



86K FOR A CURE

Will you conquer 86km to help cure childhood cancer?



Sadly, 86 children are diagnosed with cancer every month in Australia.

Cancer devastatingly kills three children every week in Australia – more than any other disease.

On average 70 years of life are lost.

70% of children who survive suffer long-term effects from their treatment.

The impact is often far reaching and devastating.



Why Children's Cancer Institute?

Cancer behaves differently in a child's little body than an adult's, and therefore requires specialised, more targeted treatments. We need new discoveries and innovative treatments. That's why our focus is so singular.

As Australia's only independent MRI, wholly dedicated to curing childhood cancer, our vision is to save the life of every child with cancer and improve long-term health.

There is only one way to achieve this goal: through research.

And we can't do it without you.



**86K FOR
A CURE**



Watch Jack's inspirational story here: <https://youtu.be/Nb1oSPxapcl>



**86K FOR
A CURE**

4 in 5

Australian's
give to charities

+

81% of givers

are open to taking
part in an online
fundraiser

+

99% of Gen Z

are open to taking
part in an online
fundraiser

Why 86k for a Cure?

When you join 86K for a Cure, you walk or run for the 86 children who are diagnosed with cancer each month.

Every kilometre you conquer will be dedicated to funding research that will help a family that will hear the devastating news 'your child has cancer'.

Australian's love to give and play their part in something meaningful. More and more see this best happening as a hybrid activation.



Watch Healius testimonial here: <https://youtu.be/BSeUbU42eYE>



**86K FOR
A CURE**

2022 Highlights!

86k for a Cure was a huge success in it's inaugural year of 2022 and we only plan to grow bigger and better in 2023!

- ✓ **3,224 people conquered nearly 274,000kms**

This year we want to make it to the moon 😊

- ✓ **\$1.4 million raised for medical research**

That's enough to fund 10 researchers at the bench with the supplies they need

- ✓ **65+ organisations raising over \$507k**

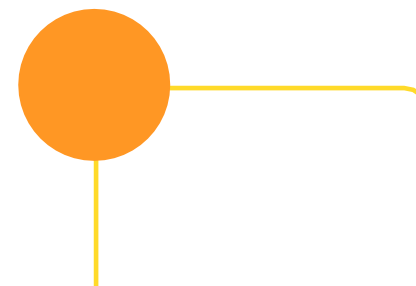
We are striving for 100 orgs this year = 99 + YOU

- ✓ **384,000+ reach across our social media**

That's equivalent of being one of the tenth largest cities in Australia

- ✓ **238,000+ website views during the campaign**

We would fill the MCG twice, and then some!



Why get involved?

86k for a Cure promotes purpose, connectivity, and teamwork while encouraging a more active, engaged and productive work-force.



Increase staff
engagement



Improve employee
wellbeing



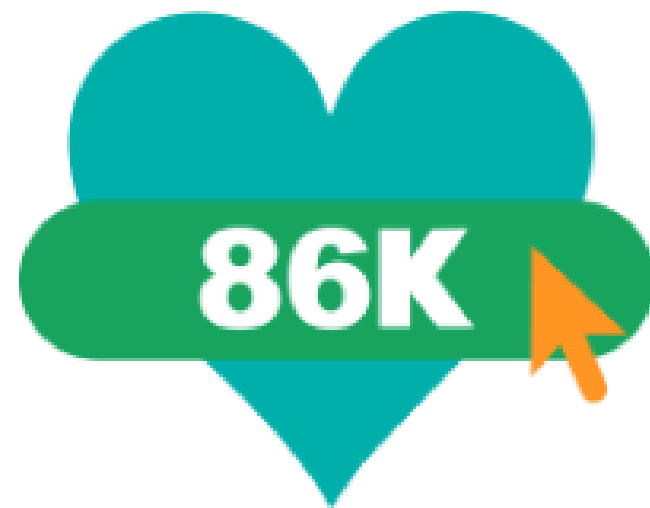
Support world leading
medical research



Change the future
for kids with cancer

Getting involved is easy

It's easy for your organisation to take part and we're here to help every step of the way.



1. Sign up

Create your team
Set fundraising goal
Set KM goal



2. Share

Share to recruit
team members
and build your team



3. FUNdraise

Everyone will have their
own fundraising page to
go out to their networks
and raise funds



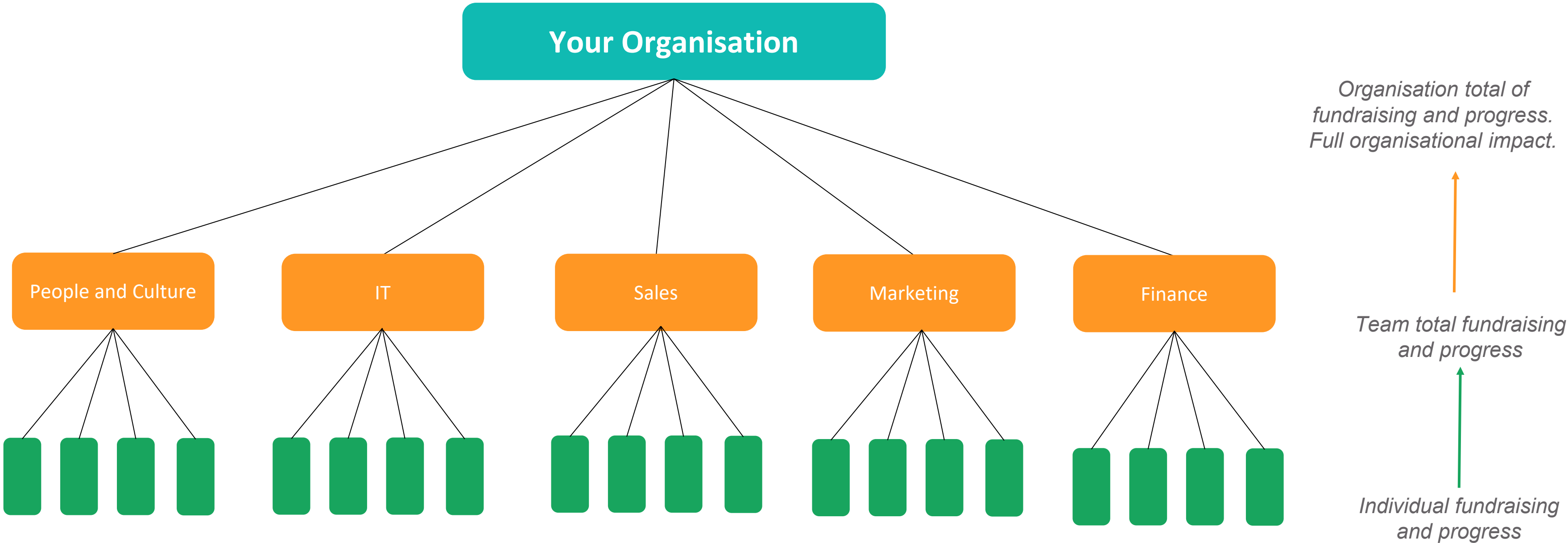
4. Conquer

Throughout March,
conquer your km's to
help kids with cancer.



**86K FOR
A CURE**

Organisation page set-up



Our top team tips

There are so many ways to elevate your 86K for a Cure experience with your teams. Here are just a few ideas to get you started!

Lunch time walking groups

Studies have shown workday exercise not only improves well-being but can improve productivity and work performance. Encourage your staff to chip away at their 86km's on their lunch break.

In-house fundraising incentives


What motivates your staff? Is it a half-day Friday, free coffee for a week or maybe it's seeing the boss wear a funny hat for the day. Whatever you choose, make it a prize for an employee who hits a milestone each week and watch your impact and team engagement sky rocket!

Celebrate your achievement together

Working together to help end childhood cancer is definitely something worth celebrating. Organise a team walk for your final day and come together to reflect on your incredible achievements.

Your online dashboard

Or as we like to call it, your 86K for a Cure one stop shop!



Rach Jamieson

I am walking 86km for IVY to help find a cure for childhood cancer

Your Page

<https://www.ccia.org.au/fundraisers/racheljamieson/86k-for-a-cure> [View](#)


\$250

Raised of \$1,500 goal


[SHARE ON FACEBOOK](#)

[SHARE ON EMAIL](#)


My Achievements




COMMIT TO KIDS WITH CANCER




UPLOAD A PROFILE PICTURE



SHARE YOUR PAGE



RECEIVED FIRST DONATION



\$86 RAISED: SOLIDARITY LEVEL

MY PAGE

MY TEAM

MY ORGANISATION

MY ACCOUNT

[My resources](#)[Ask for support](#)[My donations](#)[Edit my page](#)[My fitness activity](#)

SOCIAL POSTS

FACEBOOK PROFILE FRAMES

EMAIL SIGNATURES

INSTAGRAM RESOURCES

ZOOM BACKGROUNDS



Connect your preferred fitness app

fitbit

STRAVA

MAPMYFITNESS

GARMIN

MYSELF

MY TEAM

WORKPLACE

My Fundraising

Raised

\$0

My target


\$1,500

[Ask for support](#)

Spread the word

Download this resource and share it with your family and friends

PLEASE SUPPORT MY CHALLENGE FOR KIDS WITH CANCER



[Download](#)

MYSELF

MY TEAM

WORKPLACE

My Kilometres

Total

0

My Target

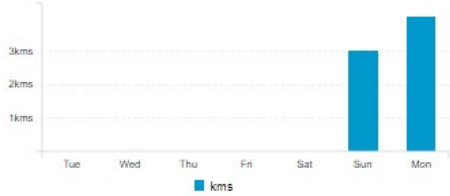
86

Your KMs will reset for the challenge on March 1.

[ADD FITNESS ACTIVITY](#)

Last 7 days

Best day: Mon 14th - 4km



All the support you need and more!

We want your 86k for a Cure experience to be as enjoyable and easy as possible. Here are just some of the ways we will support you.

- Fundraising and marketing resources
- Enhanced website
- Leaderboards
- Town Hall / Presentation Support
- Account Manager



86K FOR A CURE

Ready to conquer 86km? It's as easy as 1,2,3



1. Choose your organisation champion that will drive 86K internally



2. Your 86k dedicated account manager will get your team signed up



3. Rally your employees to join your team and start engaging in the fun!



86K FOR
A CURE

TOGETHER WE CAN CURE CHILDHOOD CANCER

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