to spread the word. Please go to our [resources page](#). Please reach out if you would like us to create a bespoke resource to suit your organisation.



Tag us using the following hashtags...

@rcdfoundation

#connorsrun2023

#morefunthanrun

## EMAIL TEMPLATES AND SCHEDULING

1. Join our team
2. Reminder to sign up
3. Spread the word
4. Early bird ending soon
5. Match funding week
6. Last chance to register
7. Don't forget to donate
8. Match funding request to senior leaders



**HAVE** *fun!*

THE MOST  
*important* PART  
IS TO **HAVE FUN!**

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**# MORE FUN  
# THAN RUN**

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You have already made an impact by registering for Connor's Run  
and being a team captain for your organisation.

**CONNORSRUN.COM**