

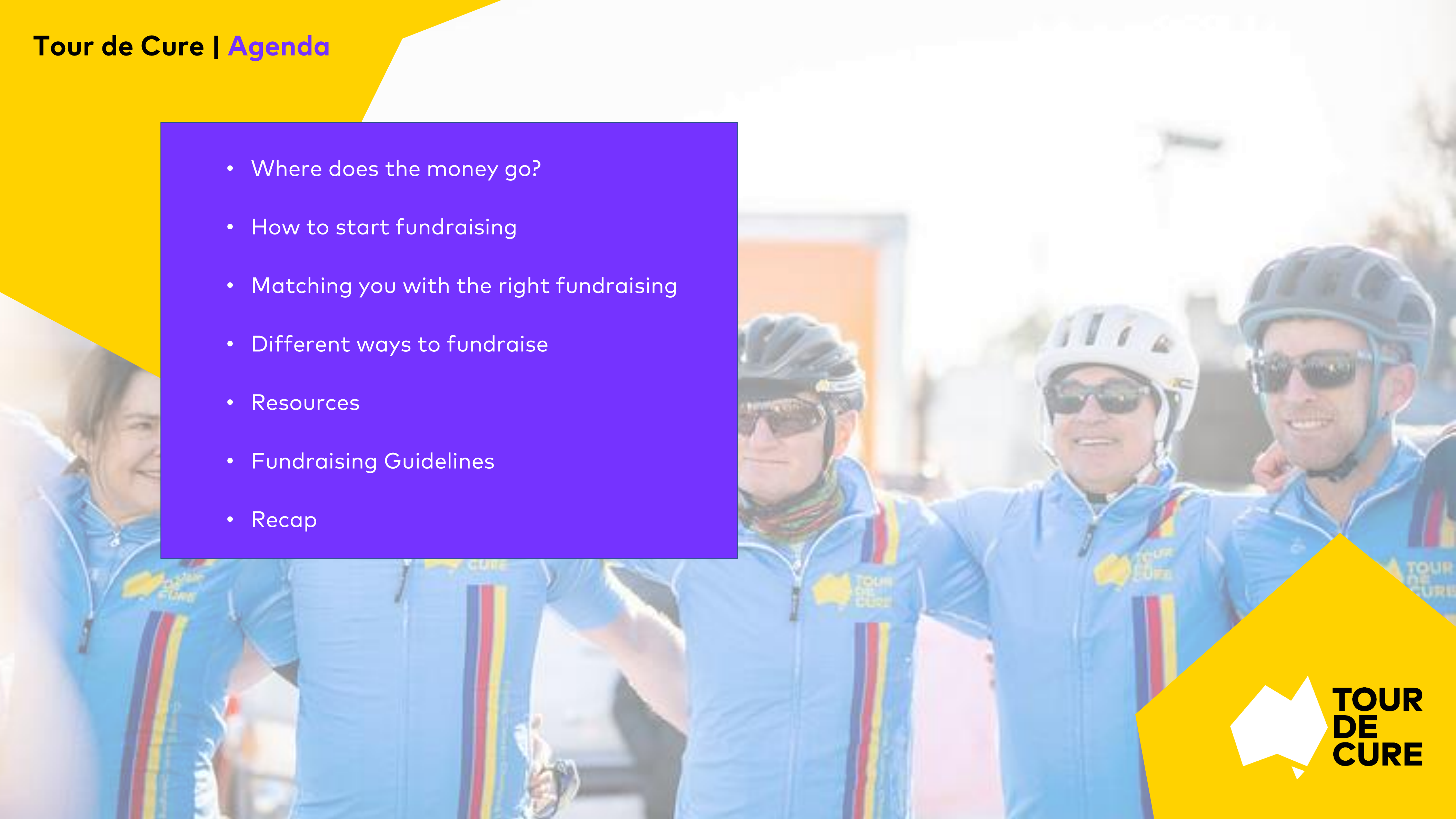


Fundraising Workshop

Putting the FUN into FUNdraising



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



Tour de Cure | It's time to train, we want to see you on the bike

[Signature Tour 2024](#)
[Tour Experience 2024](#)
[Training Calendar with Rider and Skill Levels](#)

Date	Holidays	30-Oct	6-Nov	13-Nov	20-Nov	27-Nov	4-Dec	11-Dec	18-Dec	25-Dec	1-Jan	8-Jan	15-Jan	22-Jan	29-Jan	5-Feb	12-Feb	19-Feb	26-Feb	4-Mar	11-Mar	18-Mar		
Signature 2024	15 to 23 Mar	8 days	Week from event	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	Tour 15-23 Mar
Fundraising	Milestones			25%				Fundraising	50%							Fundraising	75%						Fundraising	100%
Signature 2024			Ability	Level 3	Level 3	Level 3	Level 3	Level 3	Level 3	Level 3	Level 3	Level 4	Level 4	Level 4	Level 4	Level 4	Level 4	Level 5	Level 5	Level 5	Level 5	Level 5	Level 5	Tour Ready
Level 3	Intro +	Learning 1. Effective cadence 2. Descending, incl. drops riding position 3. Descends in the drops				Learning 1. Comfortable riding sideby-side in a peloton 2. Spacing control within a peloton 3. Efficient peloton dynamics 4. Descending in a peloton				30-70km @ 22-24km/h on flat terrain				50-100km per week				Learning peloton & bike skills on public roads						
Level 4	Intermediate	Learning 1. Descending techniques 2. Eating & drinking while riding 3. Gear changing according to terrain				Learning Peloton skills 1. Rollers vs climbs 2. Gears vs gradient vs speed 3. Climbing as a peloton 4. Effective anticipation & movement				90-120km on flat & hilly terrain @ 23-26km/h in a peloton (23km/h solo)				150-250km per week				Minimum requirement for 2-4 day tour or stages						
Level 5	Experienced	1. Confident descending technique 2. Comfortable handling in all road & weather conditions				1. Comfortable in a peloton in all riding conditions 2. Constant fine tuning of peloton dynamics				100-150km at 1000-1500m @26-30km/h in a peloton (24-26km/h solo)				200-300 km per week (with back to back long ride)				Any TdC Tour Ready, in a peloton. Min level medic						



Signature Tour 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(M)	
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 3 Skill & Fitness 25% of Fundraising													
20	30/10/2023	Rest	Rest	25	Strength/Pilates/Gym	Rest	30	Strength/Pilates/Gym	30	Rest	100	185	2000
19	6/11/2023	Build	Rest	25	Strength/Pilates/Gym	Rest	30	Strength/Pilates/Gym	30	60	120	265	2500
18	13/11/2023	Build	Rest	25	Strength/Pilates/Gym	Rest	30	Strength/Pilates/Gym	30	70	100	255	3000
17	20/11/2023	Rest	Rest	25	Strength/Pilates/Gym	Rest	30	Strength/Pilates/Gym	30	50	100	235	1500



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

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

Since 2007 Tour de Cure has achieved:

139

Major cancer
breakthroughs funded

823

Cancer projects
backed

\$114m

Raised for cancer
research

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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 

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 

Fundraising commitment

Riders \$12,000 | \$3,500

Support Crew \$2,750

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



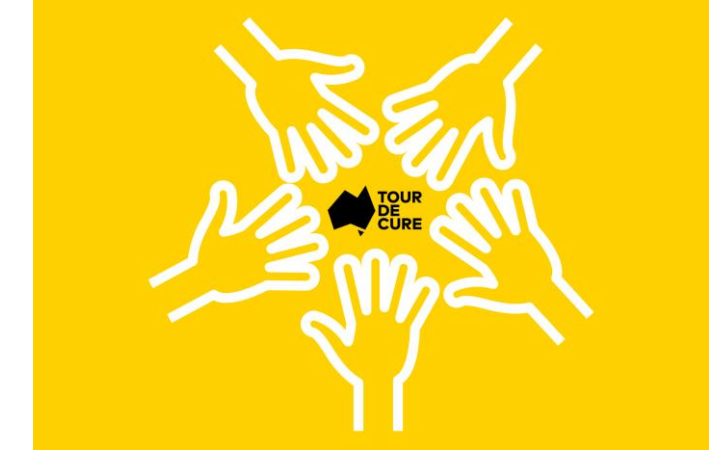
Events not your thing?

- **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 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 Coles, Woolies or IGA to help! Coles will give you \$100 voucher!*
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*

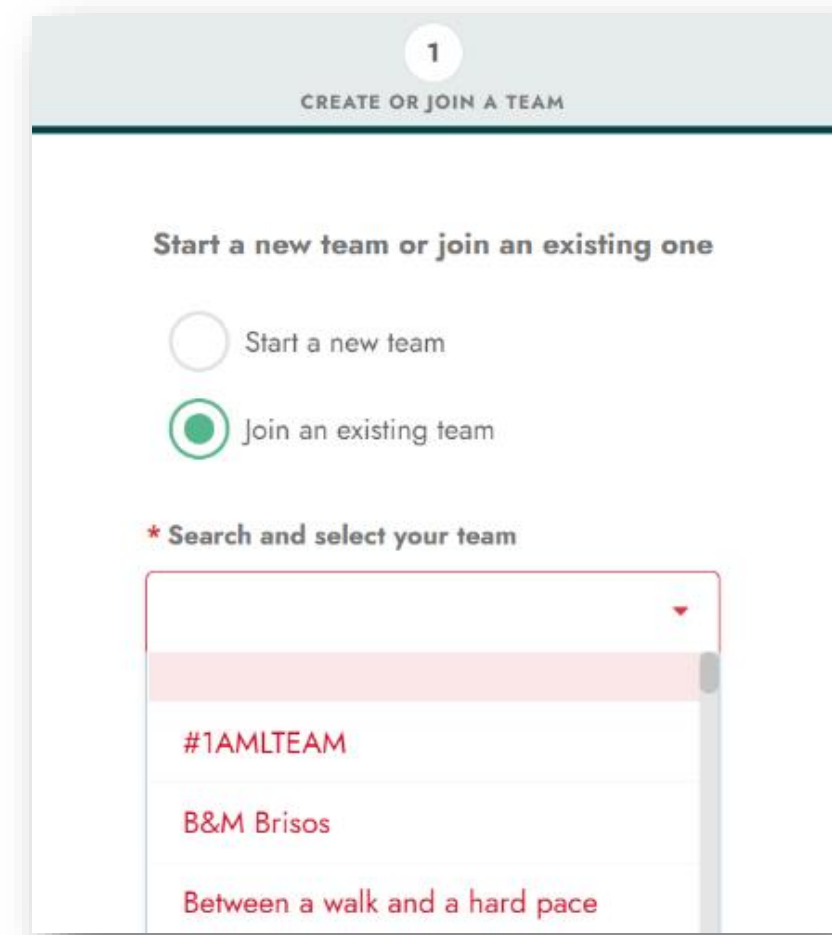
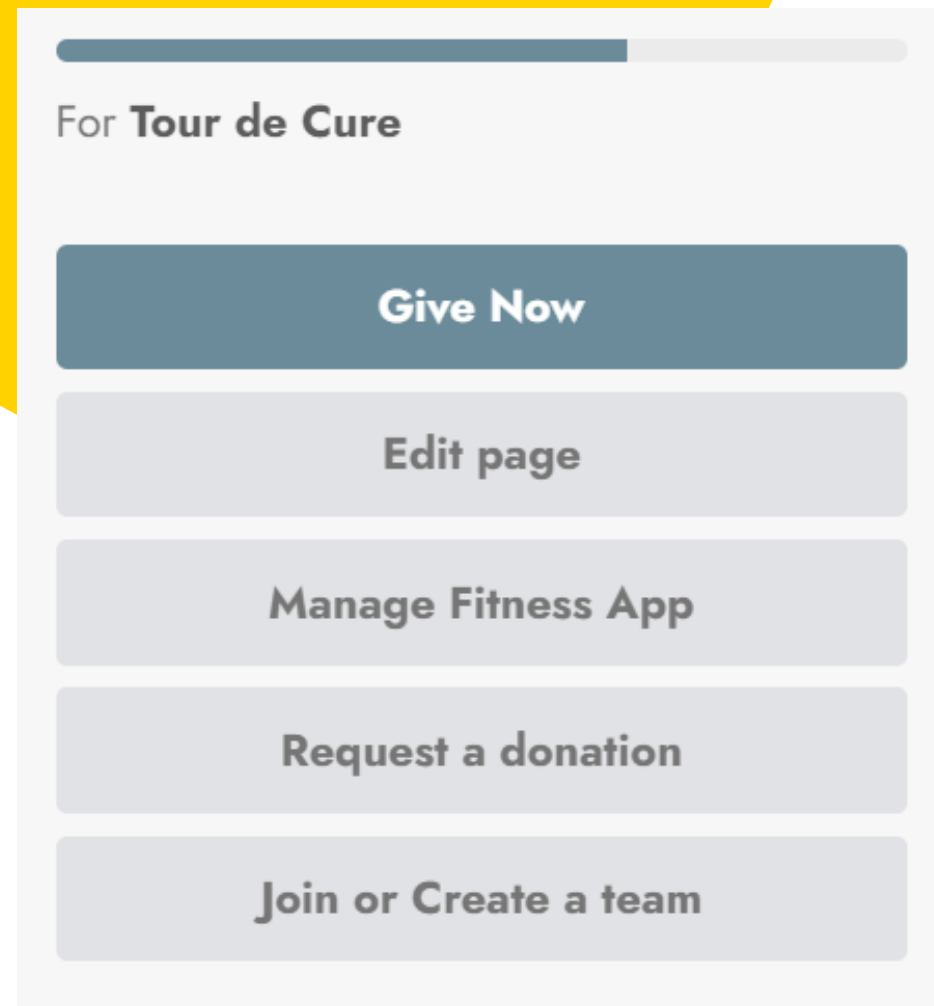
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Tour de Cure | Fundraise as an Individual or a Team?



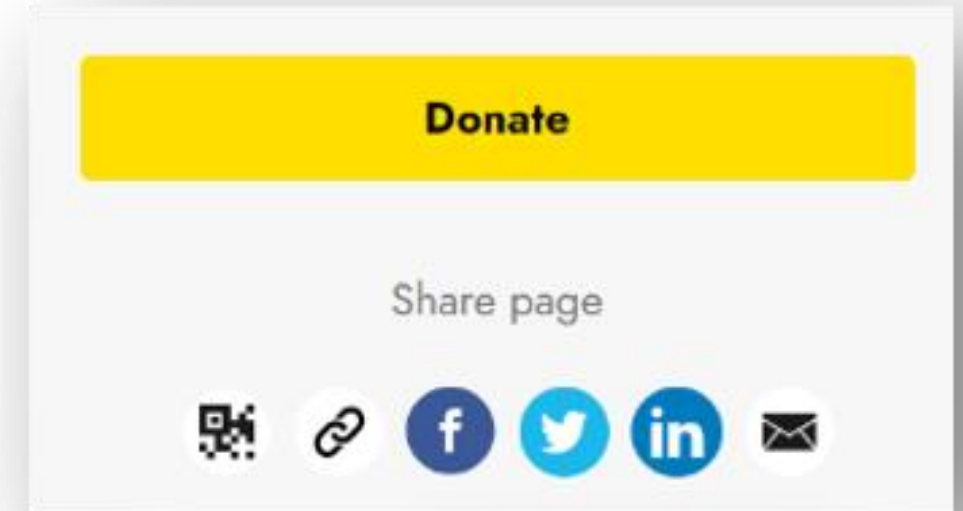
You will automatically receive an individual fundraising page when you register for Tour de Cure.

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



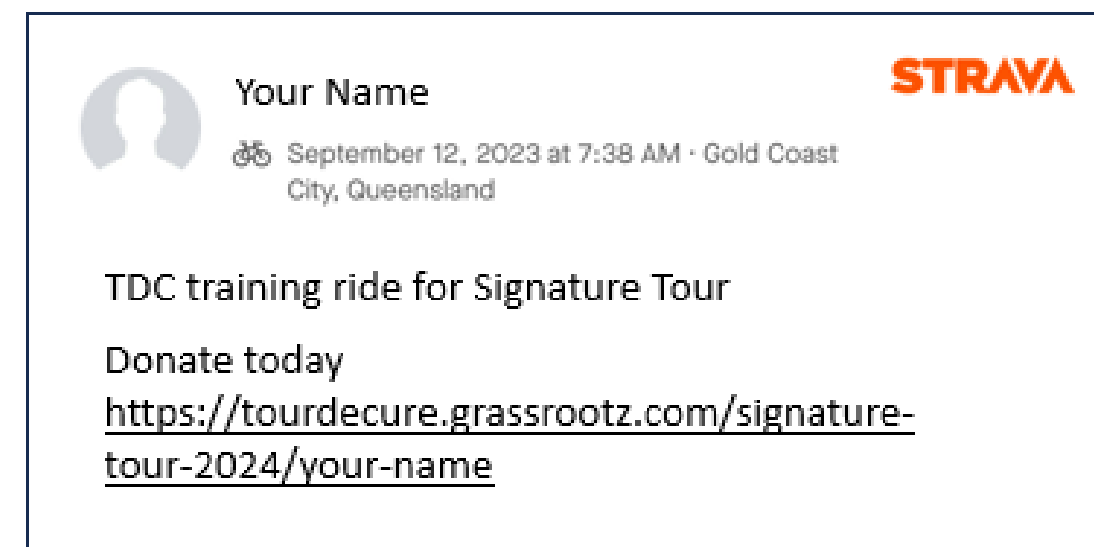
Tour de Cure | Just Ask – share your Why

- 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.
- Include a link to your fundraising page – both in the body of the email and again at the end.
- Add fundraising link in your Strava training ride posts
- Set up your email signature to have your profile link.
- Turn your fundraising page link into a QR code by clicking on the icon on your page.
- Make up cards, save to your phone or print a sticker and stick to your bike or helmet!
- Remember to thank EVERYONE who makes a donation.



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 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.

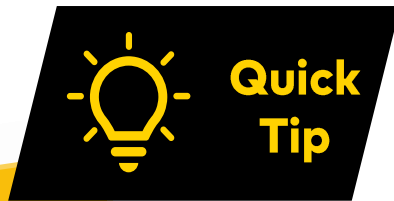


Tour de Cure | Get Creative



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.



- 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](#)

SUPER



Tour de Cure | How others have reached their Fundraising Commitment

Person 1	
Self-donations (\$500 PD at rego)	\$1,000
Bunnings BBQ	\$1,714
Just asking – shared on social media and email	\$924
	\$3,638

Person 2	
Personal Donation	\$500
Just asking - donations	\$1,700
Café tin with QR code	\$198
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
	\$4,848

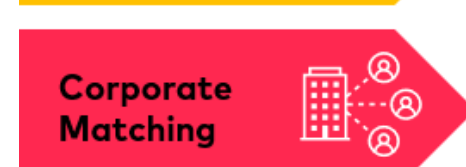
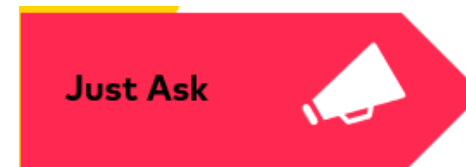
Person 3	
Self Donation (\$1,000 PD at rego)	\$2,000
Just asking	\$3,269
Trivia	\$4,500
Employer matching	\$2,500
	\$12,269

Person 4	
Self-donations (\$1,000 PD at rego)	\$2,500
Tamburlaine wine offer	\$150
Stationary bike at work	\$1,600
Bunnings #1	\$2,200
Bunnings #2	\$1,750
Just asking - donations	\$2,950
Candle sales	\$950
Give up take away coffees at work @\$5	\$500
	\$12,600

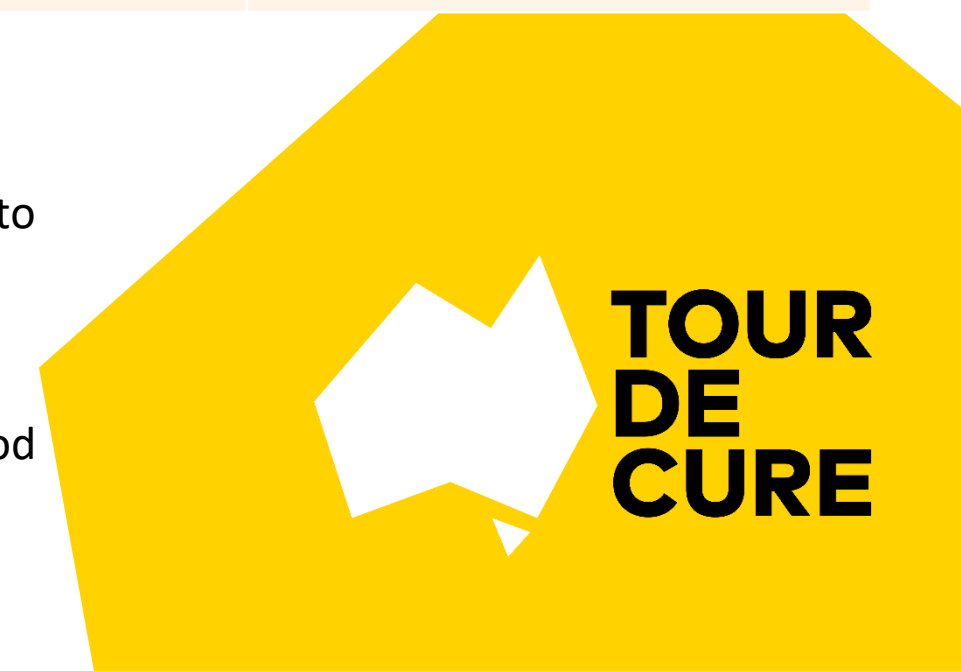
Person 5	
Self-donations (\$1,000 PD at rego)	\$2,000
Bunning BBQ #1	\$1,800
Tamburlaine wine offer – 7 people	\$350
Dinner Fundraising \$75 pp 12 people	\$900
Cake Stall work	\$1,000
Bunnings #2	\$1,400
Cake Stall work #2	\$1,200
Employer Matching	\$1,300
Just asking - donations	\$2,250
	\$12,200

Fundraising Plan Checklist

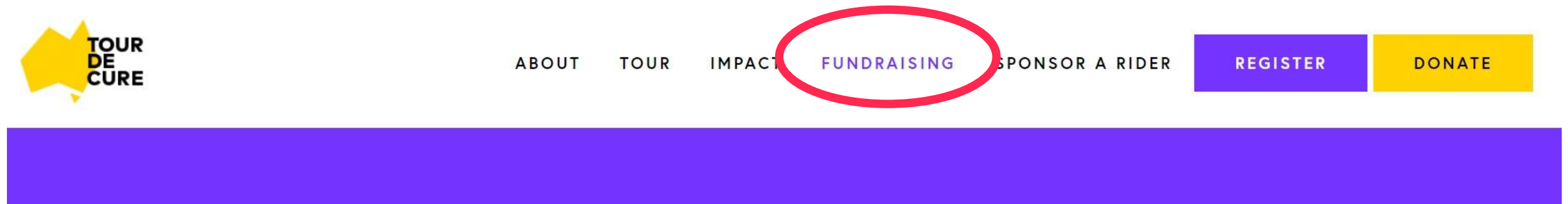
Method	Audience	Timeline/ Lead time
Just asking	update profile, shared 'Why' story	This weekend, repeat
Passive	Fundraising link on Strava and email signature	This weekend, always on
Tamburlaine wine offer	Everyone	This weekend to catch Xmas orders, repeat mid Nov
Event 1	Work colleagues	3-6 weeks
Event 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



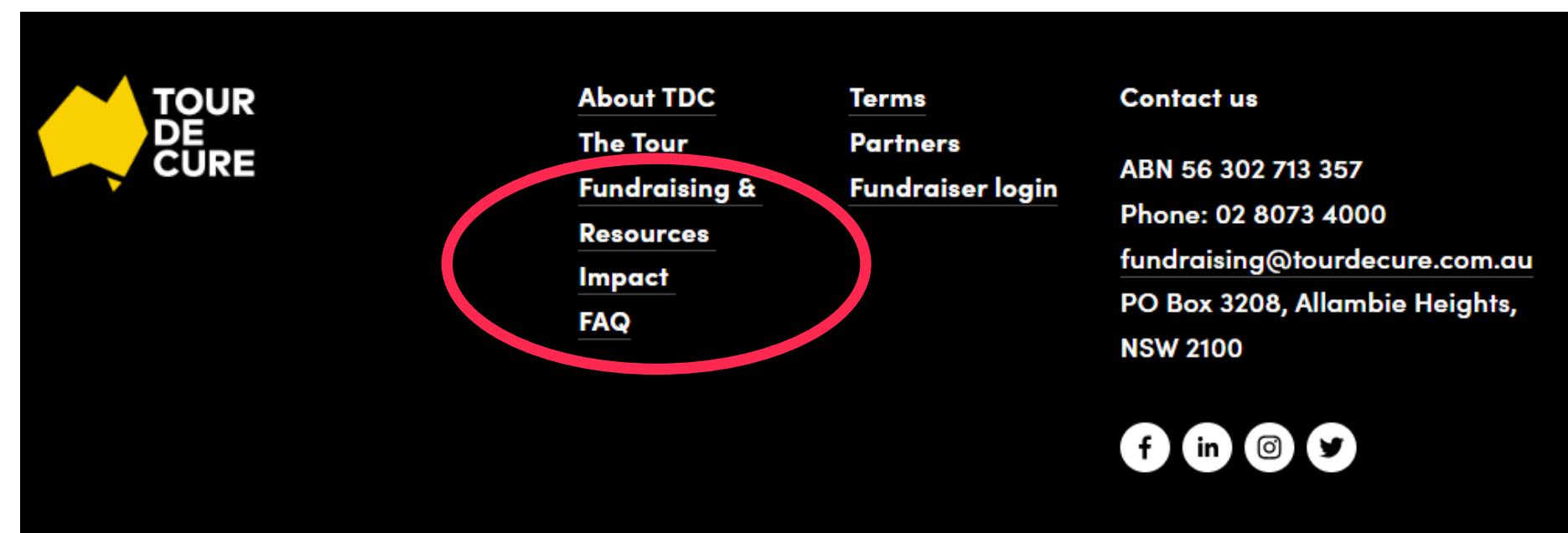
- Separate your audience, don't necessarily invite everyone to everything – donation fatigue
- Get fundraising from general public rather than friends ie Bunnings BBQ – relieve donation fatigue
- Are you charging enough? Make sure you are making a good margin. It's for charity therefore people are happy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



Tour de Cure | Resources to support you



- 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



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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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 TDC CARING values
 - Courageous
 - Achieving
 - Respectful
 - Inclusive
 - Nurturing
 - Growing

