



FIA Conference 2023

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FIA

CONFERENCE

Shared Valued Corporate Fundraising Programs:
How to develop deeper and richer relationships
through events, fundraising and volunteerism

CORPORATE PARTNERSHIPS

Ryan Lonsdale

Tour de Cure

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1 in 2 Australians will battle cancer in our lifetime*

50,000 Australians die
each year from cancer

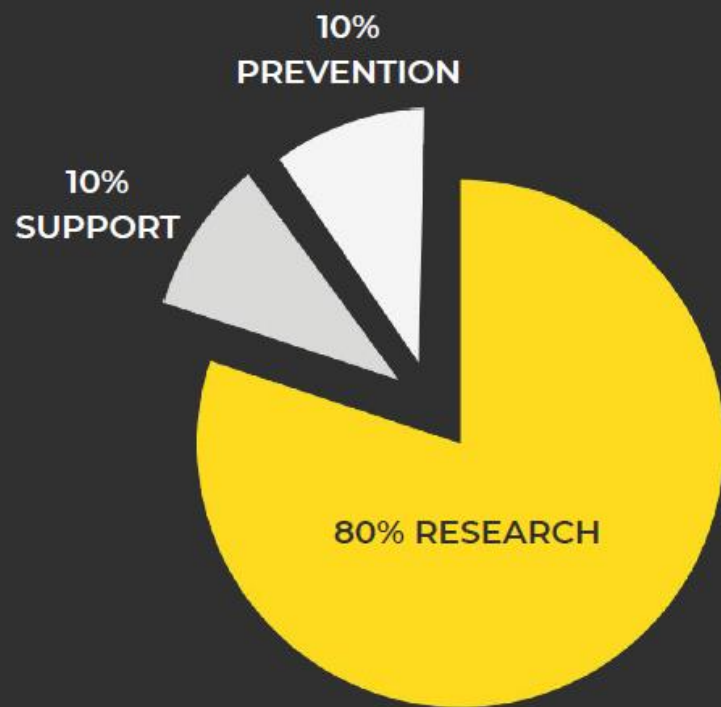
144,000 Australians each year
will be diagnosed with cancer

*Australian Institute of Health and Welfare 2019.
Cancer in Australia: In brief 2019.



Working together to find a cure and provide support

Our Annual Grant program seeks the best research, support & prevention projects from the leading Australian cancer institutes.



www.cancer.org.au/grants



TDC events create fundraisers with energy and ambition

- **20,000** people each year in our events and corporate programs around the country.
- **\$98M** and funded over **771** world class cancer research, support & prevention projects throughout
- Achieved **96** Scientific cancer breakthroughs
- Provided funding to support over **275** regional cancer support groups which positively impact 100,000+ people (**\$2.75M** since 2007).
- Provided cancer education to over **185,000** school kids through our Be Fit Be Healthy Be Happy program.

[WATCH OUR STORY](#)



“

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”

- Margaret Mead

Outlaws with energy and ambition



Celebrating where you work together



Achieving something incredible together



Remembering those we have lost together



Spreading a preventative word together



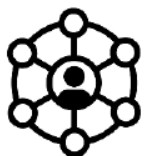
Being vulnerable together



Writing big cheques together



Shared value is more than just dollars and cents.



SOCIAL IMPACT

Aligning employees, shareholders, and business partners towards social, cultural, community responsibilities for better cancer outcomes.



HEALTH AND WELLBEING

TdC's Be Fit, Be Healthy, Be Happy program is ideally suited to safely and purposefully improve employee wellbeing.

Improved Mental & Physical Health of your staff & stakeholders. .



STAFF AND COMMUNITY ENGAGEMENT

89% of staff & stakeholders believe companies that sponsor charitable activities have a better work environment.

Having a history of charitable giving shows your present and future clients that you are heavily invested in your business.



TEAM WORK

Our programs foster collaboration & teamwork across your organisation.

We help build pride within your staff, giving them an opportunity to represent their employer.

Creating a connected community.



DOING GOOD

Cancer is a disease that impacts all employees. TdC has a transparent track record of ensuring corporate funds raised lead directly to cancer break-throughs.

TDC is cancer agnostic. Allowing you to deal with Cancer as a whole or a particular type of cancer.

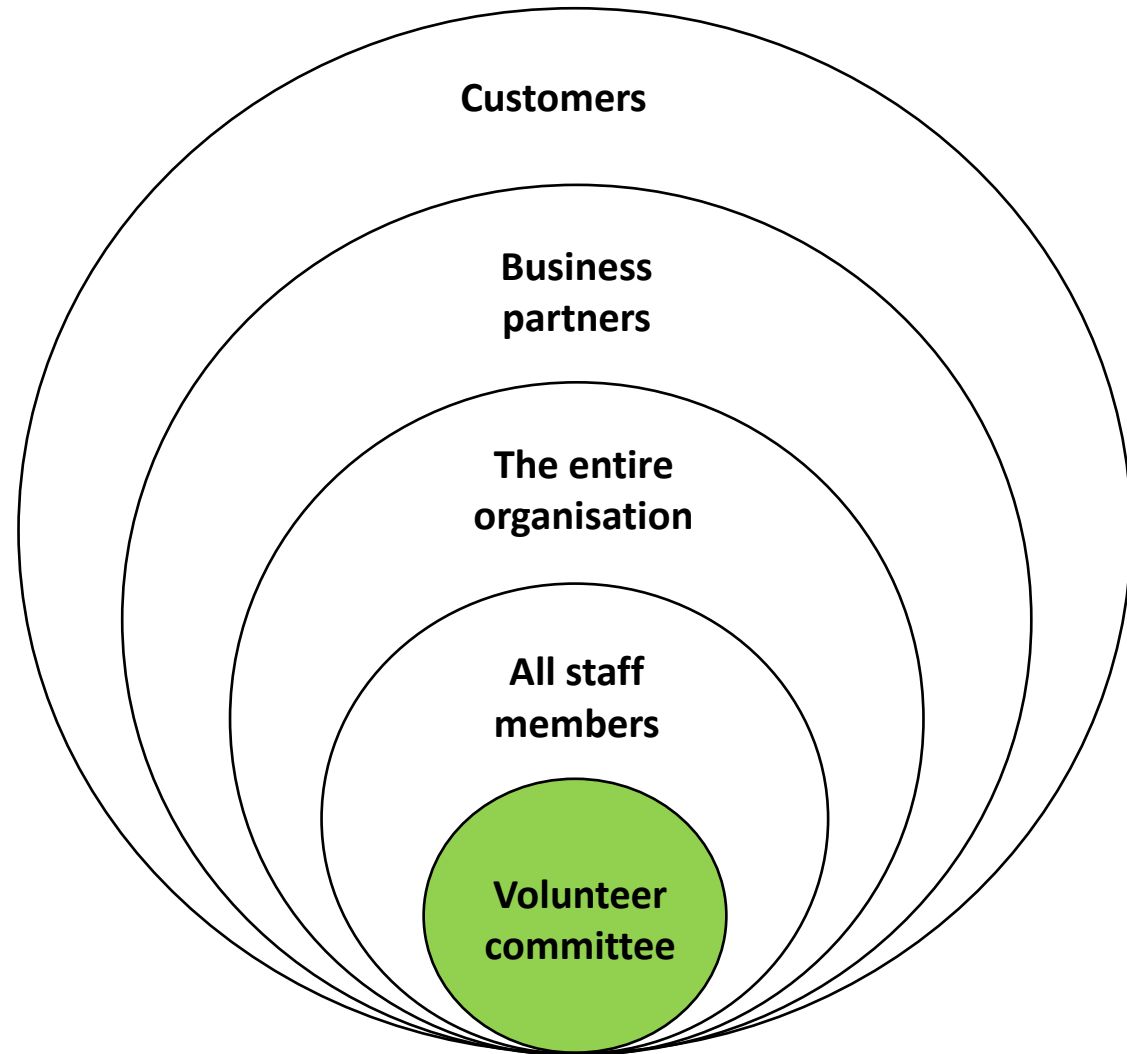
Enable the human spirit to thrive.

Built from the ground up, they enable employees to organically connect with each other, leaders and community - all through a common purpose that impacts all of us.

- Building cross functional teams
- Remove leadership barriers
- Achieve something they never felt possible.
- Build business to business relationships beyond the transaction.



Sharing value across the whole ecosystem builds community



1. Identify roles in the partnership that help bring the events to life

The corporate partner



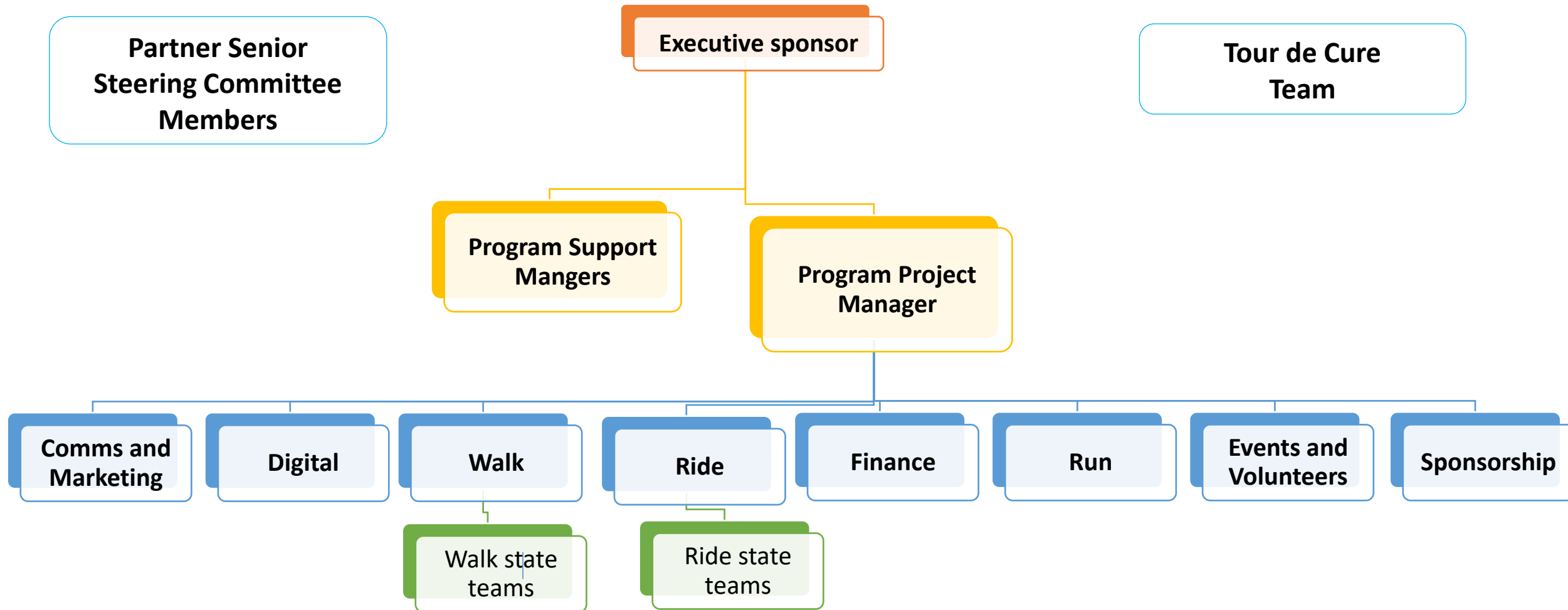
- Gain executive support for program
 - Building a sustainable committee for future
 - Internal communications (recruitment)
 - Access to existing infrastructure (people and systems)
 - Integrating program into existing business initiatives
 - Approach sponsors within the business network
 - Provide volunteers and funding
- Staff engagement specialists
 - Event and logistics management/infrastructure
 - Dedicated team support for activities
 - Cancer research and grants accreditation program
 - Fundraising coaching and support
 - Recruitment marketing and communications
 - Event registration system
 - Sponsorship management and client service
 - Volunteer network and access to VIK support

2. Build a volunteer committee for longevity

- A team brought together from across the business at different levels
- Streams of work-flow enable volunteer networks to contribute
- Provides another level to engage with the program and give back
- Communications (recruitment) and sponsorship (effective fundraising) are key.
- Reduces the program costs



3. Provide a structure that enables the partner to make it their own



4. Be specific with roles and responsibilities



Project Mgmt.	Sponsorship	Team Admin	Kit support	Fundraising	Comms
Overall project lead	On board sponsors	Follow up team queries	Manage distribution of kit	Key contact for fundraising coaching	Develop and manage recruitment campaign.
Prepare meeting agendas	Manage sponsor timelines, riders and support crew	Chase outstanding admin requirements – WWC / Medicals.	Key contact for kit size swaps and other queries	Report on fundraising totals	Organise launch activity
Distribute meeting actions				Organise fundraising workshops	Manage internal comms channels
Manage project stakeholders	Manage sponsor deliverables – pre, during and post tour	Provide data updates to the working group on participant numbers.		Manage fundraising shortfalls	Manage team comms
Organise information nights					
Liaise with Executives					

5. Consider how to visually make it about them



6. Use funding buckets and people to cover costs, and keep skin in the game

- Co-funded by business units
- Directly by the company or group organisation.
- Access to health and well being, Foundations and/or staff engagement budgets.
- Sponsorship and registration
- VIK support by them or partners.

Always avoid dipping into P2P fundraising and be transparent on how much is given to the cause.



7. Measure and involve the impact stories in events and during the lead up

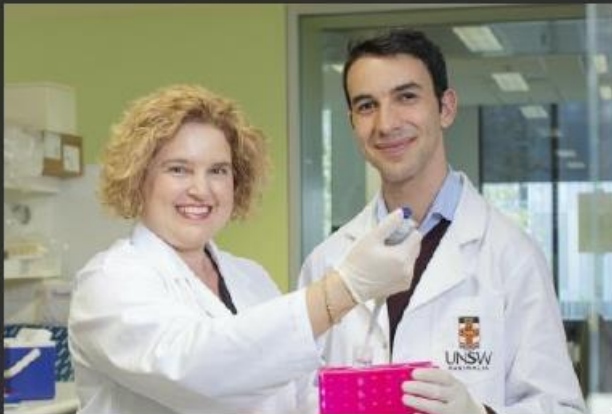
John Kokkinos – UNSW – PhD Research Grant

Name of Project: Human pancreatic cancer model offers new opportunities for testing drugs

Proposed outcome: Creating in vitro pancreatic tumours that can be used across pancreatic cancer research.

Reported outcome: **Breakthrough achieved**

A world first achieved by John & UNSW. This new method will advance research in to Pancreatic cancer and can be applied across other tumour types which will expand cancer drug testing capacity exponentially.



CHANGING LIVES

SUPPORT Project

Community Cancer Link – Illawarra

Name of Project: 'Locals Helping Locals'

Proposed outcome: Providing Cancer patients being cared for in their own homes with syringe drivers (small, portable, power-driven device that administers 24h medicative). This allows palliative care patients to stay at home with their families in their final weeks and months of life.

'CCL is incredibly grateful to the generosity of TDC and the impact these products will make in our local community. These funds will help greatly improve the care for patients and families at a most difficult time'



8. Ensure that business partners don't just write cheques

Spirit to Cure
Curing cancer. Changing lives.

Nine

Adobe

Talenza

O'Brien

WNS

KEARNEY
Deloitte.

ForgeRock

EY

DXC
TECHNOLOGY

pwc

VISA

KPMG

advanced
buildings

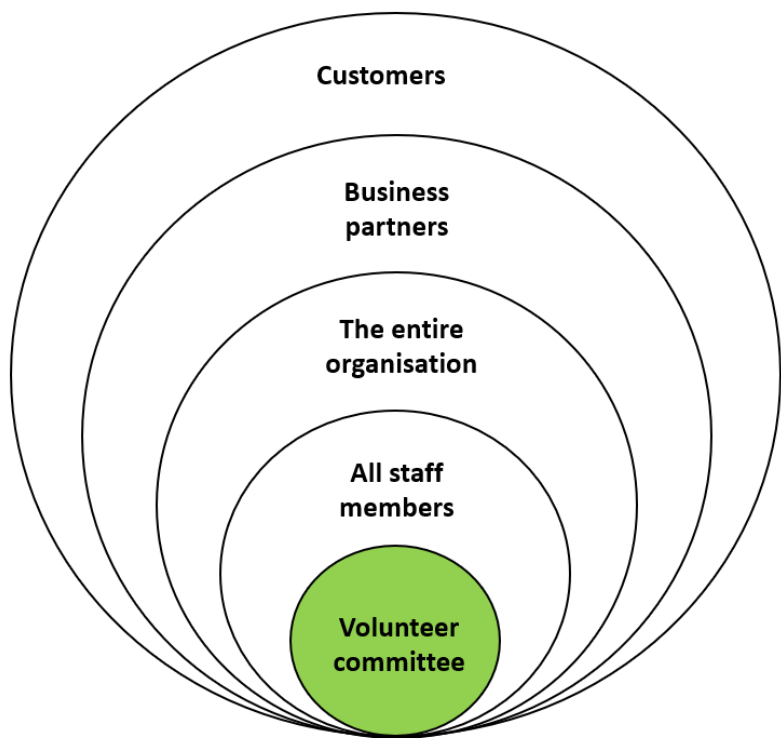
JOHNS LYNG GROUP
BUILDING AUSTRALIA

INVENTEC
STRATEGY TO EXECUTION

e&e

mirvac

Sharing value across the ecosystem will have a lasting impact



Shared value engagement programs					
	Woolies	Westpac	CBA	Suncorp	Other TDC
Number of events	5	2	9	5	6
Business partners	64	18	24	28	15
Participants	2100	1300	7000	3500	300
Event Volunteers	135	50	368	210	100
Volunteer Committees	4 (18)	3 (22)	8 (45)	6 (26)	4 (22)

How do we measure the shared value of partnerships?

What we do measure

Cancer RESEARCH and SUPPORT (Society)

- Amount of funds raised
- Number of people participating
- Number of research projects funded
- Number of regional support projects funded
- Research breakthroughs



What we need to measure

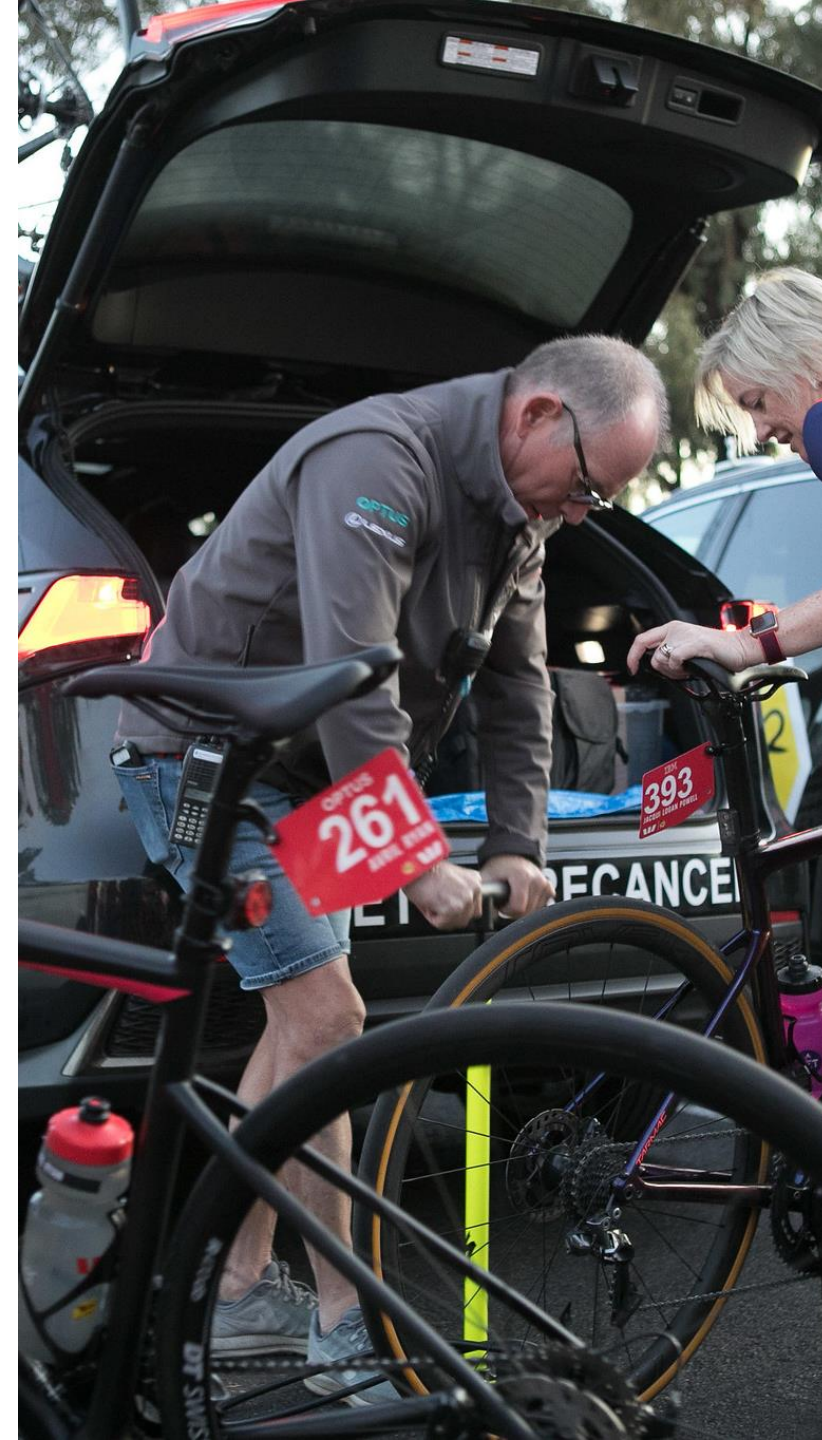
in an active COMMUNITY (Workplace)

- Health and wellbeing benefits
- Customers and families engaged
- Shared business skills that lead to fundraising
- Impact of volunteer numbers
- Team fundraising activations



The challenges we face together.

- Extending it to the customer and non-event fundraising
- Keeping our systems and resources scaled
- Ensuring TDC and our mission remains relevant.
- Maintaining the Why when the program and partnership exceeds TDC capabilities and control
- Managing multiple organisational initiatives
- Changing mindset beyond events
- The growing costs of events



4 take aways

1. Always deeper and richer partnerships with value over the dollar.
2. Bring the power of the people together at all levels in the lead up to the event. EA's are winners!!
3. Share your business goals and challenges with partners so they are invested in you.
4. Be the champion of your why, and always find creative ways to remind them.

Ryan Lonsdale

Ryan@tourdecure.com.au





Any questions?



Thank you

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