



# Healthy and active fundraising:

## **Advice for fundraising for The Cancer Council Victoria**

Last updated May 2007

For further information, contact The Cancer Council Victoria's Supporters Hotline on 1300 65 65 85 or visit [www.cancervic.org.au](http://www.cancervic.org.au)


# Thank you

Thank you for fundraising for the fight against cancer. By supporting a fundraising event for The Cancer Council Victoria, you'll play a key role in funding lifesaving cancer research, education programs which help Victorians to prevent cancer and detect cancers at a stage when they are most curable, and support services for people in times of great need.

Your fundraising event is also a great opportunity to help raise awareness of Cancer Council lifestyle recommendations that can make a real impact on cancer risk. This fact sheet has simple tips to help you lead your community in adapting healthy and active lifestyles that fight cancer.

We thank you for your support.

Yours sincerely,



Deb Stringer  
Community Relations and Fundraising  
Director  
The Cancer Council Victoria



# Contents

	<b>Page</b>
<b>Cancer Risks: What fundraisers can do to make a difference</b>	<b>4</b>
▪ Obesity	4
▪ Alcohol	4
▪ Smoking	4
▪ Sun exposure	4
<b>What does the Cancer Council recommend?</b>	<b>5</b>
<b>Incorporating Cancer Council recommendations into your fundraising</b>	<b>6</b>
▪ Selecting fundraising ideas	6
▪ SunSmart tip	6
▪ Sponsorship	7
▪ Gifts for speakers	7
▪ Tobacco use	7
<b>Catering your event</b>	<b>8</b>
▪ External caterers	8
▪ Catering meetings	8
▪ Drinks – non-alcoholic	8
▪ Drinks – alcoholic	9
▪ Alcohol guidelines for functions	9
<b>A to Z of healthy and active fundraising ideas</b>	<b>10</b>
<b>Further information</b>	<b>15</b>

# Cancer Risks:

## What fundraisers can do to make a difference

### Obesity

New research involving more than 40,000 Victorians has found a direct link between waist measurement and cancer risk. A waist measurement of over 100cm for men, and over 85cm for women, can significantly increase the risk of cancer, including breast, bowel and aggressive prostate cancers.

Because of the role excess weight plays in increasing the risk of certain cancers, the Cancer Council is working to fight Victoria's rapidly increasing rate of overweight and obesity. You can also play an important role in educating your community about healthy lifestyle choices that can significantly impact cancer risk.

*(For more information about obesity and cancer, visit [www.cancervic.org.au](http://www.cancervic.org.au) and go to the 'Preventing Cancer' section)*

### Alcohol

Alcohol consumption is also known to contribute to cancer risk, including mouth, pharynx, larynx, oesophagus, liver and breast cancer. Even drinking moderate amounts of alcohol daily increases the risk of these cancers, and risk increases with higher amounts of alcohol. Your fundraising event is an opportunity to demonstrate to your community that it's easy to make healthy choices, not only with food, but also with alcohol.

*(For more information about alcohol and cancer, see the Australian alcohol guidelines: Health risks and benefits, National Health and Medical Research Council, 2001)*

### Smoking

About one in five deaths from cancer are due to smoking. Smoking causes cancer in the lung, larynx, oropharynx, kidney, oesophagus, bladder, vulva, penis, pancreas, and stomach. By ensuring that your fundraising event is smoke-free, you'll help your community to make healthy decisions when it comes to tobacco use.

*(For more information about smoking and cancer, visit [www.quit.org.au](http://www.quit.org.au))*

### Sun exposure

Australia has the highest rates of skin cancer in the world with at least 1 in 2 Australians diagnosed with skin cancer in their lifetime. Sun exposure is the cause of around 99% of non-melanoma skin cancers and 95% of melanoma in Australia. Most skin cancers can be prevented by adopting appropriate sun protection behaviour. In Victoria, people need to be SunSmart from 1 September to the end of April, as this is when UV Index levels are high enough to cause skin damage. By holding a SunSmart fundraiser, you can make a real impact not only on your own cancer risk, but also that of your community.

*(For more information about sun exposure and cancer, visit [www.sunsmart.com.au](http://www.sunsmart.com.au))*

# What does the Cancer Council recommend?

The Cancer Council recommends regular physical activity and eating a healthy diet. This means:

- Doing at least 30 minutes of moderate-intensity physical activity on most, preferably all, days
- Eating plenty of vegetables, legumes and fruits
- Avoiding alcohol consumption or limiting it to no more than one standard drink per day for women or two standard drinks per day for men
- Not smoking
- Choosing foods which are low in salt
- Limiting saturated fat and moderating your total fat intake
- Selecting lean meat, fish, or poultry
- Eating according to your energy needs

*(For more information, see Body Weight, Nutrition, Alcohol and Physical Activity: Key Messages for The Cancer Council Australia, 2005)*

The Cancer Council also recommends:

Whenever UV Index levels reach 3 and above sun protection is needed because that is when UV radiation can damage your skin and lead to skin cancer.

To see what the UV Index levels are for the day and when sun protection is needed, go to SunSmart UV Alert in the weather section of the daily newspaper or visit

<http://www.bom.gov.au/weather/uv> .

- When the UV Index reaches three and above, use these five steps to protect yourself against sun damage:



Slip on some sun protective clothing – that covers as much skin as possible



Slap on SPF30+ sunscreen - make sure it is broad spectrum and water resistant. Put it on 20 minutes before you go outdoors and every two hours afterwards



Slap on a hat – that protects your face, head, neck and ears



Seek shade



Slide on some sunglasses – make sure they meet Australian Standards

# Incorporating Cancer Council recommendations into your fundraising

## Selecting fundraising ideas

It's important to consider the Cancer Council's health messages when selecting fundraising ideas. For example, rather than doing a chocolate drive or selling bottles of wine, you could consider selling:

- Fruit and vegetable boxes
- Seedlings and bulbs
- Theatre and movie tickets
- Entertainment books
- Toiletry products
- Sunscreen and hats

You could also consider holding an event which encourages people to be active, such as a:

- Fun run/ walk
- Bike ride
- Kids sports carnival
- Ski or surf trip

Other ways you might like to help promote physical activity include:

- Ensuring meetings don't conflict with committee members' active recreation
- Encouraging guests to walk or ride to your fundraising event
- Considering holding walking meetings as an active alternative for regular catch-ups with committee members.

## SunSmart tip:

When promoting outdoor activity, it's important to remember the five SunSmart steps to protecting against sun damage. To help promote this message in your community, you might consider:

- Putting reminder notices on event invitations and tickets
- Selling hats and sunscreen at your event
- Leading by example by following the five SunSmart steps both at your fundraiser and when planning for your fundraiser (see page 4)
- Thinking about shade provision when selecting venues
- Scheduling events to minimise peak UV Index periods during the middle of the day

## Sponsorship

It's important to consider how your choice of sponsors may impact not only the reputation of your own fundraising event, but also on the reputation of the Cancer Council as a whole.

Remember to:

- Refer to the Cancer Council's Prohibited Tobacco Companies and Products list to find out which organisations we don't work with (your Cancer Council contact person can provide you this)
- Consider whether the Cancer Council's integrity and credibility could be risked by being associated with the sponsoring organisation
- Consider whether the sponsoring organisation can help you to educate your community about healthy and active lifestyles
- Talk to your Cancer Council staff contact person if you're unsure.

To review some case studies that may be relevant to your fundraising event, see Appendix 1

## Gifts for speakers

Gifts for speakers, guests and other dignitaries are an excellent opportunity to demonstrate your commitment to supporting the Cancer Council's health messages. Some healthy alternatives to gifts of alcohol or confectionary include:

- Books
- CDs
- Gift vouchers
- Gym passes
- Etched glasses
- Flowers
- A gift from The Cancer Council Victoria Shop ([www.cancervic.org.au/shop](http://www.cancervic.org.au/shop))

## Tobacco use

As the link between smoking and cancer is clearly demonstrated, it's important that all fundraising events for the Cancer Council are smokefree. Other ways to help promote the Cancer Council's Quit messages include:

- Posting no smoking signs around your venue
- Including a statement that your event is smokefree on event tickets, menus and programs
- Distributing Quit information in event show-bags (you can access Cancer Council brochures and fact sheets by calling 13 11 20).

# Catering your event

One of the easiest ways to help promote the Cancer Council's health messages is to ensure you provide plenty of healthy options and minimise 'sometimes' foods when catering for your event. Sometimes foods are foods that are high in fat, sugar, kilojoules or salt. Some examples of foods best kept to a minimum are chips, lollies, biscuits, cakes, muesli bars and soft drinks.

Some healthy everyday options you might like to consider are:

- Fresh or dried fruit platters
- Vegetable sticks with dip
- Fruit breads
- Wholegrain sandwiches
- Homemade muffin-based or pita-based vegetarian pizzas

You might also like to refer to the Australian Government's *Food For Health* booklet, which contains more advice on healthy eating. This booklet can be found at [http://www.nhmrc.gov.au/publications/synopses/\\_files/n31.pdf](http://www.nhmrc.gov.au/publications/synopses/_files/n31.pdf)

## External caterers

If you're having someone else cater your event, why not ask them to provide healthy options? You can provide your caterers with a copy of this document for their reference. You can also ask your Cancer Council contact person if they can recommend a healthy caterer for your activity.

## Catering for meetings

As well as including healthy choices for the day of your fundraising event, it's also important consider healthy alternatives when planning for your event. You can do this by offering healthy food and drink options at both internal and external meetings prior to your event.

## Drinks – non-alcoholic

Many people don't realise that some drinks (such as soft drinks) are energy-dense. As a result, excess consumption can contribute to cancer risk by contributing to overweight and obesity.

Some tips for selecting drinks are to:

- Always make sure that water is available
- Try offering low-fat flavoured milk as an alternative to soft drinks

## Drinks – alcoholic

While the Cancer Council does not prohibit alcohol at fundraising events, because of the risks associated with alcohol consumption, we recommend limiting or avoiding alcohol consumption. When alcohol is served at fundraising events, fundraisers should follow our Alcohol Guidelines. These Guidelines should also be provided to event staff and caterers.

## Alcohol guidelines for functions

When serving alcoholic beverages, it's important to make sure that greater quantities of non-alcoholic beverages are easily available.

TCCV recommends no more than 2 standard drinks a day for men and no more than 1 standard drink a day for women. A standard drink is equal to:

- 100mL of wine (one bottle of wine contains around 7 standard drinks)
- 30mL (one nip/shot) of spirits/liqueurs
- 60mL (two nips/shots) of fortified wine (eg. port, sherry)
- 285mL (one pot) of normal strength beer
- 375mL (one stubbie) of mid strength beer

Tips for helping guests limit their alcohol consumption include:

- Always offer non-alcoholic drinks like mineral, chilled or soda water alongside alcoholic drinks and offer them frequently
- Where alcohol is freely supplied, cater for only two glasses per person
- Sell alcohol by the glass, rather than including it in the price of the ticket
- Use glasses with a line marking a standard drink
- Avoid overfilling wine glasses
- Only refill glasses when they are empty and ask whether the glass is to be refilled before doing so
- Limit alcoholic choices to wine, champagne, light or mid-strength beer
- Offer diluted alcoholic drinks such as:
  - Spritza (white wine and mineral water)
  - Shandy (light beer and lemonade)
  - Champagne and orange juice
- Ensure adequate food is served simultaneously to slow down alcohol consumption and absorption.

The Cancer Council also recommends educating your guests about our recommendations by noting them in the program, menu or ticket for your event.

**Important note:** No alcohol is to be made available to or consumed by any individuals under age 18 or who appear to be intoxicated.

# A to Z of fundraising ideas

Here are some ideas you might like to consider for healthy and active fundraising activities:

## **Art Sale**

Have students produce great works of art and have a show. Parents and friends buy back their budding artists' masterpieces.

## **Auction**

Hold an auction, auctioning off donated items such as sports memorabilia; experiences such as a day off work, prime parking space at work for a week, local art work, or a ride on someone's sailboat,

## **Balloons With \$\$\$**

Blow up balloons and put money in some of them. Sell the balloons to friends and family and if they pop one with the money in it they get to keep it!

## **Beach Volleyball Tournament**

Or any other sport. Get venue hire sponsored and entrants pay a fee.

## **Book Sale**

## **Bowling Tournament**

Have each member get sponsors and whether its a flat amount or \$1.00 per pin or what ever a person chooses to post as the amount it's a great way to raise funds.

## **Business Fundraising ideas**

Co-workers can earn donations by offering the following:

- A member of management mows your lawn, weeds your garden etc
- Trade jobs with CEO for a day
- Company logo apparel
- Free parking place(s) for a day
- A day off work

## **Car Pool**

For fun, profit and the environment!

## **Car Wash (Or Window Washing)**

## **Casual Dress Day**

Ask your company CEO/President to allow staff to dress casual or wear denim for a \$5 or more donation for a day.

## **Coin Toss**

Throughout your next function hold a coin toss where people throw coins at a prize (make it fairly small so it's harder to hit) and the closest to the prize wins it.

**Crafts**

Create handbags, jewellery, cards, candles etc to sell

**Create A Calendar**

Ask a local artist to donate their time and paint/draw some original works for use in the calendar.

**Christmas Lights**

Get your neighbours involved and decorate the houses in your street.

**Comedy Night****Company Contribution**

Solicit a specific donation from your organisation above and beyond that raised by staff.

**Computer Message**

Ask your company computer expert to have a message 'pop up' on employees' screens asking for a donation. It won't go away until they give.

**Day Off Work**

If you are fundraising with your co-workers, ask your boss if they can offer a bonus day off for the team member who raises the most money.

**Dress Up Night**

Have a theme for the night, e.g.: 60s, 80s, school or even 'letters'.

**Environmentally Friendly Shopping Bag Sales**

Purchase calico shopping bags in bulk and sell them in workplaces for a profit

**Exhibitions**

Charge an entry fee to view the exhibition e.g. collectable dolls, paintings, tapestries etc.

**Fashion Parade**

Ask local designers to donate clothes and offer discounts for clothes to be purchased on the day.

**Fetch & Favour Fee**

Place a sign-up sheet outside your office, the teacher's lounge, or even your own kitchen! Approach business owners with this offer to run errands like fetching coffee or lunches, prescriptions, supplies, etc. Create a price list to match the errand.

**Garage Sale/Car Boot Sale/Flea Market****Golf Day**

**Group Trips**

Organise a group bus trip to major sporting events, movies, shopping tour or even organise a mystery trip.

**Handyman For A Day**

Rake leaves, trim hedges, mow your neighbour's lawn and donate your "fee" to the Cancer Council.

**Head Or Beard Shave**

Be sponsored to shave or colour your hair or shave your beard off.

**'Hole-in-One' Competition****Karaoke Night**

Hire a Karaoke machine; charge an entry fee or a 'per song' fee. Have prizes for the best song.

**Lawn Bowls Day**

Hire out your local club and invite friends for a game of bowls

**Movie /Cinema Night**

Cinemas such as Hoyts and Village sell discounted movie tickets for group bookings. Depending on numbers you can even have the cinema to yourself!

**Odd jobs for a fee**

A great way for kids and teenagers to raise funds.

**Off Season Competitions**

If you're a member of a sports club, try organising a function during the off-season to keep in touch with everyone. You could even organise a practice game.

**Party Plan**

Have a Tupperware, Jewellery, Lingerie fundraising party

**Pet Walking Service****Photo Contest**

Ask employees to bring a baby or childhood photo of themselves that they believe no one can identify. Ask for a donation to make a guess.

**Pot Luck Lunches At The Workplace**

Name every Wednesday "Pot Luck Day". Prepare healthy foods, salads, fruit platters, etc and offer to employees at the workplace at a set price or donation.

### **Quilt Making**

Make quilt squares in honour and in memory of people with cancer. Ask for contribution for different sizes: a 4" square for \$5, an 8" square for \$15, and a 12" square for \$25. Display the quilt at a public location, such as the chamber of commerce.

### **Raffles**

Remember to check the regulations for running a raffle with the Cancer Council before starting. Some raffle ideas include:

- Beanie Dolls
- Use of a beachhouse for the weekend
- Maid service for a month
- Baskets full of pampering gifts, household items
- Decorating service e.g. interior or garden designer

Please note that cash prizes must not be offered in any raffle.

### **Recipes Books**

Try putting together a healthy cookbook. Collect recipes, a photo and story of each contributor.

### **Restaurants To The Rescue**

Ask a local restaurant or cafe to contribute a portion of the proceeds for a day.

### **Send Letters**

Sending letters to family and friends asking them to donate can be the best way for individuals to obtain donations.

### **Silent Auction**

### **Sports Tournaments**

Set up challenge matches between individuals or departments. Ask for a donation as an entry fee and admission fee.

### **Swear Jars**

### **Talent Quest/Contest**

### **Trivia Night**

### **Wishing Wells**

Set up a "wishing well" at your local school, business, church or store - people can make a wish when they throw a coin into the well.

### **Work Dollar Matching**

Ask your CEO/President to match the total you raise.

**Year 12 Formal Raffle**

Collect prizes of a manicure, pedicure, facial, tux rental and a limo for the evening.

**Zodiac Evening**

Invite an astrologer along, charge for entry and horoscope readings.

# Further information

For further information about healthy and active fundraising, talk to your Cancer Council staff contact person. Alternatively, you can call the Supporters Hotline on 1300 65 65 85 or visit [www.cancervic.org.au](http://www.cancervic.org.au).

