



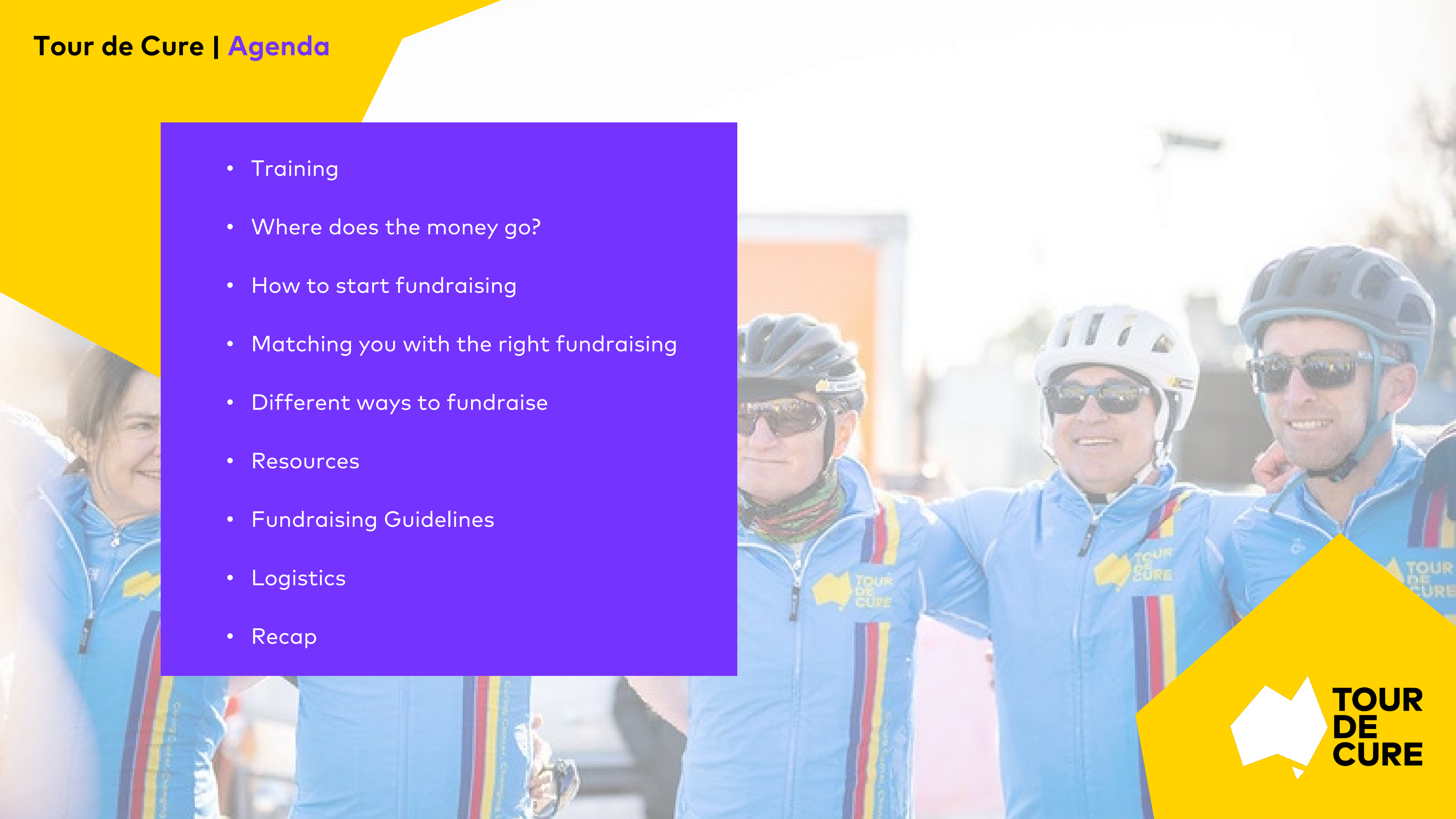
# Fundraising Workshop

Putting the FUN into FUNdraising





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



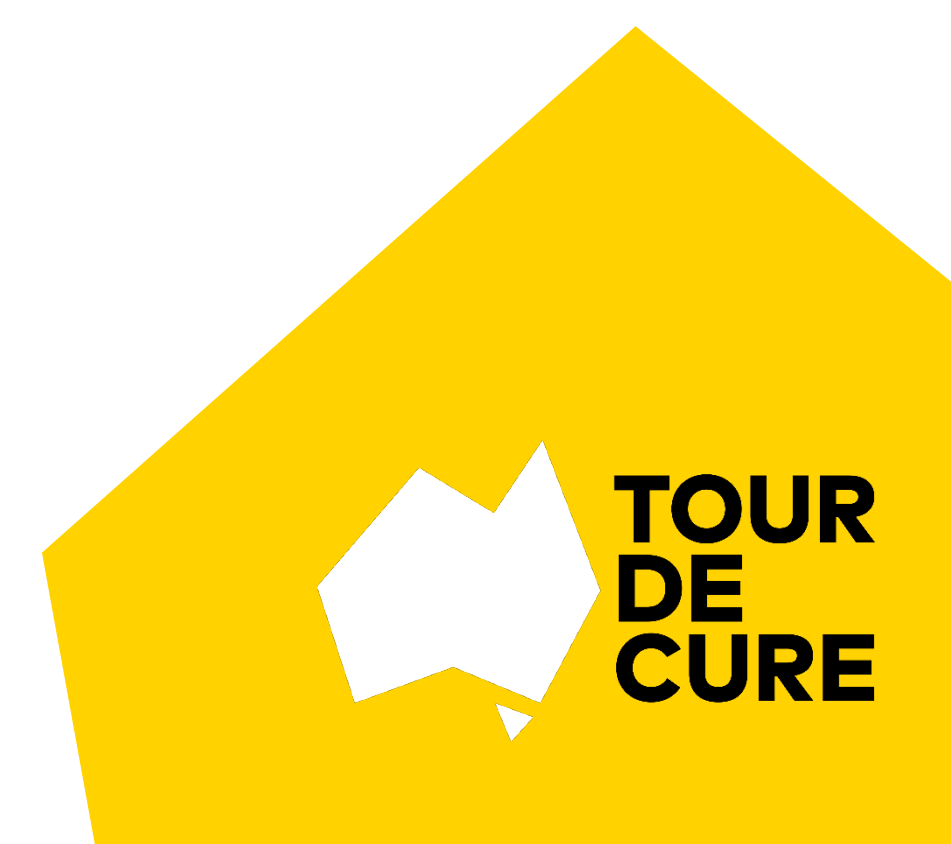
# Tour de Cure | It's time to train, we want to see you on the bike

SA Discovery [2024 Training Plan](#)  
 SA Discovery [2024 Training Calendar](#) with Skill and Fitness Levels  
 Support Crew – [walk training program](#)

Date	26-Feb	4-Mar	11-Mar	18-Mar	25-Mar	1-Apr	8-Apr			
<b>Holidays</b>						Easter				
SA Discovery 2024	11 to 13 Apr	3 days	Week from event	6	5	4 Book Bike Svc	3	2 Bike Service	1	<b>Tour 11-13 April</b>
<b>Fundraising</b>	<b>Milestones</b>			<b>Fundraising</b>	<b>75%</b>		<b>Fundraising</b>	<b>100%</b>		
SA Disco 24			Ability	Level 4	Level 4	Level 4	Level 4	Level 4	Level 4	<b>Tour Ready</b>

Level	Standard	Bike Skills	Peloton Skills	Strength	Endurance	Achievement
Level 3	Intro +	Learning 1. Effective cadence 2. Descending, incl. drops riding position 3. Descends in the drops	Learning 1. Comfortable riding side-by-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

TOUR DE CURE SA Discovery 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	
8	19/2/2024	Build	Rest	25	Strength/Pilates/Gym	Rest	40	Rest	30	50	140	285	3000
Level 4 Skill & Fitness													
7	26/2/2024	Build	Rest	25	Strength/Pilates/Gym	Rest	30	Rest	50	100	205	2000	
6	4/3/2024	Big Week	Rest	25	Strength/Pilates/Gym	Rest	35	Rest	100	180	340	3000	
Reached 75% of Fundraising													
5	11/3/2024	Rest	Rest	25	Strength/Pilates/Gym	Rest	25	Rest	Rest	Rest	100	150	1500
4	18/3/2024	Build	Bike Service				20	Strength/Pilates/Gym	30	100	120	270	2700
3	25/3/2024	Build	Rest	25	Strength/Pilates/Gym	Rest	25	Strength/Pilates/Gym	Good Friday	100	100	250	2500
2	1/4/2024	Taper	Easter Monday	25	Rest	Rest	25	Rest	Rest	Rest	100	150	1500
1	8/4/2024	Taper	Rest	25	Rest	Day 0	Day 1	Day 1	Day 2	Day 3	Rest	Heaps	Heaps!



# Tour de Cure | Join a ride this week

SA Discovery [2024 Training Plan](#)  
SA Discovery [2024 Training Calendar](#) with Skill and Fitness Levels

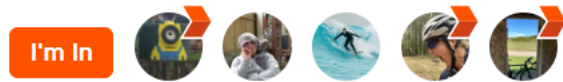
SA

<https://www.strava.com/clubs/TDC-SA-STATE-TRAINING-TEAM>

## Upcoming Club Event

1  
MAR

Fri 9:15 AM / TdC McLaren Vale Training Ride   
Casual (No-Drop) / Rolling Hills



NSW

<https://www.strava.com/clubs/TDC-NSW-STATE-TRAINING-SQUAD>

3  
MAR

Sun 5:45 AM / TDC Neutral Bay - 3 route choices (see in description) - 5:45am briefing/6:00am roll   
Casual (No-Drop) / Rolling Hills



3  
MAR

Sun 5:45 AM / TDC SW Sydney – Carnes Hill/Picton/Ludderham/Carnes Hill ~114km – 5:45am briefing/6am roll   
Casual (No-Drop) / Rolling Hills



3  
MAR

Sun 7:15 AM / TDC St Ives – Bellbird Loop ~75km/1,000m - 7:15am Briefing for a 7:20 Roll   
Tempo / Rolling Hills



VIC

<https://www.strava.com/clubs/TDC-VICTORIA-STATE-TRAINING-SQUAD>

## Upcoming Club Event

2  
MAR

Sat 6:30 AM / Mount Pleasant + Warrandyte - 70 kms, 1300m   
Casual (No-Drop) / Rolling Hills



QLD

<https://www.strava.com/clubs/TDC-QLD-STATE-TRAINING-TEAM>

## Upcoming Club Event

1  
MAR

Fri 5:30 AM / FriYay Bayloop   
Casual (No-Drop) / Mostly Flat



ACT

<https://www.strava.com/clubs/TDC-ACT-STATE-TRAINING-TEAM>

## Upcoming Club Event

7  
MAR

Thu 6:00 AM / Thursday this and that  
Tempo / Rolling Hills



TAS

<https://www.strava.com/clubs/TDC-TASMANIA-STATE-TRAINING-TEAM>

## Upcoming Club Event

Loading.....

TOUR  
DE  
CURE



# 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

Since 2007 Tour de Cure has achieved:

**148**

Major cancer  
breakthroughs funded

**979**

Cancer projects  
backed

**\$118m**

Raised for cancer  
research

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




# Tour de Cure | How to start fundraising

## Ways to fundraise

Just Ask 

Sell product, service or merchandise 


Host an event 

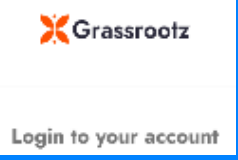
Run a raffle or auction 

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

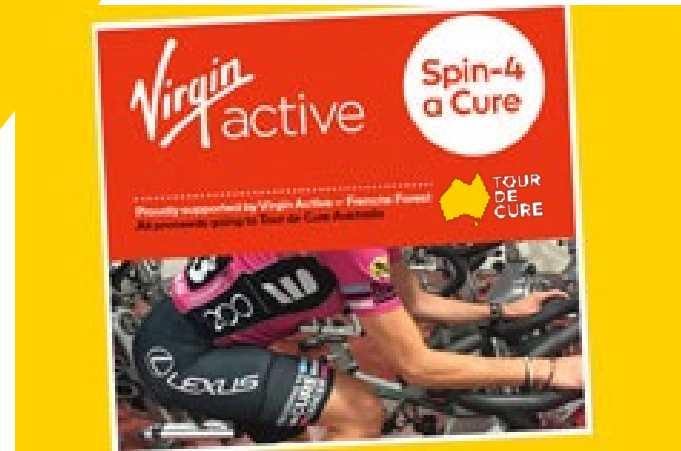
Riders \$3,000

Support Crew \$1,000

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 entertainment guides, 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 friends. 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 (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> 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.

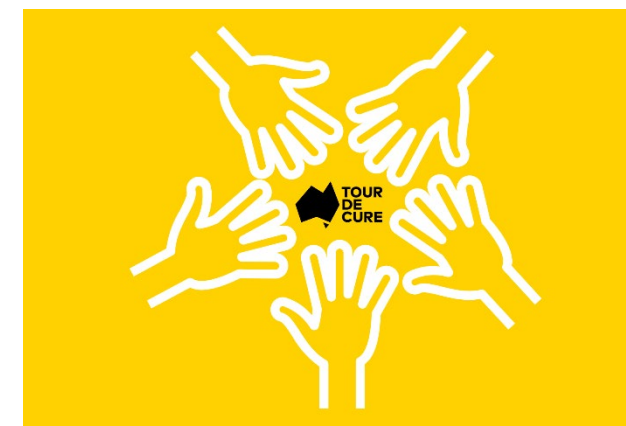
Ticket Cost	Max. tickets sold	Chance of winning	Total proceeds	1 <sup>st</sup> Prize	2 <sup>nd</sup> Prize	3 <sup>rd</sup> Prize	Fundraising achieved
\$25	100	1/100	\$2,500	\$500	\$250	\$100	\$1,650
\$25	500	1/500	\$12,500	\$2,000	\$1,000	\$500	\$9,000
\$50	100	1/100	\$5,000	\$1,000	\$500	\$100	\$3,400
\$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*

**TOUR  
DE  
CURE**

# 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.

For **Tour de Cure**

- Give Now
- Edit page
- Manage Fitness App
- Request a donation
- Join or Create a team**

1  
CREATE OR JOIN A TEAM


Start a new team or join an existing one

- Start a new team
- Join an existing team

\* Search and select your team

- #1AMLTEAM
- B&M Brisos
- Between a walk and a hard pace

**Update your page**  
Update your profile picture




\* Page name  
Claire Robertson



Team  
**Select**

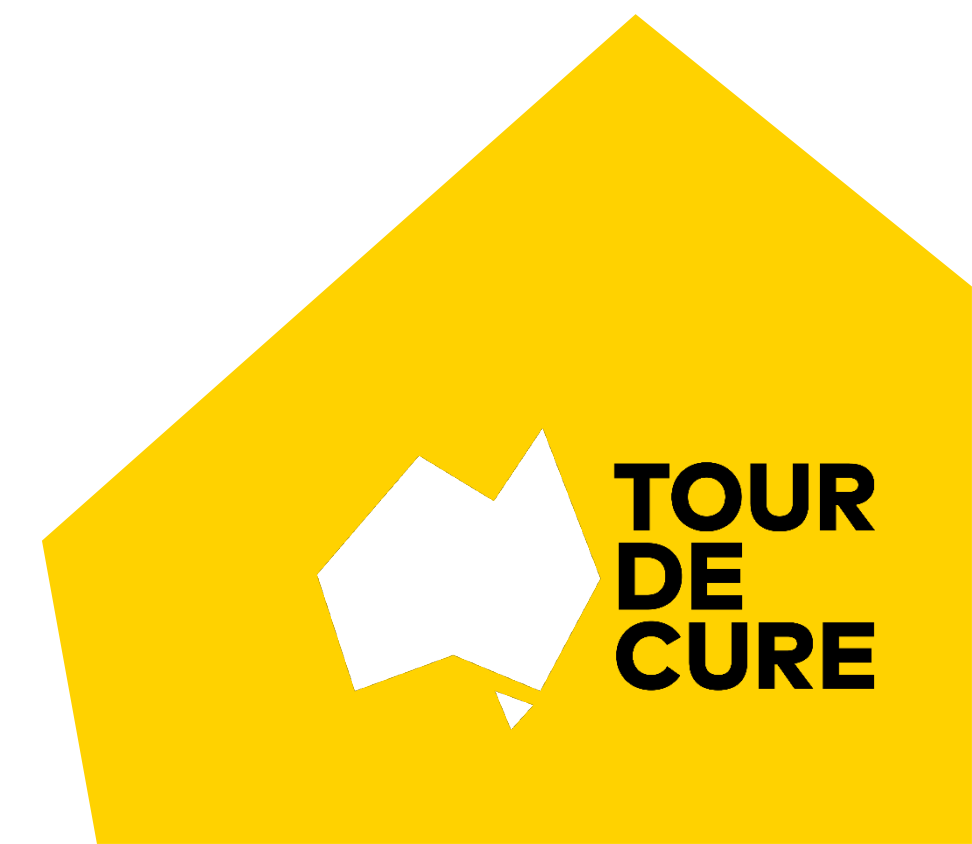
Fundraising target  
\$ 2000  
Enter a fundraising target for your page

Fitness distance target  
KMs 500

Recent updates

 Give an update on your progress, Claire

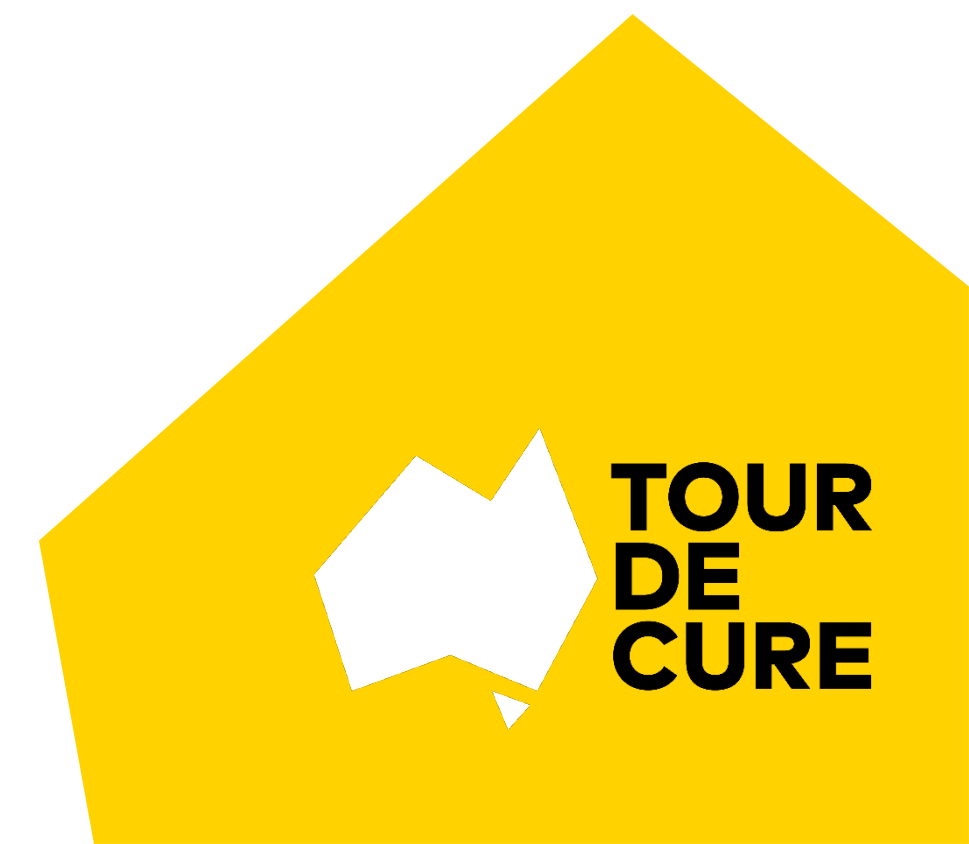
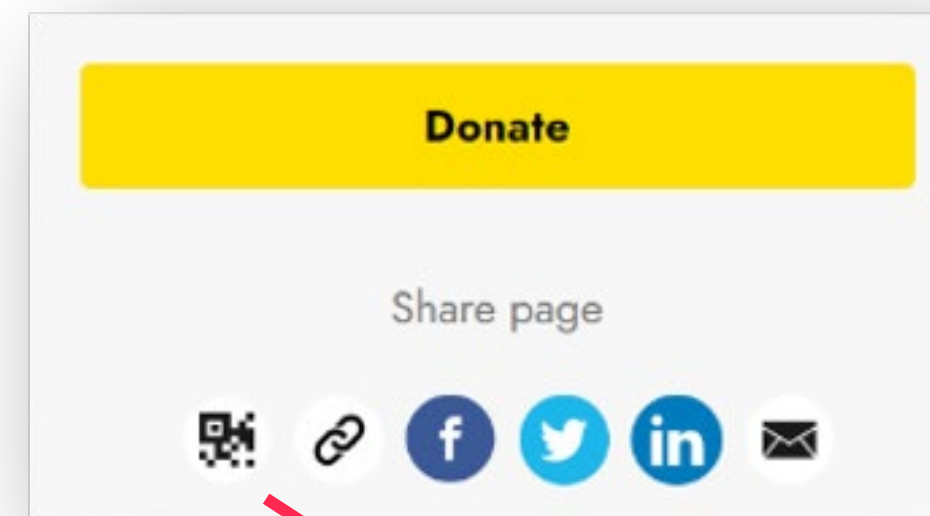
   Notify my donors **Post update**





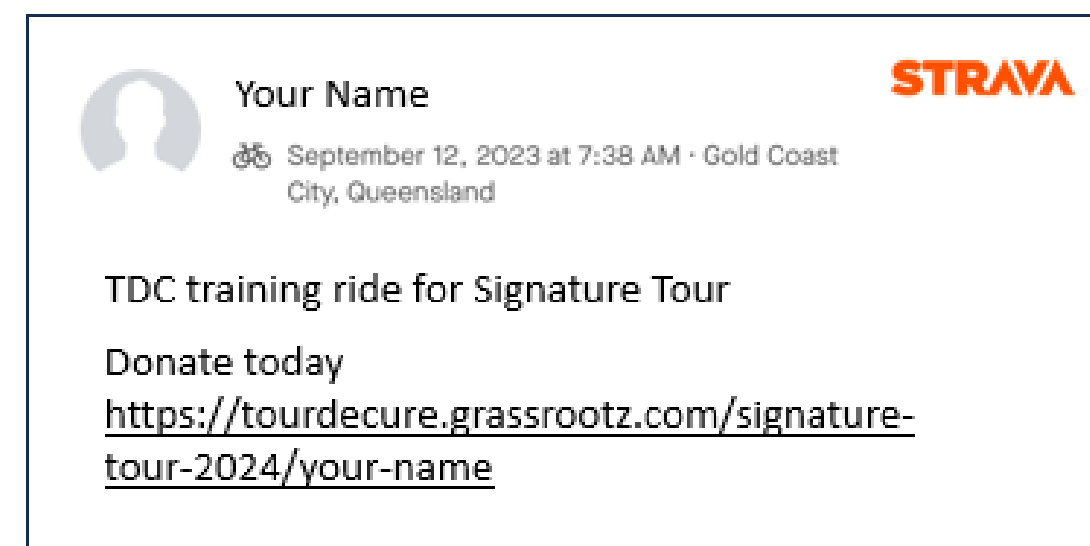
## Tour de Cure | Just Ask – share your Why

- 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
Bunnings BBQ	\$1,714
Just asking – shared on social media and email	\$924
	<b>\$3,138</b>

Person 2	
Self Donation	\$100
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
	<b>\$4,448</b>

Person 3	
Self Donation	\$50
Just asking	\$780
Trivia	\$1,500
Employer matching	\$1,000
	<b>\$3,300</b>

Person 4	
Self-donations	\$500
Tamburlaine wine offer	\$150
Stationary bike at work	\$1,600
Bunnings #1	\$2,200
Bunnings #2	\$1,750
Just asking - donations	\$940
Candle sales	\$350
Give up take away coffees at work @\$5	\$175
	<b>\$7,665</b>

Person 5	
Self-donations	\$200
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	\$800
Employer Matching	\$1,300
Just asking - donations	\$790
	<b>\$8,540</b>


**Just Ask** 

**Sell product, service or merchandise** 

**Host an event** 

**Run a raffle or auction** 

**Self Fund** 

**Corporate Matching** 

**Quick Tip** 

## 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
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



ABOUT

TOUR

IMPACT

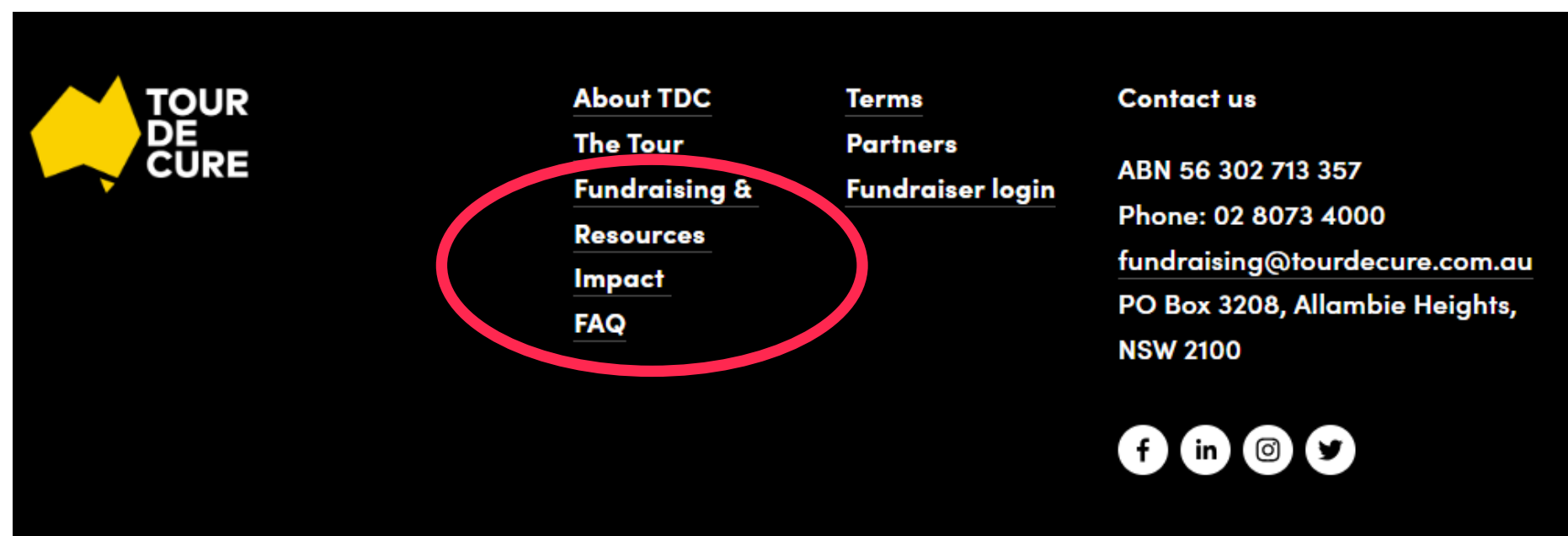
FUNDRAISING

SPONSOR A RIDER

REGISTER

DONATE

- 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](http://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](mailto: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](mailto: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](mailto: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.



**TOUR  
DE  
CURE**



## Final Info and Safety Session

**Tuesday 2 April,**

**6.30-7.30pm AEDT (Sydney) (6-7pm Adelaide)**

Microsoft Teams meeting, Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 423 405 183 860

Passcode: Y8wVxX

[Download Teams](#) | [Join on the web](#)

[Learn More](#) | [Meeting options](#)

## Pre Tour Logistic Survey

<https://forms.office.com/r/uEskn8y2hW>

## Single Supplement – Last chance today

<https://www.trybooking.com/COOPF>

## Rainbird Softshell Jackets to purchase

Our generous partners at Rainbird are offering the optional purchase of TDC branded Jackets \$129.99, these are great for early mornings or going to dinner on tour.

Delivery approximately 5-10 days from order.  
Rainbird will donate \$30 back to TDC for each jacket purchase.



**TOUR  
DE  
CURE**



# 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



Quick Tip

Statistics tell us that people need to be reminded seven times before they actually donate!

