

MAKE A DIFFERENCE FUNDRAISE FOR CENTENARY INSTITUTE



COMMUNITY
FUNDRAISING

Centenary
Institute
life saving
research



Cancer. Inflammation. Cardiovascular.

www.centenary.org.au



/centenaryinstitute



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Thank you for choosing to fundraise for Centenary Institute

At the Centenary Institute we believe that everybody has the right to be able to live a healthier, longer life than the generations before them. Medical research is the best hope we have to make that possible.

We are one of the leading independent Medical Research Institutes in Australia with our strengths lying in understanding diseases and applying this to patient treatments. Our ability to be world leaders in our field comes from 30 years of creativity, innovation and excellence in discovering improved diagnostics, treatments, and cures in cancer, inflammatory and cardiovascular diseases.

It's a sad reality that they affect us all in some way. Most people have a family member or friend who has had to face the battle.

Nicole is a cancer survivor who understands the importance of the lifesaving research we do.

"I was one of the truly lucky ones. My melanoma was very advanced any chance of surviving was only 5%. When I was diagnosed with melanoma I felt like I'd drifted into a scary movie and I was given the starring role. But I had two young boys and a husband who all needed me, so I was determined not to be a victim of cancer. Research is so vital. Without it my boys wouldn't have their mother." Nicole, melanoma survivor

More than 10,000 Australians are treated for melanoma each year, but tragically over 1,500 of them won't make it.



About our researchers

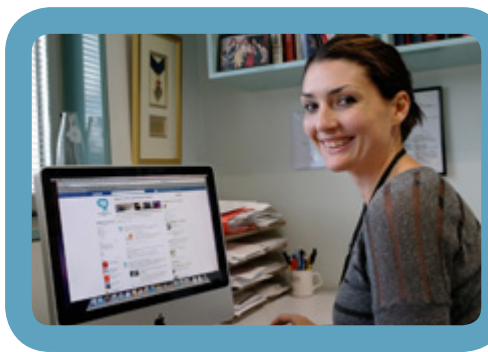
“Just like everyone else, I want to leave the earth in a slightly better state than it was when I entered it.” Dr Thomas Tu, Liver and Cancer

“What keeps me coming to work everyday is the constant challenge and the feeling that I can make a difference. Science is hard and unpredictable; nevertheless, with all the knowledge we gain, we can save lives and relieve suffering.



My job is to look for new ways of detecting liver cancer earlier, which would improve survival rates dramatically. It is one of the few cancers becoming more frequent in developed countries. It is a disease that hits after the age of 40 years, right when people have responsibilities and people depending on them. Even worse, it often sneaks up and develops without any symptoms until it is well advanced.

Even with state-of-the-art treatments, patients have a 15% chance of surviving 5 years post diagnosis, a harrowing statistic.”



“I want to be able to give patients and families the answers that will help them understand the loss of a loved one.” Dr Jodie Ingles
Molecular Cardiology

“Seeing patients in the clinic and not being able to give them answers to their questions drives me as a researcher. Losing a young healthy family member suddenly has a devastating impact on the family and community.

Hypertrophic Cardiomyopathy can show no prior symptoms and is the commonest structural cause of sudden death in those aged less than 35 years old. Ultimately, we hope our research will give us the answers and save precious young lives.”

Without the support of our community fundraisers, our researchers would not be able to continue to work towards new diagnostic approaches and prevention of cardiac death that affects up to 1 in 500 young Australians or early detection of liver cancer that affects 1 million people every year.

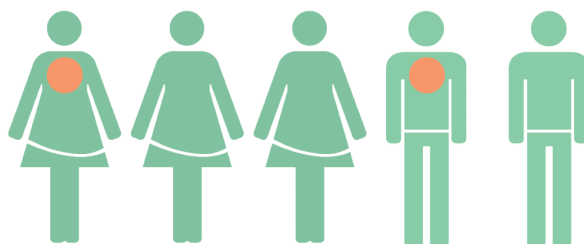
Why support from the community is so important to us

The statistics are alarming around the number of Australians that are affected by the diseases we apply our knowledge to and try to understand. To give you an idea of why your support is needed:

- 1 in 2 men and 1 in 3 women will be diagnosed with cancer by the age of 85
- more than 2 million Australians are living with asthma
- 3.5 million people are affected by heart, stroke or vascular diseases

Without the support of our community fundraisers, we would not be able to undertake the extensive range of research that we do and make major medical research breakthroughs. Our discoveries will not only benefit future generations of Australians, but those across the globe.

CANCER



INFLAMMATION



CARDIOVASCULAR



Organising your fundraiser

You can choose so many different ways to support the Centenary Institute, and community fundraising is a great place to start. Past fundraising events have included comedy nights, concerts and being part of fun runs like the City2Surf.

Before you get started, it would be great if you could contact the Centenary Institute Team and register your event. Once we have issued your authority to fundraise, you are all set to start fundraising. Here are few tips to get you started.

When

Always give yourself enough time to organise your activity. We want you and your supporters to enjoy the experience and rave about it to friends for years to come. Make sure you take into account public holidays and check to see if any other community activities are being held at the same time that may compete with yours.

Planning your activity

Once you have chosen a date, make a list of all the tasks that you need to complete. Work

backwards from the date, and if you are enlisting the help of your friends and family make sure they know what tasks they are helping with and when you might need them to be completed.

Where

Once you have chosen your activity make sure you pick a location that has everything you need: enough space, is easily accessible by public transport, or has parking onsite or nearby. It's also good to check that the site has the appropriate facilities you need i.e., food preparation areas and is preferably free-of-charge.

Who

Make a list of all the people you are going to invite or ask to sponsor you. Make sure you give everyone plenty of notice and, most importantly, let them know why you have chosen to fundraise for the Centenary Institute and why their support is so important.

Your fundraising goal

Set a fundraising target and think about the cost behind holding your event. Working out your expenses is critical to making sure you reach the target

you have set. Why not think about asking local businesses to donate goods or services, making sure they know the impact their generosity will have. You could also give them a free ticket to your event, or maybe place their logo on your invites and posters.

Promotion

There are lots of ways to promote your activity. We have put together some invites and posters that you can use to spread the word. Approach your local paper and let them know why you have chosen to fundraise for the Centenary Institute.

What to do afterwards

The most important thing to do is thank everyone who helped, donated, supported and promoted your event. Without them, you may not have been able to achieve what you did. Let everyone know how much you raised with their support and how Centenary will be able to continue the great work it does. Next is to organise which way you would prefer to make your donation. Please contact us for a "Ways to Donate" Form.

Fundraising Ideas

Being part of the Centenary Institute Team by hosting fun fundraising events or activities is easy. There are so many ways that you can raise vital funds to support the Centenary Institute and have fun at the same time. We have put together a few to get you started.

Trivia night

Can you remember the name of every Australian Prime Minister? What about all the capital cities in Europe? Why not grab a group of friends and host a donation entry trivia night?

Give up Social Media

Remember life before Facebook, Twitter and Instagram? Or before we couldn't leave the house without a mobile phone or laptop? Why not get sponsored to give up technology for a week and experience the offline life of times gone by.

Treasure hunt

Why not organise a workplace bonding session and head out on

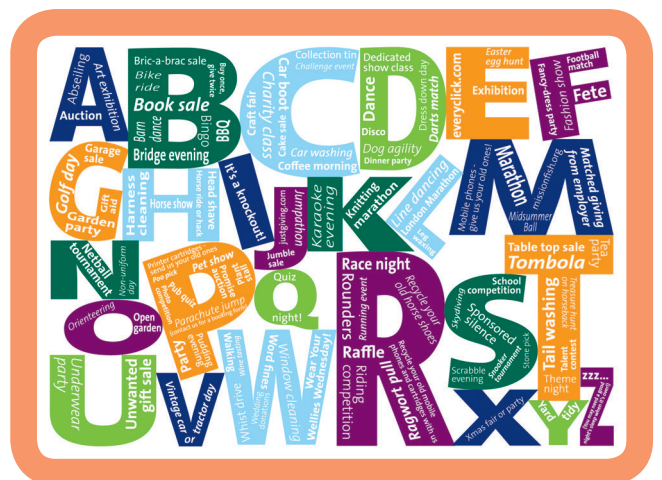
a treasure hunt in your local area. Get teams to show their detective skills and bring back the answers to all the clues. They could take photos, collect items or have to preform set tasks to complete the challenge.

Who dunnit??

Host a dinner party with a difference. Why not put together a murder mystery night and invite your friends to dress up and play along.

Challenge for 1

Why not see just how far you can go! Walk, run, swim, jump or climb. There are lots of events held all over the country that you be part of or simply do it for research as an individual challenges.



Why I chose to fundraise for Centenary Institute

People support charities for lots of different reasons – either for themselves, a loved one or a friend, or their general desire to make the world a better place.

“My son Peter was a musician as are his father, his surviving 3 brothers and his brother-in-law. Since Peter’s sudden death on 21 December 2004 his family, together with many of his friends, have all met up there on the anniversary to talk and laugh and tell all the stories as you do. He had a favourite drinking hole, the Old Canberra Inn.

Each year since his death, we have also organised a Memorial concert in his name, raising awareness and funds for the Centenary Institute and awareness to go towards the research being done at the Centenary Institute.”

Jenny Bamford, Community Fundraiser



Fundraising Online

Centenary Institute is linked with Everyday Hero to make it easy for you to get your family, friends and work colleagues to give their donation online.

Your supporter page is a great way to keep everyone up-to-date on the event. You can upload photos, videos, blog about your progress, share information about the Centenary Institute and, most importantly, keep a track of all your generous donations.

To set-up a page it is as easy:

- go directly to the Centenary Institute page at <http://www.everydayhero.com.au/charity/view?charity=157>
- if you have used Everyday Hero before just click on log in. If not, simply hit the sign up button and follow the easy registration steps. Think about getting others to join you and set-up a team page.

Make sure you set your fundraising target, upload a profile picture and add your story

about why supporting you and the Centenary Institute is so important.

You can easily post to your social media pages via the quick links or copy the page link and email your friends, family and work colleagues to let them know about your fun-raiser and to ask them to donate.



Guidelines for fundraising for Centenary Institute

Your first step in holding your fundraiser is to obtain an authority to fundraise. The Centenary Institute is legally required to approve and authorise all fundraising activities.

Once your activity is approved, the Centenary Institute will issue you a letter confirming your authorisation to fundraise on our behalf. This is your legal authority to undertake fundraising activities for the Centenary Institute. In order to issue the letter we will need:

- a completed application to fundraise form. You can either download from <http://www.centenary.org.au/> or call 1800 677 977 to have one sent to you
- to confirm the activity as fitting with the aims and values of the Centenary Institute
- assurance the fundraising activity will produce a reasonable financial return against time and expenses
- to confirm the fundraising activity is not holding a high risk

We are happy to:

- provide advice as you plan your fundraising activity
- do our best to arrange for one of fundraising team to attend your activity
- refer you to your local state or territory authority to make sure you have all the right information regarding relevant legislation (particularly in regards to raffles and competitions)
- provide tax receipts for donations \$2 or more
- supply official Centenary Institute promotional material such as posters and invites
- supply approved wording to help spread the word about your activity and the Centenary Institute
- suggest that you use – Proudly supporting the Centenary Institute or All funds raised will be donated to the Centenary Institute for promotional purposes

Sadly we are not able to:

- assist with running your activity or help source prizes or goods

- provide public liability insurance cover
- allow you to use our logo without written approval
- have the Centenary Institute as part of your activities name i.e., Centenary Institute Bake Day



Other ways to support the Centenary Institute

At the Centenary Institute, there are many ways you can show your support – either from you as an individual, or through your workplace giving program.

Become a research partner by making an ongoing monthly gift as part of the regular giving program.

Set-up a tax deductible donation straight from your salary and become a workplace giving partner.

Gift in honour or celebration to remember someone special or celebrate a significant milestone in your life.

Remember us in your will through our bequest program and share in the knowledge that Centenary Institute will be able to continue it's research into the future.

Purchase a vital piece of research equipment.

If you are a young scientist, why not think about entering the Lawrence Creative Prize.

Why not offer up your talents and support the Centenary Institute by volunteering.

Show your support via social media and follow us on Facebook & Twitter.



BEQUESTS & IN MEMORY



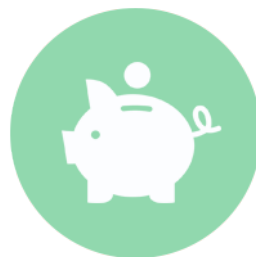
EQUIPMENT WISHLIST



LAWRENCE CREATIVE PRIZE



REGULAR GIVING



WORKPLACE GIVING



WORKPLACE GIVING



VOLUNTEER

We are here to help

Now you are ready to go and start fundraising. Please remember that we are here to help and support you every step of the way, so don't be afraid to get in touch.

Remember, there are a few housekeeping rules that you will need to take into account, so please make sure you have read all of the guidelines provided throughout this booklet. Once you have decided on your chosen activity, please get in touch and let us know. We look forward to enjoying this experience with you.

You can reach us in any of the following ways:

Phone:

1800 677 977

Email:

donations@centenary.org.au

Mail:

Community Fundraising
Centenary Institute

Locked Bag 6, Camperdown
NSW 2042

Or you can visit our website:

www.centenary.org.au



**THANK
YOU**

Understanding
DISEASE

Finding a
CURE

Centenary Institute of Cancer Medicine and Cell Biology
ABN 22 654 201 090

Centenary Institute Medical Research Foundation
ABN 85 778 244 012

Building 93 RPA Hospital, Missenden Road, Camperdown NSW 2050
Locked Bag 6, Newtown NSW 2042

Phone 1800 677 977 Email donations@centenary.org.au



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