



INTERNATIONAL RUN ORGANIZER

RESOURCE GUIDE





THE TERRY FOX FOUNDATION

Thank you for taking on the very rewarding challenge of organizing an International Terry Fox Foundation fundraising event or Terry Fox Run. Simply put, without volunteers, TFF would not exist. Your passion for Terry Fox and your desire to help change the future of cancer inspires us every day. Terry shaped our mission, the policies and guidelines we abide by and the inclusive nature of all of our events. He is truly a timeless, global inspiration for people around the world. We are here to assist you – to point you to our resources, answer your questions, help you overcome challenges and share in your celebrations and successes. Please do not hesitate to reach out at any time; that is what we are here for.



OVERVIEW

Role of an Organizer

- Create and lead an organizing committee of volunteers (we have a sample org chart if needed)
- Hold a safe and enjoyable fundraising event that is in keeping with our [guiding principles and policies](#), many of which are unique to The Terry Fox Foundation
- Seek in-kind and third party donations to cover expenses for logistics, t-shirts, promotion, insurance, etc., and keep organizational expenses to no more than 25% of gross revenue ideally.
- Financial accountability – for audit purposes your funds raised need to be safeguarded and your expenses and receipts and bank statements provided to us
- Represent The Terry Fox Foundation and look for opportunities year-round to promote The Terry Fox Foundation and tell Terry's story, or hold secondary fundraising events

Things to Consider

- Registration – every event needs to have a completed registration form, proof of liability insurance and contact information for key committee volunteers who will also be communicating with us (ie. in financial, promotional roles)
- Research – In some cases, the funds can stay in your country if there are cancer research projects approved by our research arm, the Terry Fox Research Institute.
- Volunteer recruitment – organizing an event successfully is not a one-person job. Volunteer management is a learned and important skill.
- Location is everything! Make sure you book a safe, accessible site and route well in advance and know what permits you will require.
- First aid/security/washrooms/parking/water all are “must-have’s”
- Donations of products and services –Try to get as much donated as possible and never turn down offers of things that can be used as silent auction or draw prizes
- How will you raise funds? Online/on site/t-shirt sales/silent auctions/raffles (may require a gaming license), other events through the year
- Embassies/Consulates/Canadian businesses/Ex-pats – engage them and ask them for assistance in promoting your event
- How will you promote your event? Online, social media, TV/ radio/newspaper/magazines, posters, flyers, tent cards, community displays
- Cancer survivors – everyone knows someone who has been touched by cancer. Try to find and engage cancer survivors in your event – as speakers, as team captains, as media stories
- Team recruitment – teams are an important part of any event – they raise more money and bring more participants, and enthusiasm – often dressing up, or taking part in honour of a loved one
- Corporate supporters (not “sponsors”) – while we do not offer corporate sponsorship opportunities, we have great corporate support and can offer ideas on how to engage them, and show gratitude to them – before, during and after the event
- Communication with The Terry Fox Foundation is crucial to your success. We are available by phone, email, Skype or text.

STEPS TO SUCCESS

Before the Run

- Registration with International office, local permits/permissions for site, liability insurance coverage
- Put together an organizing committee and delegate – route & site logistics/safety & security/merchandise sales/registration/promotion and publicity/volunteer recruitment & management/financial and treasurer/corporate team recruitment
- Put together a plan for promoting your Run/event and get assistance from TFF for approval of poster and t-shirt designs
- First aid and security in place and visible
- Allow teams to set up tents or signage to gather together
- Have refreshments – could be as small as energy bars/fruit or as large as a barbecue, depending on your budget/donations
- Have a designated media spokesperson and provide facts and stats
- Have a separate set/up and clean-up crew if possible (so as not to “burn out” your volunteers if they started early in the morning)
- Make sure your registration volunteers are trained ahead of time, not the morning of the Run and that they have staplers, calculators, baggies, pens, whatever they need
- Merchandise or information tables well managed, stocked with what they need, and easy to find
- Garbage and recycling containers readily available and changed if necessary

For Run Day

- Plan an opening ceremony with cancer survivors, Embassy or Consulate representatives or other dignitaries, cancer researchers, qualified instructors for a warm up, but keep the opening relatively short with a good (and tested) sound system so your audience stays engaged
- Start the Run with an official start – flag waving, whistle, horn, etc
- Provide a map of the route – can be out-and-back, loops or laps – ideally 5 or 10 km in total
- Arrange to have water stations, cheering volunteers, a clearly marked start/finish, and good signage along the route
- Have an experienced photographer volunteer to take photos
- Have a back drop of Terry Fox for selfies and a dedication board for people to sign to honour loved ones
- Have a thank you board to acknowledge companies or organizations who helped with the event (listed alphabetically in block letters, no logos)
- Make sure the media has the results and info they need
- Leave the site better than you found it!
- Send an email to The Terry Fox Foundation to let us know how the event went, with some pictures
- Schedule a wrap up meeting with your committee to de-brief and plan for next year
- Complete the Post Event Report and return to us within 30 days
- Schedule a Skype call with TFF
- Submit updates to financial reports and be available to answer questions year-round
- Let us know if there are special thank you letters you would like us to send out to key volunteers, companies or organizations who helped make the event happen



RESOURCES

Resources available to you on our website

- Shareable images of Terry Fox
- Social media links – twitter/facebook/Instagram/YouTube
- Online fundraising
- Annual news release
- PDF of Terry Fox International program overview
- Merchandise (t-shirts/books/flags) available online
– for international shipping costs please email international@terryfox.org

Resources available electronically for printing locally

- T-shirt and poster designs (please send a draft for approval before printing)
- Tattoos, certificates, running stickers, annual yearly seals, ribbons
- Pledge sheet, donation form, entry form
- Terry Fox Run letterhead, thank you cards

Administration forms

- Registration forms (there are three types depending on the research situation in your country)
- Post Event Report
- Financial Reporting Form (for audit)

Research forms

- TFRI International Application form and guide
- Letter of Offer for approved research
- Approval to Release Funds letter
- Confirmation form of funds received
- Progress report on research (to be submitted annually for review by TFRI)

THE CANCER CHALLENGE WORDWIDE

There were an estimated 14.1 million cancer cases around the world in 2012 (the latest year available), of these 7.4 million cases were in men and 6.7 million in women. This number is expected to increase to 24 million by 2035.

Source: World Cancer Fund International

THE TERRY FOX FOUNDATION INTERNATIONAL

What Sets Us Apart

- In 2016-2017, there were 52 events held in 30 countries around the world, raising \$1.2 million for cancer research and funding 38 projects
- The International Scientific Committee of the Terry Fox Research Institute evaluates research proposals once annually from around the world
- Over \$80 million has been raised from International Terry Fox Runs since the first official ones were held in 1992



"My relationship with the Terry Fox Foundation started when I was extremely junior. It is not an exaggeration to say that I would probably not be standing here if it were not specifically for Terry Fox. There is truly and profoundly a difference made with Terry Fox donations. There are patients out there, people that are alive today because of Terry Fox funding. That is absolutely unequivocal."

Dr. Renier Brentjens, MD, PhD

— a pioneer in CAR T cell immunotherapy

Memorial Sloan Kettering Cancer Center, New York

