

Woolies 
Wheels&Walks



 **TOUR
DE
CURE**


The Australian Pancreatic
Cancer Foundation

Fundraising Workshop

Putting the FUN into FUNdraising

 **TOUR
DE
CURE**

- Where does the money go?
- How to start fundraising
- Matching you with the right fundraising
- Different ways to fundraise
- Resources
- Fundraising Guidelines
- It's time to train
- Recap



Tour de Cure | Who is Woolworths supporting?



Cancer Breakthroughs

Woolies Wheels & Walks since inception in 2014 has raised over **\$6M** which has led to ¹⁵ Cancer Breakthroughs!

Better Together for a Better Tomorrow

University of South Australia

3 breakthroughs for pancreatic cancer



Prof. Eva Bezak
Successfully produced a drug that selectively targets cancer cells whilst minimising damage to normal, healthy cells.

Mater Research Institute

3 breakthroughs for pancreatic cancer



Prof. John Hooper A new precision-medicine agent for detection and treatment of the most common form of pancreatic cancer

Latrobe University

4 breakthroughs for bone cancer



A/Prof. Christine Hawkins & Dr Mark Miles Treatment for metastatic osteosarcoma to inhibit the growth of tumours in the lungs.

Hudson Institute of Medical Research

Stomach Lymphoma



Prof. Richard Ferrero Therapeutic target in the treatment of human gastric B-cell MALT lymphoma.

Be a part of the cure...Register Today



Cancer Breakthroughs

In 2023 with your help we raised **\$1.5M** for cancer research, support & prevention projects!

Better Together for a Better Tomorrow

University of Adelaide

Colorectal Cancer



Dr Kevin Fenix Use of cytokine-induced killer cell therapy in patients with colorectal cancer.

Olivia Newton-John Cancer Research Institute

Breast Cancer



Prof. Robin Anderson New therapeutic strategies to improve treatment of minimal residual disease in estrogen receptor positive breast cancer.

University of Queensland

Glioblastoma



A/Prof. Amirali Popat Overcoming biological barriers in cancer for the treatment of glioblastoma using personalised nanomedicine

Hudson Institute of Medical Research

Stomach Lymphoma



A/Prof. Paul Tooney A new DNARi drug to enhance the effects of radiotherapy and chemotherapy in glioblastoma brain cancer cells

Be a part of the cure...Register Today



Above assets can be found: <https://wheelsandwalks.com.au/fundraising>

TOUR DE CURE

Tour de Cure | Who are we and what do we do?



Tour de Cure are passionate about curing cancer and changing lives. With the support of our family of incredible partners and fundraisers, we raise vital funds for game-changing cancer research, support and prevention projects

Spending your money wisely

We don't take your donation lightly. Our funding allocation model meets strict criteria, with due diligence measures at every step of the way. For every dollar we receive:

- 70.3 cents goes to cancer projects
- 25 cents is invested in events to generate future income
- 4.7 cents is spent on essential administration

Since 2007 Tour de Cure has achieved:

150
Major cancer
breakthroughs funded

1000
Cancer projects
backed

\$118m
Raised for cancer
research

[Where the money goes](#)
[Projects funded by Tour de Cure](#)
[Cancer breakthroughs](#)

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Tour de Cure | How to start fundraising

Ways to fundraise

Just Ask 

Sell product, service or merchandise 

Host an event 

Run a raffle or auction 

Self Fund 

Corporate Matching 

Fundraising commitment


Walkers \$250

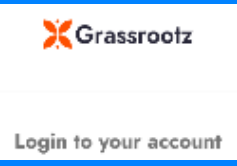
Walk Support Crew \$250 encouraged

Riders \$2,500

Tour Support Crew \$700

Get started in 5 easy steps

Breakdown your target into weekly goals 

Update your fundraising page 

Make the first donation 

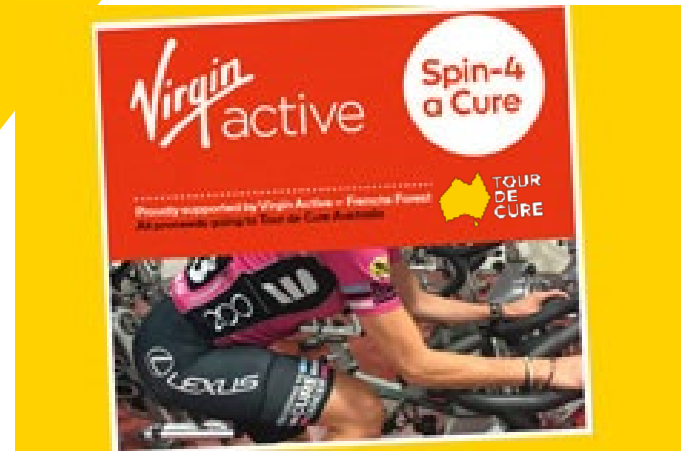
Just Ask 

Have a plan 

Get Started! 



Tour de Cure | What kind of fundraiser are you?



Sporty or Social?

- **Social Media addict:** Just ask, share your story, sell unwanted 'stuff' on Facebook marketplace
- **Games Night:** Get your friends together for an evening of board games, jigsaws, Cards Against Humanity, Casino night etc. Host at home or go large and hold it at a venue. Charge an entry fee.
- **Themed Fundraising Party:** Organize a themed party and charge an entry fee. You can have a costume party, dance party.
- **Head shave/Leg wax:** Get sponsored to shave or colour your hair. Invite your non-cycling friends to be part of the riding community by each of them getting sponsored to shave or wax their legs!
- **Gala event** – Dinner, speakers
- **Trivia** include raffle & auction



Creative?

- **Creative:** Sell something you've made, chutney, bake sale, cook lunches, sell handmade birthday cards. If you're a handy craftsman, sell your creations
- **LinkedIn photoshoot:** Keen photographers can sell a photoshoot to update your LinkedIn profile photo.
- **Foodie:** Hold a dinner party, wine tasting, afternoon tea. If you're an amazing cake maker – make & sell birthday cakes for your friends' kid's party!
- **Specialised skill:** If you're mechanical hold a Bike Maintenance Workshop, If you're an artist hold a painting class, If you're a cake decorator hold a gingerbread house decorating party



Events not your thing?

- **Return fundraiser:** Give up something for a month e.g. coffee/alcohol/sugar, and donate the money you've saved to your page.
- **Work in a big office:** Sell Cadbury Chocolates, Krispy Kreme, Domino's Pizza, sell entertainment guides, sell lunches, bake sale, car wash in the office car park
- **Time on your hands:** Babysit friend's children, walk neighbour's dog, cut neighbour's lawn, car wash
- **Recycling:** Return & Earn, sell unwanted 'stuff' on facebook Marketplace
- **Online Auction:** Collect donated items from local businesses or individuals and host an online auction event using platforms AirAuctioneer or 32 Auctions.



Well Connected?

- **You've got an Inspiring story:** Just Ask and share your story. email, Social Media.
- **Got a big network of friends or family:** Events such as Barefoot Bowls, Movie Night, Comedy for A Cause, Cork & Canvas, Bike n Blend, wine tasting, dinner party, Bogan Bingo
- **First time fundraiser:** Just Ask, email, facebook, Instagram, LinkedIn. Update your fundraising page, make the first donation.
- **Got a holiday house?** Auction or Raffle off a weekend's stay
- **Cash raffle:** If you don't have anything to auction, create a cash raffle. Use Online platform such as Rafflelink



Fundraising in a Team?

- **Set up a team fundraising page.**
- **I can't ask my friends again!:** Bunnings BBQ or Bunnings Cake Stall, It's Bunnings customers who purchase, you're not relying on your friends to donate!
- **Movie night:** Contact your local arthouse cinema and ask them about hosting a movie fundraiser. Alternatively set up a data projector on your garage wall and have a moonlight cinema in your backyard!
- **Detailed & Organised:** Team up with a social person to put on an event, they do the spruiking, you do the organising.



Raise \$1000 - \$2500 in a day!

1. Contact your local Bunnings Warehouse
2. Send in Letter of Authority and Certificate of Currency
TdC will provide
3. Ask a minimum of 5 friends to help for a few hours
4. Buy supplies: sausages, bread, onions, sauce, drinks *ask your local Woolies to help!*
5. Get a Square Reader to take card payments. Find them for \$65 from Officeworks, or borrow a friend's. Some Bunnings allow you to use their QR card payment system.
6. BRING a sense of humour and camaraderie and RAISE lots of fundraising dollars!

Hold a BBQ as a team and share the fundraising proceeds

Or

Go it alone and ask friends and family to help on the day

Tour de Cure | What's a Cash Raffle?

Want to hold a raffle but don't have anything of value to raffle or auction? Run a Cash Raffle!

Have a think about your audience, how much do you think they are willing to pay (ticket cost), with what odds of winning (maximum number of tickets sold), for what cash prize (1st, 2nd, 3rd prize money)?

Encourage multiple /bundle deals if the ticket price and chance of winning is low but the cash prize is high. For example a \$25 ticket chance of winning is 1/500 for \$2,000 cash prize, suggest they buy 4 tickets!

Play around with the numbers until you find a formula that is going to suit your potential buyers.

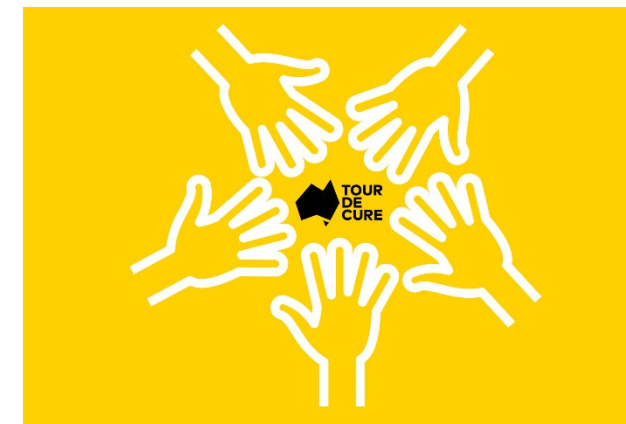
Ticket Cost	Max. tickets sold	Chance of winning	Total proceeds	1 st Prize	2 nd Prize	3 rd Prize	Fundraising achieved
\$25	100	1/100	\$2,500	\$500	\$250	\$100	\$1,650
\$25	500	1/500	\$12,500	\$2,000	\$1,000	\$500	\$9,000
\$50	100	1/100	\$5,000	\$1,000	\$500	\$100	\$3,400
\$100	50	1/50	\$5,000	\$1,000	\$500	\$100	\$3,400



*You must check the regulations regarding holding a raffle in your state.
Raffle tickets are not eligible for a tax deductible receipt.
Cash raffles are not allowed in Victoria*

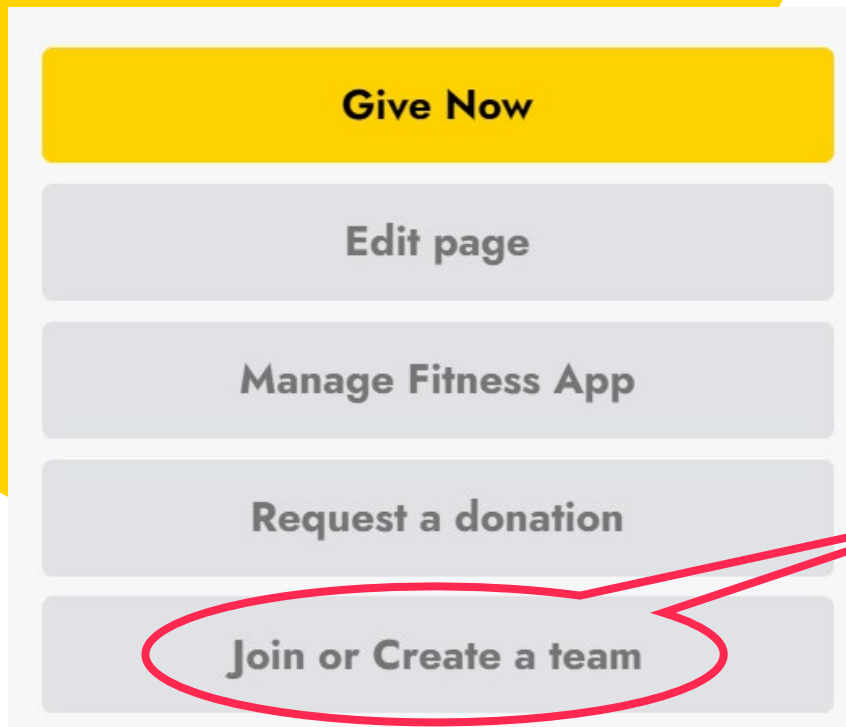
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Tour de Cure | Fundraise as an Individual or a Team?



You will automatically receive an individual fundraising page when you register for Tour de Cure.

Choose to create or join an existing team by logging into your Grassrootz account.



Start a new team or join an existing one

Start a new team

Join an existing team

* Team page name



* Page name

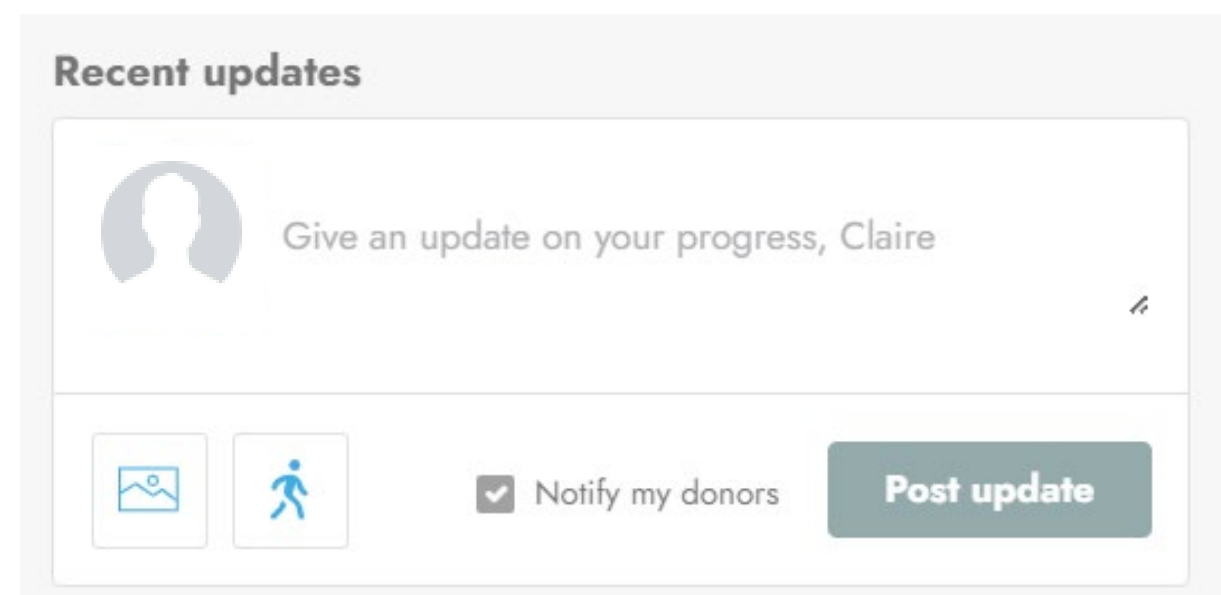
Team

Select

Fundraising target

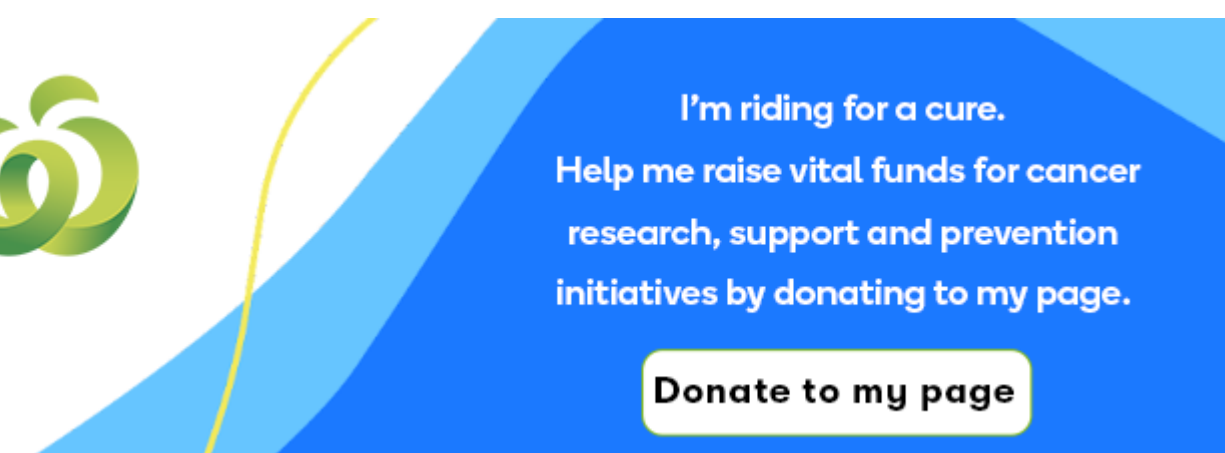
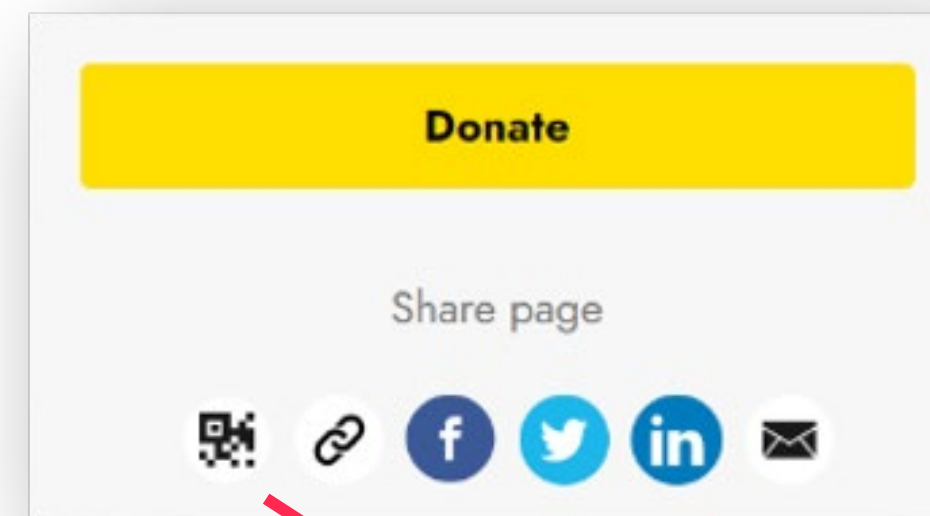
Enter a fundraising target for your page

Fitness distance target



Tour de Cure | Just Ask – share your Why

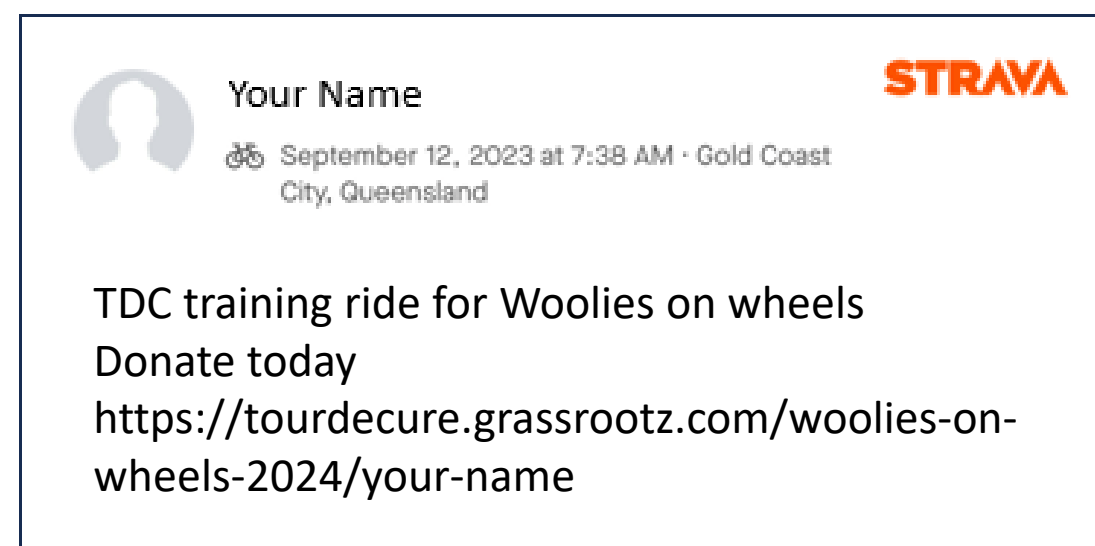
- If you don't ask you don't get!
- 60-80% of people on Tour de Cure get their fundraising through just asking!
- A clear and concise email to your entire address book explaining the challenge you're taking on and your personal 'why' you want to find a cure. Spend time personalising and sending individually, your friends will appreciate an email addressed to them rather than a BCC blanket email. Use Chat GPT to get some ideas of how to get started!
- Include a link to your fundraising page – both in the body of the email and again at the end.
- Riders can add fundraising link in your Strava training ride posts
- Set up your email signature to have your profile link.
- When using Out of Office on emails, make sure your fundraising link is in the OOO message and encourage people to donate.
- Turn your fundraising page link into a QR code by clicking on the icon on your page.
- Remember to thank EVERYONE who makes a donation.



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Tour de Cure | How to use social media for fundraising

- Social media – Facebook, Instagram, and Linked In can all be used to help your fundraising. Assets can be found on the website
- Post regularly to make sure your supporters see your post. Include a link to your fundraising page. Remember, statistics tell us that people need to be reminded seven times before they donate!
- Use social media to publicly thank your friends for supporting you – it encourages more of your friends to get on board!
- Put up pictures of you training and any fundraising you do along the way so people can follow your journey.
- Track your walk or ride training on the free Strava app and share your fundraising link in your Strava posts. Add in the Description box and make sure it is a hyperlink
- Post during your event and after. Photos, photos, photos! People love to see you doing the event.



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Tour de Cure | Get Creative

- Tamburlaine Wine offer - For every dozen bottles ordered at the TdC price of \$192 with free shipping, Tamburlaine will also donate \$50 to your TDC fundraising page. Team it up with a wine tasting afternoon!
- Spin for a cure/boxing – your local gym charge a fee and also get people to fundraise to do the event. \$2000-\$4000
- Morning Tea – at your work or with your friends invite around on the weekend. \$200 to \$1000
- Cook lunches for your work mates. \$300-\$500
- [Read our A-Z Fundraising ideas](#)



Top Tip: Get a Square Reader to take card payments. You'll find them at JB HiFi or Officeworks or ask around!

Instructions on how to set them up is on the Resources section of the website.



Tour de Cure | How others have reached their Fundraising Commitment

Person 1	
Self Donation	\$40
Just asking - donations	\$230
	\$270

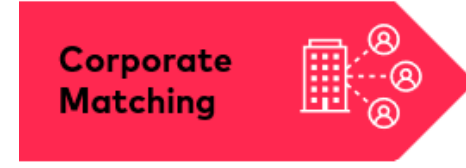
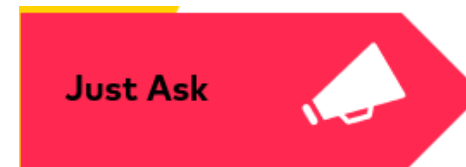
Person 2	
Self-donations	\$30
Afternoon tea at home \$25 pp 12 people	\$300
Just asking - donations	\$100
	\$430

Person 3	
Self-donations	\$50
Just asking - donations	\$75
Candle sales	\$240
Give up take away coffees at work @\$5	\$125
	\$490

Person 4	
Self-donations	\$250
Bunnings BBQ	\$1,714
Just asking – shared on social media and email	\$450
Give up take away coffees at work @\$5	\$125
	\$2,539

Person 5	
Self Donation	\$100
Stationary bike at work	\$1,600
Candle sales	\$240
Dog walking for neighbours/friends	\$150
Car wash for neighbours/friends	\$300
Tamburlaine wine offer	\$200
Sip and Draw 35 friends \$50 pp + raffle	\$1,800
	\$4,390

Person 6	
Self Donation	\$50
Just asking	\$780
Trivia afternoon	\$1,500
Cake stall at work	\$1,000
	\$3,300



Fundraising Plan Checklist

Method	Audience	Timeline/ Lead time
Just asking	update profile, shared 'Why' story	This weekend, repeat
Passive	Fundraising link on Strava and email signature	This weekend, always on
Tamburlaine wine offer	Everyone	This weekend
Event 1	Work colleagues	3-6 weeks
Event 2	Friend network	6-8 weeks
Event 3	Larger event, friends invite their friends	12 weeks
Cash raffle	Everyone	Quick win – 2 weeks prior to tour
Self Donate	Self - Tax deduction	This weekend / monthly donation on pay day
Give up something	Self – give up take away coffees	Weekly
Corporate /Employer matching	Work	Ask HR this week

- Separate your audience, don't necessarily invite everyone to everything – donation fatigue
- Get fundraising from general public rather than friends ie Bunnings BBQ – relieve donation fatigue
- Are you charging enough? Make sure you are making a good margin. It's for charity therefore people are happy to pay, don't undersell your event or product.



Tour de Cure | Resources to support you



RIDE

WALK

FUNDRAISING

RIDE FAQ

WALK FAQ

LOGIN

DONATE

REGISTER

- Personal Fundraising Page
- Team Fundraising Page
- Fundraising How To guides and case studies
- Logos, brand guidelines, email signatures, social media tiles
- Authority to Fundraise Letter, Insurance Certificate
- Photos and videos from previous tours
- Videos from Where the Money Goes
- Fundraising Coach
- hub.tourdecure.com.au
- Chat to other riders on training rides

A large yellow graphic in the bottom right corner, shaped like a stylized house or a map of Australia, containing a white outline of the same shape and the text 'TOUR DE CURE' in bold black letters.

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Tour de Cure | Fundraising Guidelines

Letters of Authority

When you raise funds for a charity, you may be required to produce a letter of authority to enable you to collect donations on the charity's behalf. Please contact fundraising@tourdecure.com.au for a personalised letter.

Receiving Funds and Donations

Donations can be made directly to your fundraising page, the donor will automatically receive a Tax Deductible Receipt. If you are holding an event and need to take costs out, look at setting up an account with a ticketing website such as Trybookings or Humanitix who take a nominal fee and make ticketing for charity events easy. For auctions there are various sites including AirAuctioneer or 32 Auctions.

Proceeds from your events can be made directly onto your fundraising page or large amounts EFT to Tour de Cure bank account. Contact fundraising@tourdecure.com.au for bank details.

Tax Deductible Receipts for Donations

A donation over \$2 is eligible for a Tax Deductible Receipt, however, If a person or organisation is receiving goods or a service in return for their gift or donation, this is NOT eligible for a Tax Deductible Receipt as set out by the [ATO](#). Therefore, raffle tickets, auction items, entry to trivia nights, sausage sizzles and gala events etc will not be eligible to claim a tax deduction. Remember to add a disclaimer to your advertising that payment for an event, product or service is not eligible for tax deduction, however, donations are.

Certificate of Currency / Public Liability

When holding an event in a public area, it is vital to be covered for accidents. Tour de Cure can provide you with a Certificate of Currency to cover: Public & Products Liability: \$20,000,000 any one event and Professional Indemnity: \$ 1,000,000 any one claim. Please contact fundraising@tourdecure.com.au for a copy.

Use of TDC Logo

Please be thoughtful about the nature of your fundraising event and what our logo appears on and advertise your event is 'Proudly Supporting Tour de Cure'. Ensure your events fit with our 'Be Fit, Be Healthy, Be Happy' cancer awareness brand and don't discriminate against groups of people or promote unhealthy lifestyle choices. Please send us your design to enable us to approve the use of our logo.

Naming your Event

Tour de Cure's name cannot be used as part of your event name; however, we would love you to say that your event is 'Proudly Supporting' Tour de Cure or proceeds will go to Tour de Cure.



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Tour de Cure | It's time to train



Walkers

Don't underestimate walking 10km or 21km...it requires substantial fitness so training for the Event is highly encouraged. We encourage you to get out and train and join the Woolies Walks Google Currents page to keep you on track and motivated.

Print out the training program

[10km walk](#)

[21km walk](#)

Riders

Riders will need to attend at least five TDC supported training sessions of 40km+, even if you are an experienced cyclist. Plan to attend the rides early in your training program to enable us to tailor your program. If the 5 rides are proving challenging please speak with us, either your local ride leader, fundraising coach or Woolies Wheels committee member and we'll help you out.

[Ride Training Program](#) 2024

[Ride Training Calendar](#) Skill & Fitness Level indicator 2024



Woolies on Wheels 2024 Training Program

Tour de Cure has mapped out a program to enable you to design your own training plan to reach recommended KMs per week
 Dependent on your schedule each week, choose sessions from the below program:
 · 3-4 rides (virtual or outside) · 1-2 walks or runs · 1-2 strength and mobility sessions

wk	Schedule	Mon	Tue Ride or Virtual	Tue PM	Wed	Thu Ride or Virtual	Thu PM	Fri	Sat	Sun	Total Kms	Elevation	
Check Strava for TDC supported rides in your location/state. If no TDC rides in your area, use this program as a guide and go for a ride with a buddy													
Level 4 Skill & Fitness													
6	1/4/2024	Build	Easter Monday	25	Strength/ Pilates/ Gym	Rest	30	Strength/ Pilates/ Gym	30	50	100	235	2000
5	8/4/2024	Big Week	Rest	25	Strength/ Pilates/ Gym	Rest	35	Strength/ Pilates/ Gym	Rest	100	150	310	3000
Reached 75% of Fundraising													
4	15/4/2024	Rest	Rest	25	Strength/ Pilates/ Gym	Rest	25	Rest	Rest	Rest	100	150	1500
3	22/4/2024	Build	Bike Service			Anzac Day	Anzac Day	30	100	120	250	2700	
2	29/4/2024	Build	Rest	25	Rest	Rest	20	Strength/ Pilates/ Gym	Rest	100	100	245	2500
1	6/5/2024	Taper	Rest	25	Rest	Rest	25	Rest	Rest	Rest	Day 1	Heaps	Heaps!

1-Apr	8-Apr	15-Apr	22-Apr	29-Apr	6-May	13-May
Easter			Anzac			
6	5	4 Book Bike Svc	3	2 Bike Service	1	Tour 12-14 May
Fundraising		75%		Fundraising		100%
Level 4	Level 4	Level 4	Level 4	Level 4	Level 4	Tour Ready

TOUR DE CURE

Let's Recap

- Update your profile, 'Why' and photo
- Send an email and regular social media posts with your fundraising link
- Work to your strengths
- Have a plan – keep on track
- Thank your donors – keep them updated on your journey
- Have FUN FUNdraising and put the UNITY into community. Start this weekend!
- Reach your fundraising commitment by event date
- Embrace the Woolworths values
 - Better together
 - Care deeply
 - Always improving
 - Listen & Learn
 - Better Experiences



Quick Tip

Statistics tell us that people need to be reminded seven times before they actually donate!

