



DESMOID TUMOUR
FOUNDATION OF
CANADA



DESMOID TUMOUR FOUNDATION OF CANADA'S OFFICIAL

Fundraising Guide 2021

Create your own fundraiser in support of Desmoid Tumour Research!

desmoidcanada@gmail.com



Welcome to DFC

For 6 years, Desmoid Canada has raised funds bi-annually through our in-person Spring Gala and our Holiday Fundraisers. Our organization is small in size but mighty in its impact, having donated over \$250,000 to desmoid research between 2017 and 2019. There have been major strides in our community worldwide, with the first-of-its-kids Global Consensus Paper on Treatment published in 2019. However, diagnosis and treatment remains largely misunderstood and the attention that Desmoids require in the medical space continues to be limited. With Desmoid Tumours impacting 2-4 in 1 million, we are committed to raising funds for a cure.

Fundraising in a global pandemic is unique, requiring alternatives to our annual programming. Now more than ever, small charities must reinvent their approach. In this new DFC Fundraising Guide, we suggest different ways that you can fundraise in your communities as well as some tools that will make it easy to set up your own fundraiser!

With your action and support, we know we can build a strong community across Canada while raising awareness and funds. Our 2021 fundraising goal is \$100,000! We hope you can help us get there by hosting a fundraiser – big or small! Every little bit helps. Desmoid Tumours do not stop growing during a pandemic, and we have committed ourselves to finding a cure for this rare disease.

Thank you,

The DFC Committee

Alisa Cornale-Picone
Caroline Cornale-Smith
Emily Smith
Gayle Abrams
Jayne Schipper

Jo-Anne Marcuz
Lori Marcuz
Nancy Croitoru
Naomi Melvin
Phyllis Tanaka
Reena Devani



**DESMOID TUMOUR
FOUNDATION OF
CANADA**

DFC Fundraising Guide 2021
desmoidcanada@gmail.com

Past Fundraisers

DFC Annual Fundraising Event

May 2017, 2018 & 2019

This event takes place in Toronto and is run by the DFC Committee who work alongside community partners and sponsors to make the evening a success. Live music, entertainment, food and beverages as well as live and silent auctions make the event lively and memorable each year. The heart of the evening is marked by a Desmoid Patient who shares their story and a medical professional who speaks about research, trials, and treatments.

<https://desmoidcanada.com/get-involved/events/>



Shuffle Out Cancer

July 2017

Shuffle Out Cancer brought together friends, family and the George Brown College community in support of a great cause! It was an evening of games, food, drinks and the chance to win great prizes! We raised over \$6,000 with 100% of proceeds from this event going to the Desmoid Tumour Foundation of Canada.



Lemonade Stand

August 2017

Summertime Lemonade stand event! All proceeds went to the Desmoid Tumour Foundation of Canada.





**DESMOID TUMOUR
FOUNDATION OF
CANADA**

DFC Fundraising Guide 2021
desmoidcanada@gmail.com

Past Fundraisers



Holiday Bracelet Campaign

Winter 2017-2019

Kisii is a small business founded by local-Toronto designer and Desmoid patient, Reena Devani. Every December, handmade pieces of jewelry are made exclusively for the DFC's Annual Holiday Fundraiser. Pieces included the exclusive "Aware That I'm Rare" keychain and signature Desmoid bracelets crafted from turquoise stones, sterling silver accents and birch beads. 100% of the profits were allocated towards Desmoid Tumour research initiatives.

Shop Kisii by visiting <https://www.kisii.ca/>

Sterling Silver Unicorn Horn Necklace by Hilary Druxman - "Be Unique"

May 2019 - Present

Jewellery designer Hilary Druxman has created a unique necklace for the DFC, symbolizing the rareness of Desmoid Tumours. A philanthropy card is included with the necklace reading, "Be Yourself, Rare and unique, the mystical Unicorn has always been a symbol of embracing the magic of life." All proceeds ongoing from the sale of this necklace support Desmoid Tumour research.

Necklaces can be purchased at hilarydruxman.com



For more inspiration, visit our US affiliates at DTRF!
<https://dtrf.org/past-events/>

Athina's Ride



Happening Now! Register for Athina's Ride, a virtual cycling event to raise money for the Desmoid Tumour Foundation of Canada

Athina's Ride was created by the Merckx family in BC, with the goal of raising \$100,000 for the Desmoid Tumour Foundation of Canada (DFC). This is critical given the impact the pandemic has had on DFC's fundraising efforts. This event is virtual and you can participate from anywhere!

The event and fundraising initiative is named after 16-year-old, Athina Merckx, daughter of former Belgian professional cyclist, Axel Merckx. In February 2019, Athina noticed pain in the back of her right knee following swim practice and she was diagnosed with the rare condition known as Desmoid Fibromatosis a few months later.

"Because of my recent and continued history with this disease, my family and I decided that Desmoid Tumours need to go. And the only way to make this happen is to ramp up critical research," says Athina Merckx. "My family has a strong cycling tradition, so it's a no-brainer to use cycling as a vehicle for positive change."

Event Details

Registration and Training is OPEN as of May 12th, 2021

Create your own free fundraising page by visiting www.athinasride.com and we welcome you to join DFC's Team, called "No Brakes for Desmoid". Athina's Ride culminates over the July 10th & 11th, 2021 weekend, however training and fundraising has already begun!

Do I have to ride?

You DO NOT have to ride to participate in Athina's Ride, nor do you have to train!

You will be prompted to select a "race distance" upon creation of your fundraising page, however we encourage you to opt for whichever mode of sport suits you – ride, walk, run, swim, rollerblade and the list goes on. Or, simply choose to fundraise via the platform. Again, NO riding is required!

Why should I participate?

Setting up a fundraising page is simple and sharing it with your friends and family is even easier! Make an impact and raise money for DFC in a low commitment way, or choose to challenge yourself with a physical commitment to complete a distance goal! Encourage friends, family or colleagues to create a team and increase your impact!



Fundraising Ideas

There are many ways to approach a fundraising event and we want to help make it as straightforward as possible. We will be here to help answer any questions you have, and you're encouraged to create an event that works for you, while being mindful of the pandemic restrictions. There are many ways to engage your community and network while also respecting public health protocols.

Sales

Bake Sale

A bake sale to be executed in the comfort of your neighbourhood and with close family and friends. You can promote your bake sale through social media (i.e. e-blasts, Instagram, Facebook) which could gain additional interest. Then, you can arrange local pickup and drop off locations.
Suggested Duration of Event: 1-2 Days

Plant Sale

Reach out to your local garden centres to see if they are willing to donate some small plants or a starter seedling package. To help secure sponsorship from local garden stores, you should provide an information handout of the charity (DFC) you are raising money for. We then encourage you, with the plants donated, to sell to your family/friends/neighbours.
Duration of Event: 1-2 Months

Garage Sale

Ask friends and family to donate items to your garage sale. Excite your supporters by sending out an e-blast before your event, highlighting some notable items that will be for sale. Consider hosting your garage sale virtually, using a social media platform instead. Post pictures and descriptions of each item and makes sales on a first come, first serve basis or based on the highest offer with a specific cut-off date. Arrange for local pickup and drop off of the items purchased.
Duration of Event: 1-2 Months

Challenges

Personal Challenge

Set a personal goal to achieve within a timeline. For example, you can commit to collecting 20 bags of garbage from your local park. If you're a foodie, you could choose to eat X number of chicken wings. Or, you could knit a 10ft scarf! Promote your challenge on social media and set up fundraising page where people can donate to support you and DFC!
Duration of Event: 1 Month



Fundraising Ideas

Give It Up Challenge

Pledge to give up one of your guilty pleasures for a certain amount of time. All of the money you save can be donated to DFC. For example, you can "give up" buying your daily coffee, opting to make it at home. Your goal is to try and get everyone involved and create a community of solidarity and accountability. This can be executed very similarly to the "personal challenge".

Duration of Event: 1 Month

10,000 Steps Challenge

Get up and challenge yourself by committing to X number of steps to be completed over a period of time. You can choose the number of steps based on a personal goal or based on a symbolic statistic (e.g. how many people are living with Desmoid Tumours worldwide). Put a team together to collectively reach the number of steps or choose pursue the goal on your own!

Duration of Event: 1 Month

Workout Challenge

Commit to any fitness-related challenge, whether it be push-ups, obstacle courses or the plank! Set the time frame for the challenge so that participants know their goal. Film yourself taking part in the challenge and upload your video to social media, but don't forget to nominate or "challenge" someone else to participate too. This will create a domino effect, increasing the likelihood that your challenge reaches new audiences. Make sure to include the reason why you are pursuing the challenge and how they can donate to DFC. This type of event is great for charity exposure and awareness!

Duration of Event: 1-2 Months

Crafts

Tie-Dye

Collect gently used T-Shirts from friends and family or source them at a thrift shop, Michaels, etc. Tie-dye T-shirts (or any apparel) in bright colours or pastels and sell them within your community. Proceeds will then be donated back to the DFC.

Duration of Event: 1-3 Months

Bracelets & Face Mask Chains

Utilize your artistic skills and design beautiful beaded keepsakes! Craft unique bracelets, face mask/sunglass chains or other accessories with colours or charms that represent the resilience of Desmoid Patients.

Duration of Event: 1-3 Months



Fundraising Ideas

Other

Distance Event

Set a date when you and others will complete a distance run/walk/ride (e.g. 5K or 10K), ensuring COVID safety guidelines are met. If you are living in an area where gatherings are permitted, you may choose to participate as a group. However, you and your participants can complete the distance run/walk/ride individually all while raising funds for DFC leading up to the day. Share your fundraising progress on social media and upload a selfie upon completion of the event. You may choose to send swag bags to your participants or give out prizes for the highest dollar amount raised!

Duration of Event: 1 Day

Virtual Bake Off

Gather your friends and family to run a virtual bake-off with specific rules in place. Fundraise by setting a minimum fee to enter the competition (i.e. \$20-\$100). As you are virtually competing in your bake-off, audience members can have the opportunity to vote based on different categories (i.e. most artistic, most creative) at \$1 per bid. Finished baked goods can be auctioned off at the end of the event, with profits donated to DFC.

Duration of Event: 1-2 Weeks

Fundraise using Facebook

Set up a Facebook Fundraiser in support of DFC! Those who donate can stay up-to-date on the progress of your campaign and see how their contribution has helped reach your target amount. Facebook Fundraising is an effective, simple tool to raise funds and can be utilized in marking a special occasion (i.e. Birthday) and/or honouring someone who is affected by a Desmoid Tumour.

Duration of Event: No Set Time

General Fundraising

Pick a fundraising platform that suits you and your fundraising goals! Choose short or long-term fundraising or opt to fundraise annually at a meaningful time of the year. Encourage your supporters to share your fundraising initiative to spread awareness!

Duration of Event: No Set Time

There are endless possibilities when it comes to hosting your own fundraiser. Big or small, any initiative is greatly appreciated and will make an impact! Use your creativity and have fun!



Collecting Donations

DFC has compiled a suggested list of platforms that facilitate and simplify the collection of donations from your supporters. DFC uses Canada Helps when fundraising for our organization, though there may be other platforms or methods that better suit your fundraiser. We encourage you to select a method of fundraising that you feel most confident in!

CanadaHelps – www.canadahelps.org

1. Login or create a FREE CanadaHelps Account
2. Search Desmoid Tumour Foundation of Canada and select us as the charity you are fundraising for
3. Create your fundraiser in minutes! Tell your story, set your fundraising goal and add pictures or videos
4. SHARE your fundraising page with friends and family!

Note: Your supporters will receive a Charitable Tax Receipt for their donation.

***CanadaHelps collects service fees on donations, percentages varying by donation type.**

Canada Helps will automatically direct funds to our charity's General Fund.

Facebook – facebook.com/fundraisers

1. On your Home Page, find "Fundraisers" on the sidebar
2. Click "Raise Money" button, select "Charity" and search for us at Desmoid Tumour Foundation of Canada
3. Customize details like your fundraising goal, end-date and fundraiser title and finalize by clicking "Create"
4. Your fundraiser will be automatically shared to your profile and visible to your Facebook friends.

Note: Your supporters will receive a Charitable Tax Receipt for their donation to their Facebook email via PayPal.

***Facebook does not charge donation fees to not-for-profits.**

Facebook, via PayPal, will deposit funds directly to DFC on a bi-weekly basis, for the duration of your fundraiser!

If you choose to use another third party platform to collect donations, we advise researching any fees associated with its use. If your donors send in cheques, remember to track your donations and collect the appropriate information to issue a tax receipt.

For your convenience, we have attached a template you can use!

Attraction Participants & Securing Donations

These tips will help you create a well attended and impactful fundraiser!

Create a sense of community!

Keep the conversation flowing with your Leads and celebrate key milestones in your event planning, fundraising and impact!

Education is everything

Your Leads should have a clear understanding of “what” you are fundraising for by sharing information and facts in a simple way.

Share your story!

If you feel comfortable sharing elements of your personal journey, Leads will understand the “why” behind your fundraising initiative, connecting in an emotional and personal way.

Rely on your Supporters – because everybody knows somebody!

Those who have joined your fundraising initiatives have signed onto the cause. Encourage your supporters to share information about your fundraiser with their networks to reach new Leads and spread awareness.

Be transparent!


When promoting your fundraiser, be clear and concise about what you’re doing, why you’re doing it and how funds will be allocated. This will instil trust in your Leads, giving them assurance that their donation is impactful!

Promote with variety!


There are many ways to communicate information about your fundraiser and appeal to potential donors. Using a combination of email, social media and fundraising pages is a good way to capture different target audiences and blast out your message!

Show gratitude!

At each step of your fundraising journey, especially once a donation is received, relaying a note of thanks goes a long way!



DFC Spring Gala 2019



Shuffle Out Cancer 2017



Social Media Tools

Using social media to promote your DFC Fundraiser is an excellent way to communicate information, encourage attendance/participation and secure donations. If you plan on using social media as a tool, here are some great ways to utilize different platforms.

FACEBOOK

Utilize your personal profile to share information about your fundraiser by posting on your feed, going live and creating stories! Take it a step further by creating a Group where those interested in learning more about your fundraiser and Desmoid Tumours can come together in one place long-term! Finally, create an Event on Facebook with the option to host in-person or online! Enable participants to RSVP and receive notifications about important event details.

INSTAGRAM

Upload engaging imagery and/or video with informative descriptions about your fundraiser and encourage your followers to share! When using Instagram, you can upload longer format videos to IGTV. Add a URL to your profile, directing followers to your fundraising page, donation form, sign up etc. If you're really looking to stand out, create a unique Instagram account for your fundraiser where followers can keep connected throughout the year!

TIKTOK

This new social media platform is all about creating short, creative videos and inspiring viral challenges. Use TikTok to infuse energy into your fundraising promotion, adding an element of playfulness.

CLUBHOUSE

Also a new social media platform, Clubhouse enables you to have live, audio-only conversations whereby other users can tune in to listen. Use Clubhouse to have long-format info sessions for your fundraiser's participants or to educate potential donors on Desmoid Tumours.

Using Hashtags

Hashtags serve an excellent purpose on social media. If you make use of a "trending" hashtag, otherwise known as a keyword or phrase utilized often, new audiences may find you quicker! Using a unique hashtag (e.g. #lemondadefordesmoid) is also a helpful tool for tracking social media activity as it relates to your event! If you tell your supporters and event attendees to include your unique hashtag on their posts, you will be able to easily view and repost their content! Simply search for your hashtags on your chosen social media channel and any related content will appear!

Suggested hashtags:

#desmoidcanada
#awarethatimrare
#supportdfc
#dfcfundraiser
#desmoidstrong
#curefordesmoids



Key Messaging

Sharing information about Desmoid Tumours isn't easy. Many people have not heard of the disease and those who have may not understand its effect on day-to-day life. How can you convey the gravity of this disease and encourage your community to donate or participate in your fundraising event? Here are a few helpful hints about how to talk about Desmoid Tumours.

- Currently, there is no cure for Desmoid Tumours
- Desmoid Tumours are extremely rare and constitute 0.03% of all tumours
- Desmoid Tumours account for 3% of all Soft Tissue Tumours
- Desmoid Tumours affect approximately 2-4 people/million
- They can be slow-growing or aggressive and the cause of their growth is unknown thereby deeming them random or "sporadic"
- Desmoid Tumours are challenging to identify through biopsy and diagnosis, and many cases can go misdiagnosed
- Desmoid Tumours can grow in virtually any part of the body and can occur in any age group, but most commonly amongst 10-40 year olds
- Desmoid Tumours are often treated with chemotherapy through clinical trials, sometimes radiation and in rare cases, surgery.
- While Desmoids are considered benign, because they do not metastasize to other parts of the body, the World Health Organization has deemed Desmoid Tumours as cancerous.

Support from DFC

We appreciate your effort and DFC will be here to support you! You are welcome to email us at any point at desmoidcanada@gmail.com if you experience a challenge or need some help/feedback. We will be here to help make your event successful.

Once you have decided on a fundraising plan and set a date, kindly share the information with us! We will help promote your initiative on our social media platforms, website and will include the information in our newsletters. Please tag us in your event promotion on social media too!



**DESMOID TUMOUR
FOUNDATION OF
CANADA**

ON BEHALF OF THE DFC COMMITTEE

Thank You!

We look forward to sharing information about your upcoming fundraiser
on our website and social media!

Contact Us : desmoidcanada@gmail.com





DFC Fundraising Planning Tool

Use this tool to help plan your DFC Fundraiser at a glance!

EVENT LOGISTICS

Name of Your Event: _____

Type of Fundraiser: _____

Start Date: _____

End Date: _____

Location: _____

Key Organizers and their Roles:

1. _____

2. _____

3. _____

Fundraising Platform: _____

Fundraising Goal: _____

EVENT PROMOTION

Communication Channels (circle all the apply)

Email Facebook Instagram TikTok Clubhouse

Twitter Local News Newspaper Blog Other

Communications Liaison: _____

Promotion Start Date: _____

Promotion End Date: _____

Hashtags: _____

Pro Tip!

Plan your emails and social media posts ahead of time in a calendar format! Identify the date/time/platform and accompanying text and imagery you'll use to communicate information! This will help your stay organized and on track!

EVENT CHECKLIST

Use this tool to track your event planning progress, ensuring that your participants and supporters are in-the-know and ready to go! Easily identify any gaps in communication so that you can avoid any confusion and maximize your fundraising efforts!

Initial Planning: Fundraising Idea and Goals have been set



Follow-Up Reminders: Share important information, event updates/changes, FAQs and stories to build excitement.

Event Page Set Up: Platform for fundraising has been setup with event details and donation capability

1-Day Reminder: Reiterate key details to event participants the day before your event to ensure smooth execution!

Event Launch: Formal announcement (email, social media) that includes event details and how to donate.

Send Thank You Notes: Thank your participants and supporters for their involvement.



DONATION TRACKING SHEET

Once complete, please email to desmoidcanada@gmail.com

[illegible]