

For all that cancer takes, give it everything you've got this Daffodil Day.

Stream for Daffodil Day social media tool-kit for gamers.

Cancer takes so much - from all of us. It takes from our sisters, brothers, neighbours, teammates and great mates. But together, we can give as good as we get. We can give it up for all the people who've been through a cancer experience - as patients, carers, friends or loved ones.

Thanks for supporting Stream for Daffodil Day. We're excited to have you on board! In this toolkit you'll find information and tips to help you create personalised content for your Daffodil Day stream and give hope for all those affected by cancer.

Campaign overview

Daffodil Day is Cancer Council's longest running fundraiser and is well-known and much-loved among the Australian community. Throughout August, Daffodil Day messages and stories are shared to raise funds for lifesaving cancer research in the lead up to Daffodil Day on Thursday, 31 August. Your support for Daffodil Day really does make a difference -

cancer survival rates have increased from 51% in the late 1980s to around 70% today, thanks to investment in cancer research that you're enabling.

All donations and funds raised for Daffodil Day directly fund vital cancer research projects across Australia.

Key taglines

- For all that cancer takes, give this Daffodil Day and fund lifesaving cancer research.
- For all that cancer takes, give hope.
- For all that cancer takes, give thanks this Daffodil Day.
- For all that cancer takes, give this Daffodil Day

Call to action

For all that cancer takes, give this Daffodil Day.

Give back, make a difference.



Donate to cancer research

Every dollar raised helps fund life-changing cancer research, prevention and support programs for people affected by cancer.



Fundraise and help save lives

Raise money in your community with your friends, family, school or colleagues to help Australians affected by cancer.



Get involved in your area

Keep an eye out for ways to help out and lead in your community.

Cancer statistics

- It's estimated that 151,000 Australians were diagnosed with cancer in 2021 – that's over 400 per day.
- Almost 1 in 2 Australians will be diagnosed with cancer by the age of 85.
- It's estimated that over 1 million Australians are currently living with cancer.
- The number of new Australian cancer cases diagnosed over the period from 2020-2044 is projected to total more than 4.56 million.
- Around 70% of people will likely survive five years after a cancer diagnosis. This is an increase from 51% since the late 1980s.
- The number of Australians living with or beyond cancer is expected to increase by a staggering 72% in the next 22 years.
- By 2040, 1.9 million Australians will be living with, or beyond cancer.

Hashtags

#ForAllThatCancerTakesGive
#DaffodilDay2023

Instagram tags

Cancer Council Queensland: @cancercouncilqld

Cancer Council New South Wales: @cancercouncilnsw

Cancer Council Victoria: @cancervic

Cancer Council WA: @cancercouncilwa

Cancer Council ACT: @cancercouncil_act

Cancer Council NT: @cancercouncilnt

Cancer Council SA: @cancercouncil_sa

Cancer Council Tasmania: @cancertas

Please also keep the below in mind when creating content for this campaign:

- Don't show alcohol, e-cigarette or cigarette use in any content.
- Don't show junk food or processed foods in any content.
- If content is created outside during the day and not under shade, please include at least one sun safe element in your outfit e.g. sunglasses or a hat.

Thanks a bunch for your support STREAM FOR DAFFODIL DAY

About Cancer Council

We are Australia's leading cancer charity uniting the community, providing support, investing in research and saving lives. It takes many hands to take on cancer, but with the help of all of us, we're getting closer to a cancer free future.

For more information about Cancer Council, visit cancer.org.au or call Cancer Council's 13 11 20 Information and Support Service, a confidential service for anyone with questions about cancer.