



BREAST CANCER TRIALS
FUNDRAISING & EVENT
HANDBOOK



BREAST
CANCER
TRIALS | NO MORE
LIVES
CUT SHORT



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THE DIFFERENCE YOU MAKE

Your support of Breast Cancer Trials is essential to ensuring that new and improved treatments get into the hands of the 58 people diagnosed with breast cancer every day. By choosing to host a fundraiser, you are helping to build a future where NO MORE lives are cut short by breast cancer.

You make sure the most promising research is funded



Because of your support, Breast Cancer Trials can be independent of other research organisations, pharmaceutical companies and governments.

That means we can initiate clinical trials that are patient-centred and for the common good of all people affected by breast cancer, and we can respond quickly to opportunities when they arise.

You help ensure Australian Women get new treatments faster.



Every significant advance in breast cancer treatments and prevention has been achieved through clinical trials research.

The more clinical trials you help fund, the sooner new treatments can help people with breast cancer or people at risk of breast cancer.

You provide access to clinical trials



People who take part in the clinical trials you help fund may access a new treatment before it is routinely available as standard treatment for patients with the same type of breast cancer. They are closely monitored and their treatment and outcomes are rigorously documented.

You help fund global research collaborations



Breast Cancer Trials plays a major role in the global efforts to control breast cancer collaborating with other clinical trials groups in 15 countries to ensure what we learn is shared. We have over 900 doctors and researchers across Australia and New Zealand, all working together to find better treatments and prevention for people affected by breast cancer through clinical trials research.



THE TRIALS YOU HELP FUND

Breast cancer clinical trials research is the only way to get better treatments to all Australians living with breast cancer. See what trials your fundraiser is helping to fund:

Improved quality of life

Trial name: EXPERT

This clinical trial is investigating whether a genomic test can identify women with good prognosis, early stage breast cancer who can safely avoid radiation therapy and its side effects. These may include fatigue, skin redness and irritation, and in the long term, breast pain, lung, heart and rib conditions.

Reducing side effects

Trial name: OPTIMA

This clinical trial is investigating if a simple test on tumour tissue can tell us if a patient may be spared chemotherapy and its short and long-term side effects without compromising their chance of survival.

Stopping breast cancer returning

Trial name: CAMBRIA-2

This clinical trial aims to find out if giving a new treatment known as a 'selective estrogen receptor degrader' is better at stopping breast cancer from coming back compared with the standard hormone treatments.

Although many patients with hormone receptor (HR positive), HER2-negative early breast cancer may be cured of their disease with current treatments, sadly a significant number will experience a recurrence of their breast cancer.

New treatments to prolong life

Trial name: TOGETHER

This clinical trial aims to find out if adding two new medicines, tucatinib and pembrolizumab, to the usual treatment trastuzumab, can work together to slow down the spread of disease in patients with advanced HER2 positive breast cancer and thus prolong their lives.

Saving more lives

Trial name: OLIO

The OLIO clinical trial aims to provide new treatment options for young women with HR positive, HER2 negative breast cancer, particularly among those with a high HRD (homologous recombination deficiency) score.

Controlling cancer growth

Trial name: NEO-N

The Neo-N clinical trial (Cohort-C) builds on earlier results which showed the benefit of using immunotherapy, which helps boost the body's own immune system to fight the cancer, in combination with chemotherapy to treat early-stage triple negative breast cancer.

This extension of the trial adds an additional immunotherapy to the treatment regimen to see if this can further increase the number of patients who are breast cancer free following treatment.



STEP BY STEP FUNDRAISING

Follow these easy steps to ensure a successful fundraising event for everyone involved.



> SET A FUNDRAISING GOAL

Setting a fundraising target will keep you motivated and help you when planning your fundraising activity. Check out our list of 100 fundraising ideas on page 8 if you need some inspiration. Don't be afraid to aim high, you'll be amazed at what you can achieve once you get started!



> REGISTER YOUR EVENT

Registering your fundraising event with us gives us all the information we need on your fundraiser and how we can best support you. After we receive your registration, we will review it and issue an authority to fundraise via email – then you're all set to go!

In Australia, charities are legally obligated to authorize all fundraising activities.



> CHECK OUT OUR RESOURCES

Be sure to check out our downloadable resources [here](#) such as:

- Posters
- Flyers
- Invitations
- Certificates

We also have a range of merch available to purchase for your upcoming event. We provide discounts on bulk orders, so let us know if you're interested! As always, our team is here to offer advice and help you along the way.



> CHECK LOCAL LAWS AND REGULATIONS

All fundraising activities must comply with all relevant Australian Federal and State Laws. Check your relevant state and territory regulator to ensure you are complying with local laws, particularly if you are holding an auction or raffle.



> PROMOTE YOUR EVENT

Promote your event far and wide to encourage as many people as possible to donate and take part. Put posters in your local area, pitch your story to media, share your event on social media and utilise the power of word of mouth - tell everyone you know!




> HAVE A BLAST!

Remember to take a minute on the day to sit back and admire all your hard work. You should feel so proud of what you have achieved! Don't forget to share photos and tag us on social media.

 @breastcancertrials

 @breastcancertrials

 @breastcancertrials

 @BCTrialsANZ



> POST EVENT

Following your event please get in touch with us - we'd love to hear all about it and see any photos!

Please provide funds raised to Breast Cancer Trials within four weeks of the completion of your activity via direct deposit. Our account details are listed on your Authority to Fundraise.

Don't forget to also thank all your amazing donors and those who made your event possible. Your supporters are who make your fundraising possible – make sure they feel special.

You should feel incredibly proud of your efforts too. No matter how big or small, every contribution to our clinical trials program makes a difference to those facing breast cancer - thank you!



> WHAT IS TAX DEDUCTIBLE?

Breast Cancer Trials can only issue a tax deductible receipt when a donation is made on a purely voluntary basis with no conditions attached. Generally, tax deductible receipts cannot be given for the purchase of auction items, raffle tickets, event tickets or event sponsorship.

The Fundraiser does not have authority to issue tax deductible receipts on behalf of Breast Cancer Trials. All donations must be remitted to Breast Cancer Trials immediately upon receipt, together with the names and addresses of all attendees/supporters who are eligible to receive a tax-deductible receipt. Donations of \$2.00 or more are tax deductible.





100 FUNDRAISING IDEAS

Not sure how to start fundraising for Breast Cancer Trials? The best thing about fundraising is there are so many ways you can do it, and you'll probably find yourself having a bunch of fun along the way! Fundraising is an amazing way to bring people together to improve the lives of those facing breast cancer. Check out our 100 suggestions below.



1. BBQ/sausage sizzle

Contact an organisation that runs barbecue events regularly (e.g. Bunnings) or go for gold yourself and run the entire event from scratch!

2. Trivia events

Get your community together for competitive quiz - see page 20 for more information!

3. Board games evening

4. Gala

Want to host an extravagant fundraising gala? Check out page 21 for all our top tips for making it a night to remember!



5. Lemonade stand

Get the kids involved and host a lemonade stand at your local school, fair or community group.

6. Join one of our fitness challenges

Breast Cancer Trials frequently hosts fundraising challenges that encourage you to get out of your comfort zone while being supported by an amazing community of fundraisers. [Click here to find out more.](#)

7. Give something up

Say goodbye to your favourite snack, social media or your morning coffee to raise funds for breast cancer research.



8. Live gaming fundraiser

9. Shave or colour your hair

10. Grow a beard

11. Polar plunge

Dive into the ocean, river or ice bath and get people to sponsor you!



100 FUNDRAISING IDEAS



- 12. Dinner party
- 13. Lunch and learn
- 14. Crafts evening
- 15. Cooking class
- 16. Art class
- 17. Bake sale
- 18. Baking contest
- 19. Book sale

Set up a stall at a market or community event selling all your pre loved books!



- 20. Community potluck
- 21. Yard sale
- 22. Music concert
- 23. BINGO night
- 24. Movie night

Rent out your local cinema, head to the park and use an outdoor screen or have a movie night in the comfort of your own home, the choice is up to you! You could even make it themed and host a best dressed competition.



- 25. Recycling cans fundraiser
- 26. Obstacle course
- 27. Easter egg hunt

Host in your garden or head to your local park at Easter and put on an epic Easter egg hunt. Charge an entry fee and have a sausage sizzle to raise additional funds.

- 28. Murder mystery dinner
- 29. Babysit



- 30. Skydive
- 31. Cook-off
- 32. Pamper evening
- 33. Croquet tournament
- 34. Lawn bowls tournament
- 35. Scavenger hunt
- 36. List second hand clothing

Do you have a bunch of clothes that could go to a new home? List your items online and donate the profits.



- 37. Gallery showcase
- 38. Host a talent show
- 39. Karaoke evening
- 40. Photo booth
- 41. Tee Off for Breast Cancer Trials

Tee Off is a national initiative where clubs all over Australia are invited to combine their love of golf with their passion to raise funds for breast cancer clinical trials research. Pick a day in your golfing calendar to "Tee Off! [Click here to find out more.](#)



42. Hike for Hope

Are you ready for the trek of a lifetime? Join fellow fundraisers as you complete an epic adventure all while raising vital funds for breast cancer research. [Click here to find out more.](#)

- 43. Sell our merchandise
- 44. Donate a percentage of product sales
- 45. Dog wash
- 46. Host a raffle

Read everything you need to know about hosting a raffle on page 15.



100 FUNDRAISING IDEAS



47. Christmas wrapping service

Chat to your local shopping centre about setting up a Christmas wrapping booth. Get some paper, ribbon, charge a gold coin donation and get wrapping!

48. Fashion show

49. Pottery evening

50. Jewellery making class

51. Art auction

52. Band competition

53. Speed dating

54. Car wash

Set up a roadside car wash or in the carpark of your local supermarket or hardware store - make sure you get approval first!



55. Comedy night

56. Pancake breakfast

57. High tea event

58. Luncheon

59. Street party

60. Mufti day

61. Morning Tea

62. Virtual trivia

63. Fitness bootcamp

Get your local gym or fitness class to host a fitness bootcamp for Breast Cancer Trials. Charge an entry free and get dressed up in pink!



64. Olympics day

65. Silent auction

66. Market stall



100 FUNDRAISING IDEAS



67. Social media fundraising

Fundraising through social media is a great way to reach your network of friends. Check out page 14 for more info!

68. Plant sale

69. Sell calendars

70. Get Active

Register for an event near you and choose to fundraise for Breast Cancer Trials. We'll reward your hard work with awesome merch to wear over the finish line too! [Click here to find out more.](#)



71. Skip-a-thon

72. World record attempt

73. Donation link in your email signature

74. Corporate sponsorship

When hosting your fundraiser, chat to local businesses and see if they might be interested in sponsoring you in exchange for brand visibility.

75. Swear jar

76. Rotary or Lions Club fundraiser

78. Beach clean up

79. Fancy dress party

80. Halloween dress up competition

81. Birthday gift sacrifice

Are you the person that has everything they need? Ask your family and friends to make a donation to Breast Cancer Trials in lieu of gifts. Find out more on page 14.



82. Cookie decorating competition

83. Sports club open day



100 FUNDRAISING IDEAS



84. Dog walking

Post on community pages and noticeboards and charge a fee to walk local pups in your area!

85. Bungee Jump

86. Donation jar at local business

87. Auction autographed memorabilia

88. Walk-a-thon

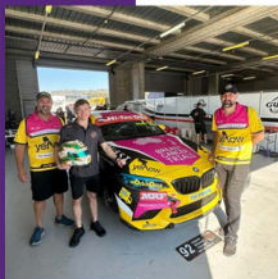
89. Carnival day

90. Marathon

91. Talent show

92. Pink party

Host an epic pink party with raffles, games and delicious food and invite all your friends along. And yes, we want to see the photos!



93. Bowling tournament

94. Classic car show

95. Surf tournament

96. Tie-dye party

98. Treadmill relay race

99. Strava challenge

100. Cadbury Chocolate boxes

Cadbury sells a range of boxes filled with chocolate treats to sell for fundraising initiatives. Bring the deliciousness of Cadbury chocolate to your school or sports events! Click here to buy now.



These are just some of the amazing ways that you can make a difference to those facing breast cancer. Contact us at fundraising@bctrials.org.au to chat through your ideas.



ONLINE FUNDRAISING

Online fundraising offers a convenient and accessible way to reach your supporters. In this digital era, many of your potential supporters will likely already be on digital platforms, making it easier for you to share your story and get support.



> **SETTING UP A FUNDRAISING PAGE**

There are many sites that enable you to set up an online fundraising page for free such as [MyCause](#) and [Go Fundraise](#). Be sure to personalise your page with why you have chosen to fundraise for Breast Cancer Trials and any photos from your fundraiser. Don't forget to share it far and wide!



> **SOCIAL MEDIA FUNDRAISING**

Fundraising through social media has made it easier than ever to support the causes you care about and share your fundraiser with family and friends. Facebook and Instagram both offer the ability to set up a fundraiser which your friends can donate to. [Click here to find out more.](#)



> **BIRTHDAY FUNDRAISER**

Set up a Facebook birthday fundraiser and tell your friends and family what matters to you on your special day. It doesn't have to be instead of cake and presents – you can have those things too! Or if you want, you can ask your friends and family to donate to your fundraiser in lieu of gifts.



HOSTING A RAFFLE

Organising a raffle can be a fun and effective way to raise funds for Breast Cancer Trials. They are excellent additions to fundraising events, offering excitement and encouraging further donations. Raffles can also be themed around occasions such as Christmas, Easter and Halloween!



> CHECK LOCAL RULES

Before you start organising your raffle, ensure you understand and are aware of all the legal requirements in your area. You may require a permit or license to conduct your raffle.



> SOURCE PRIZES

Reach out to local businesses, friends and family and corporations to source prizes for your raffle. You may even consider including handmade items or offer sponsors recognition and exposure in event promotions and materials for their contributions.



> TICKETING

Decide how, where and for how much you will sell raffle tickets. Take down both the name and number of people who purchase tickets in case they lose their tickets. Make it easy for people to purchase tickets by offering multiple payment options.



> PROMOTION

Promote the raffle across a variety of marketing channels to spark interest. Use social media, email newsletters, flyers, posters, and word-of-mouth to connect with potential participants. Highlight the prizes and the reason why you're supporting Breast Cancer Trials to encourage more people to get involved.



> HOSTING THE DRAW

Hold the raffle draw in a public place in an engaging way to create excitement and ensure transparency. Afterward, notify winners promptly, thank participants, and share the outcome, including how much was raised for your fundraiser.



> 100 CLUB RAFFLE

The 100 club raffle is a popular way to raise funds at an event without needing to source prizes. On a board list 100 squares and sell each square for a set amount. Once all squares have been sold, pull a number from the draw - the winner goes home with 50% of the total prize money and the other 50% goes towards your fundraising total.



DOLLAR MATCHING

Dollar matching is a great way to encourage people to give more because their money is being doubled. Sometimes, companies or organizations offer to match what people donate, so it's a win-win for everyone – more money is raised for breast cancer research, and your supporters feel great knowing their contribution is going even further.



> IDENTIFY POTENTIAL DONORS

Find businesses, individuals, or organizations willing to match donations. This could include corporate sponsors, major donors, or foundations. Ensure they understand the impact of their contribution and the visibility they will receive.



> PROMOTION

Promote the dollar-for-dollar matching opportunity to your supporters, emphasizing the urgency and the power of their donations being doubled. Use clear messaging to highlight the matching period and how it benefits those facing breast cancer.



> TRACKING PROGRESS

Regularly update your supporters on the progress of the matching campaign, showing how close you are to reaching the match goal. This creates excitement and encourages donors to contribute before the match period ends.



AUCTIONS

Auctions are a fantastic fundraising initiative because they create an engaging atmosphere that encourages generous giving through friendly competition. By offering unique items or experiences, auctions attract participants who are eager to bid, often leading to higher-than-expected donations. They can be tailored to suit any audience, from live in-person events to silent or online formats, making them highly versatile.

> PRIZES



The key to making your auction profitable is by auctioning off mostly or entirely donated goods and services. This also removes the pressure of meeting a reserve during the auction.

Reach out to local businesses to see if they might donate items or auction off something unique like a secret family recipe!



Think about the type of people who will be in the room when the auction is taking place and what type of items they might be interested in. If you know you will have some big spenders attend then consider what high value items you could offer. Alternately, it might be more appropriate to have several low cost items available.

Popular items include tickets for travel, recreation, and sports; celebrity and sports memorabilia; gift certificates for dining, culture, and entertainment; health and beauty products and services (spa gift certificates are popular); arts and crafts and home décor; electronics; professional services.

> SILENT AUCTION



A silent auction is a fundraising event in which items for sale are displayed for attendees to browse, place bids on, and purchase. However, unlike traditional or live auctions, there is no auctioneer present. Instead, participants place their bids silently and anonymously on a bid sheet using a bidding number—hence the name silent auction.



> PROMOTE YOUR AUCTION

Your auction items alone may be enough to draw people to your event, but don't forget to mention the special reason you have decided to host this auction. Many people have been impacted by breast cancer, so don't be surprised if there are a lot of people who resonate with your experience and want to give generously.

Promote your event through multiple channels (social media, email, newspapers, community boards) to reach the most people.



> CHECKOUT SYSTEM

One of the biggest challenges when hosting an auction is deciding how you will collect payment and handover the prize to the winner. You may want to consider having a payment terminal available for payment to be made on the spot and a form to collect the details of the winners.





Trivia events are easy to organise and can be tailored to suit different groups. They also create a positive atmosphere, where attendees feel good about supporting a cause while having fun, increasing the likelihood of support. Plus, the flexibility to host them in-person or virtually makes them adaptable to various audiences and circumstances.



> **PLANNING**

Choose a venue (in-person or online) and set a date that works for your audience. Decide on a theme or general trivia topics, and prepare or source engaging questions. Set a clear fundraising goal and set ticket prices or participation fees accordingly. You can also add optional fundraising elements, like raffles or donation appeals during the event.



> **PROMOTION**

Market the event through social media, email campaigns, flyers, and word-of-mouth. Clearly communicate the purpose of the fundraiser and the details of the event. Encourage individuals or teams to sign up in advance and consider offering early-bird discounts or perks to boost participation.



> **HOSTING A TRIVIA**

Create an engaging atmosphere with a charismatic host, fun decorations, and music. Organize the trivia rounds, keeping them balanced and accessible for all participants. Incorporate short breaks to talk about Breast Cancer Trials and its research, thank donors, and encourage additional contributions. End the event with prizes for winners and a heartfelt message of thanks.



HOSTING A GALA

Hosting a fundraising gala is an amazing way to reach a large audience and several other fundraising initiatives can be woven into the event. However, galas can take a huge amount of planning, we recommend people allow for 9-12+ months of planning before the event, and share tasks across a planning committee. If well executed, galas can raise tens of thousands of dollars!



> BUDGETING

Putting together a tight and accurate budget is the most important part of planning a gala. As a fundraiser, you must ensure that the costs of your expenses are less than 40% of the total proceeds generated from your activity.

Set a fundraising goal: Determine how much money you aim to raise.

Estimate revenue: Calculate potential income from ticket sales, sponsorships, auction proceeds, and other contributions. Be conservative with estimates to avoid overestimating funds.

Identify expenses: Break down costs into categories, such as venue rental, catering, decorations, entertainment, marketing, event staff, and permits. Include a contingency for unexpected costs (around 10-15% of the budget).

Secure sponsors: Offset expenses by partnering with sponsors who can provide financial support or in-kind donations like food, drinks, or prizes.

Track and adjust: Use a spreadsheet to monitor actual costs and compare them to the budget. Regularly review and adjust to stay on track and ensure profitability. Prioritize expenses that directly enhance the donor experience to maximize impact.





> VENUE & ENTERTAINMENT

Ensure that you choose an appropriate venue size for the number of guests, you don't want the space so small it is hard to move around, but not so big guests feel like they are in a warehouse. Consider things like a dance floor, stage, seating plan and what other facilities the venue offers.

It is also important to plan some entertainment for the gala, whether that be dancers, singers or presentations, ensure there is time for your guests to relax and unwind. You may even consider having a speaker share their breast cancer experience so people better understand why research is so important.



> MARKETING YOUR EVENT

In order to be in a position where you have sold all tickets before your event, think about how you will promote your event and who you will invite. You may like to invite local businesses and provide discounts for whole tables, or early bird prices. Promote your event through email, social media, and traditional advertising. Highlight the difference people can make by attending.



> FUNDRAISING ON THE NIGHT

Galas often result in high fundraising totals as other fundraising initiatives can be woven into the night. Auctions, raffles, merchandise sales, photo booths or contests are often included at these events. Be sure to plan ahead on how funds will be collected on the evening and familiarise yourself with what is tax deductible (page 7).



BRAND GUIDELINES

> COLOUR PALETTE

When promoting your fundraiser and creating materials, feel free to use our colour palette to build a positive association to our brand.

CMYK 0/100/0/0
RGB 236/0/140
HEX #EC008C
PMS Process
Magenta

CMYK
0/75/15/0 RGB
255/105/151
HEX #F06793
PMS 1915

CMYK
80/100/10/10
RGB 86/0/137
HEX #56287B
PMS 2597

CMYK
50/100/0/0
RGB 153/0/153
HEX #92278F
PMS 254

CMYK
50/0/15/0 RGB
118/206/217
HEX #76CED9
PMS 630

> LOGO



Upon request, Breast Cancer Trials can provide you with a Community Supporter Logo that you can use to show your association with Breast Cancer Trials.

Any advertising, promotion, notice or information provided for the fundraising activity must include Breast Cancer Trials as the beneficiary; and receive approval from Breast Cancer Trials prior to printing and distribution.

> MESSAGING

It is important to be transparent and make it clear that you are representing your fundraising activity and that your event is not run by Breast Cancer Trials. If you are just using your own logo you can say: "Proudly supporting Breast Cancer Trials", "In support of Breast Cancer Trials" or "Proceeds donated to Breast Cancer Trials".



START FUNDRAISING NOW

We are here every step of the way to make your fundraising event is as amazing as you have envisioned! Contact us below, or if you haven't already, [register your fundraising event here](#).



1800 423 444



fundraising@bctrials.org.au



www.breastcancertrials.org.au/fundraise/



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