

2022

Tool Kit



Prostate Cancer
Foundation BC

*I'm running
for you!*



THE FATHER'S DAY

FATHER'S DAY

Welcome

Thank you for joining us for 24th Annual [Father's Day Walk Run](#) in support of prostate cancer.

Since 1998, The Father's Day Walk Run supporters have helped us change the lives of men dealing with prostate cancer. In 2021 PCFBC created Prostate Cancer Support Canada which expanded its support services and awareness campaigns across the country. Now more than ever, men are feeling alone in their cancer fight. With other resources at a minimum, we have continued to step up our efforts.

You can join participants all across Canada by raising funds and awareness to help build a world where no man has to hear the words "you have prostate cancer".

1 in 8 Canadian men are diagnosed with prostate cancer in their lifetime and many more are supporting loved ones through their diagnosis.

We are so excited for you to join us and be part of this Father's Day tradition!

This is a time to celebrate survivors, families, loved ones and remember those we've lost.



What's in store

Included in this Tool Kit you will have access to a number of resources to make your Walk Run memorable and fun!

- Foot Steps to success
- Fundraising Tips & Tricks
- Facts & Stats
- Let's get this party started
- Printable poster
- Printable bib
- Footsteps to the finish line
- What your support means



For more information on the event please visit www.thefathersdayrun.ca

Foot Steps to Success



SIGN UP

Sign up for The Father's Day Walk Run as an individual, or start your own team!
www.thefathersdayrun.ca



CREATE

Once you are registered, you can design your very own fundraising page to let your friends and family know that you're participating in this event!



FUNDRAISE

Email, post and share to kick start your fundraising. You can earn incentive prizes and become a top collector.



WALK OR RUN

Run or Walk on Father's Day. Warm up, Have Fun, Be Safe, Stretch

Fundraising Tips & Tricks

Do you know the #1 reason why people don't donate? It's because they weren't asked! Fundraising is a volume business - you generally need to ask a lot of people to get results. Unfortunately, not everyone will say yes, but you never know who in your friend or contact base might have a connection to prostate cancer or may just be more charitable than you thought!

5 BASIC FUNDRAISING TIPS!

1. Lead by example - Consider donating to your fundraising page to kick off your efforts and show your potential supporters that you mean business.
2. Personalize your tools - Customize your fundraising page with your own photo and a personal story about why you are doing this.
3. Spread the word - Use social media, emails, phone calls...anything that will help you reach a large audience.
4. Be creative - Start an office pool, organize a garage sale, or come up with your own unique fundraiser...then let us know about it so we can help get the word out about your event (or maybe we might even steal your idea...)
5. Communicate with your donors - Make sure they know that you consider them to be an integral part of your team.

Facts & Stats

UNDERSTANDING PROSTATE CANCER IN CANADA

IT IS THE MOST DIAGNOSED CANCER IN MEN, ACCOUNTING FOR **20%** OF NEW CANCER DIAGNOSES IN MEN



1 in 8 Canadian men will develop prostate cancer in their lifetime



Thanks to improving treatment options, mortality rates have been steadily declining, but **1 in 29** CANADIAN MEN ARE STILL EXPECTED TO DIE OF PROSTATE CANCER



>99% FORTUNATELY, WITH EARLY DETECTION WILL BE ALIVE 5 YEARS FOLLOWING THEIR PROSTATE CANCER DIAGNOSIS

BC Cancer, Cancer Statistics, <https://bit.ly/2CwmFb>, Accessed April 2021



Learn more at:
www.prostatecancerbc.ca
RESEARCH, AWARENESS, SUPPORT

Funds raised through donations and events like The Father's Day Walk Run are used to support several initiatives in their region, including:

57 prostate cancer support groups in communities throughout Canada

A mentorship program that matches men who have recently been diagnosed with those who have gone through it already and can give them advice, guidance and support

Resource packages, called Reef Knot Kits, that are sent free of charge to men newly diagnosed men to help them make informed decisions about their treatment and next steps following a diagnosis

Funding BC-based research projects that are helping in the efforts to determine the best methods for prostate cancer detection and treatment. Over \$2 million dollars has been granted.

Promoting awareness and education through community events, speaking engagements, wellness fairs, seminars, leadership training, conferences and other forums

PCFBC works hard to keep administrative costs low (less than 10%) so more of each dollar donated goes directly to supporting men living with prostate cancer in BC.

Let's get this party started

- Register for the Father's Day Walk Run at www.thefathersdayrun.ca.
- For in-person select Burnaby or Kamloops
- For Virtual pick your route and decide who you'll be enjoying the day with. Confirm with your friends and family the time and location.
- Print out your "I'm Running For" bib to decorate your window at home. Let everyone know that you are supporting prostate cancer.
- Dig out your Father's Day Walk Run t-shirt and dress in your wackiest, bluest outfit to show your neighborhood that your participating in the Father's Day Walk Run.
- Take photos of the day and post on social media using #thefathersdayrun



Printables



On the following pages, you'll find a few ways to help bring out some of that blue spirit!. All you have to do is print the pages you want!

Post your photos on social media using the hashtag [#thefathersdayrun](#)



THE FATHER'S DAY WALK RUN



I'm Running For

THE FATHER'S DAY WALK RUN



I'm Walking For

Foot Steps to the Finish Line (Virtual Event)

Your finish line will look a little different this year, so we've put together a few ideas so you can build your own! Check out some of our favourite suggestions and see what you can find around your house to add to it!

Post a picture of you and your family crossing your finish line using the hashtag #thefatherdayrun



BALLOONS



CHALK



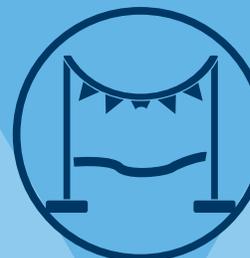
RIBBON



MUSIC



STREAMERS



POSTS

With your support

Participating in The Father's Day Walk Run means that you are supporting Prostate Cancer BC's initiatives.

RESEARCH

With your help, we can continue to help fund the work of researchers in BC aimed at improving the quality of life of prostate cancer patients, improving diagnostic methods, improving survivorship programs, discovering new and improved treatment methods, and understanding more about what causes prostate cancer to grow in some men's bodies, but not others.

AWARENESS

Many of the men dearest to our hearts at the Foundation would not be alive today if not for getting their PSA checked. With your help, we can continue to create awareness campaigns that aim to ensure that everyone knows about the importance of getting checked.

SUPPORT

With your help, we can continue to provide virtual support group meetings, webinars, and one-on-one peer counselling free of charge to men, their partners, and loved ones across the country.



\$3.9 million
raised in 23 years



\$2,000,000
granted to local researchers



57
support groups across Canada

