

"Trafigura have been proud to participate in the Paddle for CancerSupport Dragonboat event over the last 4 years. It's a great opportunity for people across our Geneva Office to meet up, compete as a team and of course, have fun! As importantly for us has been the fundraising for a charity that does some vital work for people (and their families) living with cancer, a disease that touches the lives of so many people. We encourage other teams to ask colleagues, friends and business contacts/suppliers to sponsor your paddlers and help CancerSupport help more people."

Craig Smallbone, Trafigura

Welcome aboard, and THANK YOU!

We are so grateful for your support; every little financial help contributes to making a difference in the lives of those affected by cancer. No one should face cancer alone. Our professional counsellors and volunteers help deal with the physical, emotional, and social demands of cancer through individual counselling and different forms of group support. [ESCA CancerSupport](#) is a non-profit association made up of professional counsellors and trained volunteers who have been touched by cancer.

Don't know how to start fundraising? Below are some ideas on how you and your colleagues can maximize your generosity in supporting our free support services by putting a little fun into **FUN**draising at your workplace!

Last year, the Fundraisers Challenge raised an outstanding CHF133K! This year, we would love to reach the same amount or why not...even exceed it! Are you up for it? Are you up for motivating your team to raise at least CHF 50.- each? We are convinced you can even raise more, but it's entirely up to you.

Activate your team's personal fundraising page, an essential tool to help fundraising by directing people to your donation page.

5 EASY STEPS FOR TEAM CAPTAINS TO SET-UP THE TEAM'S PERSONAL FUNDRAISING PAGE

1. The first step is, of course, to register your team! Then login to your profile on www.paddleforcancer.ch. Once your team description and photo are added, you can click "Create a fundraising page". It's as simple as that! Once your page is approved, it is added to the Support Your Team list under FUNDRAISING.
2. Add a photo of your team. Can't find one? Go to the [Paddle for CancerSupport Flickr page](#) to search for a photo from a previous event or email us at info@paddleforcancer.ch and we will provide a photo for you.
3. Add a short description of your company, personal fundraising story about why and who you are fundraising for, and your goal.
4. Kick off your fundraising with a 50CHF self-donation.
5. Ask your family, friends, and colleagues to match your self-donation by phone, email, or social media. The email letter template and social media examples are provided below.

OFFICE FUNDRAISING IDEAS

Email signature:

Add the team's donation page link to your email signature to let others know that you're participating in the Paddle for CancerSupport event. This is a simple way to spread the word about the event and to show others how easy it is to DONATE to your team.

Company newsletter:

Write a small article for the company's newsletter to spread the word about your team's fundraising goals.

Matching gift:

Inquire with your Human Resources department on whether your company offers a matching gift/donation program, you and your colleagues may have the opportunity to double your fundraising efforts.

'Lunch from Home' day:

Encourage employees to bring their lunch from home and donate what they would have spent on lunch to the fundraising. This idea also works for coffee!

Bake sale:

Bake sales are always a fun and delicious way to fundraise at the office. Use the power of the sweet tooth to raise funds!

Spare change jars:

Place jars near gathering places where employees can deposit any spare change throughout the months leading up to the event. This can be a competition between departments to see who collects the most change.

Potluck:

Ask everyone to cook and donate an item for a luncheon at the office. Ask everyone who partakes in the lunch to donate towards the cause.

Win a paid day off:

Talk with Human Resources to see if they will be open to raffling off a paid holiday day off.

Raffles - 50/50:

This is an easy and popular way to get your fundraising started. Choose a raffle ticket price. Decide, for example, that each ticket will cost 10 CHF. Then 50% of each CHF is awarded to the winning ticket holder, and the other 50% goes towards your team fundraising!

Bingo:

Purchase or print Bingo cards and distribute to employees within the office. This favorite game can be played over lunch hour or even from your desks via email, with the leader sending out bingo numbers throughout the day and the first one to reply with "BINGO" wins.

Gift basket silent auction:

Each department is given a theme when creating a gift basket. Items can be purchased by the employees in the department or, they can find local vendors to donate goods and services. To add a little competition, have a judging panel select the best basket and offer a prize to the winning department.

Donated sport box seats:

If your company has permanent seats or tickets to a major sporting team in the area, have them donate the tickets and hold a raffle. Be sure to let people know that all funds raised will go to your team's fundraising goal.

BBQ:

During your work week, organize a BBQ for your fellow employees. Sell hot dogs, hamburgers, pop, potato chips, etc. This works well "By Donation".

PERSONAL FUNDRAISING

Spread the word!

Getting family, friends, colleagues and anyone in between involved and aware of your fundraising goals is a simple and effective way to raise funds and spread awareness about the cause. People may not always have the time to devote themselves, but are happy to support others in their fundraising efforts.

Every little bit counts

Any idea big or small is worthy— from lemonade stands to fundraising picnics, involving your family, children, and loved ones makes fundraising for a worthy cause both rewarding and fun!

Social Media

Leverage your social media accounts to spread the word about your goal of fundraising and about Paddle for CancerSupport! Here are some examples:

Facebook

I paddle for cancer so no one in Geneva has to defeat cancer alone! Please donate here to support my team in Paddle for Cancer
#TeamAccuraycers #DefeatCancer



Accuraycers : Paddle for Cancer
Help Team Accuraycers reach their fundraising goal!
paddleforcancer.ch

Text: I paddle for cancersupport so no one in Geneva has to defeat cancer alone! Please donate here to support my team in Paddle for Cancer
#Team(Name) #DefeatCancer
(Include team's donation link found on Paddle for CancerSupport website and a picture of yourself or

Twitter

I paddle for cancer so no one has to #DefeatCancer alone! Support
#TeamAccuraycers fundraising goal: paddleforcancer.ch/campaigns/accu...



Text: I paddle for cancersupport so no one has to #DefeatCancer alone! Support #Team(Name)
fundraising goal: (add donation link and picture).

team at the event).

For every LIKE I get, I will donate 1 CHF. For every HEART I get, I will donate 5 CHF. Support my team in our fundraising for Paddle for Cancer. This event supports @ESCA.Geneva mission in providing free of charge cancer support services in Geneva.



Trading Places : Paddle for Cancer

Help Team Trading Places reach their fundraising ...
paddleforcancer.ch

Text: For every LIKE I get, I will donate 1 CHF. For every HEART I get, I will donate 5 CHF. Support my team in our fundraising for Paddle for CancerSupport. This event supports @ESCA CancerSupport.Geneva mission in providing free of charge cancer support services in Geneva. (Add donation link and picture).

I just made a 20 CHF self-donation to Paddle for Cancer to support my team #TeamCatPaddlePower. LIKE if you will match my donation! #DefeatCancer



Cat Paddle Power : Paddle for Cancer

Help Team Cat Paddle Power reach their fundraisi...
paddleforcancer.ch

Text: I just made a 20 CHF self-donation to Paddle for CancerSupport to support my team #Team(Name). LIKE if you will match my donation! #DefeatCancer
(add donation link and picture. Whoever LIKES your post, send them a private message to donate and thank them for donating).

LIKE = 1 CHF donation. RETWEET = 5 CHF donation. Support #TeamTradingPlaces in Paddle for Cancer! Link: paddleforcancer.ch/campaigns/trad...



Text: LIKE = 1 CHF donation. RETWEET = 5 CHF donation. Support #Team(Name) in Paddle for CancerSupport! Link: (add donation link and picture).

I made a 20 CHF self-donation to support my team #TeamCatPaddlePower. LIKE if you will match my donation! Link: paddleforcancer.ch/campaigns/cat...



Text: I made a 20 CHF self-donation to support my team #Team(Name). LIKE if you will match my donation! Link: (add donation link and picture).

Email Letter Template:

Can't find the right words? Don't know how to ask? Use this email letter template we have created for you. It's a fast way to fundraise by simply just asking for a donation.

<START>

Subject: Support my team in the 2018 Paddle for CancerSupport Dragonboat Festival Switzerland

Hello Family and Friends,

Most of you may know I (INSERT CONNECTION TO CANCER: for example, I'm a cancer survivor, I'm living with cancer, I have a family member, friend or colleague living with cancer). I decided to start fundraising in honor of (Name or connection) and to support others seeking cancer support services.

<Add a meaningful picture of your connection to ESCA CancerSupport's mission or picture of you at Paddle for CancerSupport>

I have committed to fundraising 1,000 CHF for ESCA CancerSupport, an organisation working tirelessly to provide free counselling and support services in English in the surrounding Geneva area.

Please join me in supporting CancerSupport by making a donation to my team:

<https://www.paddleforcancer.ch/fundraising/support-your-team/>

*Your friendship and support means a lot to me,
(NAME)*

<END>

Please contact (info@paddleforcancer.ch) if you have any questions in crafting your personal letter.

HOW WILL THE FUNDS BE USED?

Paddle for CancerSupport is the annual cancer awareness and fundraising event which brings together both the local and international communities to work together to help cancer patients and their loved ones directly.

Fundraising and proceeds from the festival are used to fund the expansion and elaboration of Cancersupport.ch services and our on-going projects:

- Professional Counselling Services for cancer patients and their loved ones.
- Continued training and supervision for peer supporters and volunteers, many of whom are cancer survivors themselves.
- Coffee mornings, information evenings, structured support groups, gym, yoga and more.
- Drop-in Centre with comprehensive library of books, pamphlets, CDs and videos on cancer issues.
- Awareness and information events throughout the year.

We hope you find this guide helpful to kick start your fundraising. We thank you for your support!

QUESTIONS?

Contact : Melania Quinn, Paddle for CancerSupport Coordinator 2018

Tel: +41 78 885 76 54 - melania@cancersupport.ch - www.paddleforcancer.ch - www.cancersupport.ch