



**MYELOMA
CANADA**
MAKING MYELOMA MATTER

FALL/WINTER

FUNDRAISING Ideas

Let's make sure the FUN stays in FUNDRAISING! Not only is it rewarding, fundraising is an amazing way get involved with a cause close to your heart, meet others within your community while strengthening the ties you already have. **Now that's a win-win situation!**

As you know, Myeloma Canada is the only national charitable organization created by and for Canadians impacted by multiple myeloma. The organization is driven to improve the lives of those affected by myeloma by empowering you, our myeloma community, through awareness, education and advocacy programs, and supporting clinical research to find the cure. Since it was founded in 2005, Myeloma Canada has been making myeloma matter without any government assistance. Which is why we need your help!

Your fundraising program will:

- 1 **raise awareness** about myeloma;
- 2 **support patient** programs;
- 3 **support clinical research** towards finding a cure;
- 4 **directly affect and help improve the lives of those impacted by this critical disease.**

There are a number of ways you can make myeloma matter in your community. Here are some ideas to consider this fall and winter:



GREY CUP PARTY

Who's ready for football? Grey Cup fever hits at the end of Fall and what better way to celebrate than with a gigantic party? Charge a participation fee or ask for a minimum donation, sell some tailgate- friendly foods, set up a projector and watch the big game while raising funds for myeloma. Touchdown!



HOT BEVERAGE SALE

As the holidays approach, many towns get in the mood by hosting holiday parades, craft fairs, farmer's markets, etc. Let's face it, the only thing better than shopping for the holidays is shopping with a warm cup in-hand! Consider setting up a hot drink station and selling cider, mulled wine, hot chocolate or even coffee and tea. It's a great way to keep bellies warm and donation jars full.



RAKE-A-THON

A rake-a-thon usually involves volunteers asking for a suggested donation in exchange for raking a yard. Reach out to homeowners by going door-to-door, or announce your initiative online to help you organize your list of lawns to rake. What a great way to check off a Fall chore while supporting an important cause, get some fresh air, exercise, and support an important cause...let's get raking!



SKI-A-THON

There are a few ways to host a Ski-A-Thon. Skiers can be either be sponsored by the numbers of runs they do, or they

can be sponsored for a day of skiing. In either case, encourage them to set up a personal fundraising page where they can establish personal goals. Sell snacks, lunch, and drinks for the skiers and anyone who comes to cheer them on. The result? Tons of exercise, a lot of fun and money raised to support people impacted by myeloma.



HOLIDAY GIFT WRAPPING PARTY

Some people love to wrap gifts during the holidays while others would gladly pay to have someone else do it for them! Here's the perfect opportunity to make everyone happy and raise some good money for the Canadian myeloma community. Choose a day or weekend close to the holidays when people bring in their presents to be wrapped. Advertise it on social media to get the word out. Or, why not have your coworkers bring their presents to work and schedule a few lunch-hour gift wrapping sessions? Fees are based on the size and complexity of the gift being wrapped, and if you can get the paper donated, then you've really got this one wrapped up!



HOCKEY TOURNAMENT

Canadian eh? Show your Canadian pride and either partner with your local area or be full-on Canadian and use the outdoor community rink for a friendly shinny-hockey afternoon with your network. Or if you have enough contacts, make it into an all-day tournament! Raise money by charging a participation fee. It's also the perfect opportunity to ask your local "Timmy's" to support your event with some snacks and warm beverages that you can sell for the cause... We are the North!



A little **online research** will reveal hundreds of ideas. Find the fundraising event that best suits you and
GO FOR IT!

And of course,
**we're here
TO HELP!**

Tell us about your fundraising ideas or contact us for more information or help. We'll provide you with the tools, resources, tips and advice to help make your event a 'fun'omenal success!

Some of the fundraising services we offer:

- **Customized webpage** to collect and manage donations, ticket purchases, sponsorships and auto-generated tax receipts. We'll personalize your page with photos, personal stories and custom messages.
- Event posters, special graphics and banner images, **designed** specifically for your event.
- **Promotion** to our Myeloma Canada network. We'll post your fundraiser on social media and send out notices in our Myeloma Matters monthly e-newsletter on your behalf.
- **Sponsorship** templates and customized letters for soliciting in-kind gifts, sponsorships and donations.
- For donations above \$20, Myeloma Canada will **email or mail a charitable tax receipt** to your supporters. Note: For event-related donations, the receiptable portion is equal to the cost of the ticket, minus the event cost per person. Contact Myeloma Canada in advance for more information.
- Offline **donation forms**, order forms, checklists and sample invitations.
- **Advice, best practices and how to's**. Chances are we've seen it – or something like it – before! So don't hesitate to ask if you need help or have questions about planning your fundraiser.

**WE'RE READY
TO HELP YOU
GET STARTED.**

Please contact Michelle Oana, Director of Development and Community Relations, at moana@myeloma.ca or by telephone at 514-421-2242 (toll-free: 1-888-798-5771), and tell us more about your ideas.

Let's make myeloma matter with some great fundraising activities!



**MYELOMA
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