

Fundraising Toolkit

Fun and engaging ways you can
make a difference and save lives.



Towards a future free of the fear of cancer

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INTRODUCTION

Why is cancer research important?

Save lives through impactful research

In the next 5 years, over 45 million people in Asia will be diagnosed with cancer. In Malaysia, 1 in 4 people are affected by cancer. By 2030, new cancer cases are expected to increase annually by 35%. As our lifespan increases, so does our likelihood of developing cancer, leading to higher cancer rates than ever before. However, thanks to research, survival rates have doubled over the past 20 years. Because of research advancements to develop better cures and treatments, today 1 in 2 people can survive cancer, compared to 1 in 4 people 20 years ago.



Ensure Asians are not left out in the fight against cancer

Asians make up almost half of the world's cancer cases, but less than 10% of Asians are represented in cancer research. We need to conduct research to find better cures and treatments for cancers unique to Asians' genetic makeup, lifestyle and culture.

Cancer Research Malaysia is the **ONLY** independent, non-profit **RESEARCH** organisation in Malaysia focusing on cancer research in Asians. Our award-winning scientists work with policy makers, research institutions, healthcare professionals discover to new and improved ways to prevent, diagnose and treat cancer.

Examples of our work include:

1st Malaysian-made Oral Cancer Vaccine



Clinical Trials for Breast, Head and Neck Cancer

MeMoSa®: An app to detect oral cancer



ARiCa® - Asian Risk Calculator



Genetic Counselling

Patient Navigation Programme



What can I do to support the fight against cancer?

Support from the public is key to our sustainability. Every intentional action and fundraising effort you put into supporting the work at Cancer Research Malaysia helps us discover better ways to prevent, diagnose, treat and manage cancer.

Whether you're a seasoned fundraiser or new to fundraising, this Fundraising Toolkit will help you raise funds to drive our work in defeating cancer.



Dr. Lim Kue Peng
Head of Cancer Immunology
and Immunotherapy

*"It's a magical moment when you know what you've worked on bears fruit, and has the potential to benefit patients. Even though the work is challenging, support from patients, volunteers and donors keeps us going. **We know our efforts are making a difference.**"*

How will my donation/fundraising make a difference?

As a non-profit organisation, we are fully funded by donations and grants. When you donate to Cancer Research Malaysia, you help ensure progress in cancer research, especially for cancers common in Asians. This means many more people are able to access awareness for prevention and early detection of cancers and life-saving treatment.

"Research is a ray of light. Without research, I most likely won't be talking to you today. I'm very thankful."

– **CRMY Clinical Trial Patient**

Cancer won't wait. By donating or raising funds for Cancer Research Malaysia today, you ensure many more patients have better cures and treatments for cancers tomorrow. You make a difference for many presently or potentially affected by cancer. Help ensure the fight against cancer doesn't miss Asians, especially Malaysians.

Cancer is a disease that affects everybody, everywhere.

The good news is, we can all play an active role to fight it.

FUNDRAISING IDEAS

There are countless ways to do good while having fun at the same time!

Whatever you choose to do, you're supporting our mission to save lives through impactful research.

Here's a list of FUNdraising ideas you can engage in to make a difference and leave a positive mark in the world. Let's get started with:

FOOD, GLORIOUS FOOD!

FUNDRAISING PARTY

Bring food and people together for a good cause by hosting a fundraising party.

BAKE SALE



Love baking? Bake your way to fundraising success – it can be cookies, brownies, bread, pies, the list is endless.

CAKE GIVEAWAY



Bake your own cakes or partner with local bakers to do a virtual cake giveaway. Participants pay a fee to enter the giveaway for a chance to win cakes and the proceeds goes to cancer research.

FOOD TOURS

Host a local food tour and charge participants a fee to join. Be their food guide and bring them to your favourite food spots or hidden gems.



SHARE YOUR SKILLS & KNOWLEDGE



SCHOOL/UNIVERSITY/OFFICE CHALLENGES

Challenge a rival school or university to a competition. It could be a quiz, a chess game or a run. Raise funds through proceeds from your ticket sales.

KNOWLEDGE-SHARING SESSIONS

Run a tutorial, workshop or training session and raise funds through entrance fees. It can be about photography, cosmetics, crafts, fitness, soap-making or any areas of interest your target audience have.

Meet Joey.



"I may not be a renowned yoga master but I felt everybody could do something and give back to the community with very simple effort."

- Joey, Yoga Trainer & CRMY Fundraiser

As a yoga instructor, she knew she could use her knowledge and experience to support cancer patients and their caregivers. She started teaching yoga classes for a minimal fee of RM10 per person and donated the proceeds to cancer research. During the Covid-19 season, she continued conducting her yoga lessons online through virtual sessions.

**INVEST IN YOUR HEALTH,
AND PEOPLE!**



SCORE POINTS, CHANGE LIVES

GAMES OUTING

If you have a game console or board games, organise a games outing/competition and fundraise through sales of entrance tickets.



Just follow these easy steps:

1 Decide

on the date, time and venue of your games outing.

2 Prepare

some popular board games or video games.

3 Invite

family, friends, colleagues to your games outing & charge a minimum fee for entrance tickets.

4 Maximise

photos and videos from your games outing, and encourage your participants to do the same to increase awareness.

5 Use

social media, blogs or vlogs to record the highlights of your games outing and share it out.

BREAK A SWEAT..and the fear of cancer!

SPORTS OUTING

Plan a walkathon, fun run, cycling, badminton, football, bowling, rock climbing, etc! Fundraise through participation fees - your crowd can get a good workout and do a good deed at the same time!

MARATHONS

Invite people to donate to you to cycle a distance of 100 km or doing 50 push-ups every day for a month. It's totally up to your creativity and capacity!

PERSONAL TRAINING SESSIONS

Organise personal training sessions by partnering with a local gym to raise funds through subsidised or sponsored sessions with a trainer.

Tip:



Ask your local vendors to partner with you to sponsor their venue space for a good cause!

A Fit Cause

Be inspired by the late Aida's story and learn how she used burpees in her fight against cancer:

"Life is like burpees, every time you get knocked down, you get back up again."-Aida

Aida was a loving wife, doting mother, an established accountant, entrepreneur and a cancer warrior. She organised #burpees4aida – a campaign to raise awareness and funds for cancer research. For a minimal fee of RM50, participants could raise funds for cancer research while having fun (and a good workout!) in the process.



On Cancer Survivors' Day, 7 June 2020, Aida and over 150 supporters from Malaysia and around the world joined her virtually to complete 100 burpees and collectively raised RM 16,104 for Cancer Research Malaysia.

DRESS THE PART

FANCY DRESS DAYS / THEMED COSTUME DAYS

Get your family, friends, school or workplace communities to dress up together and donate! It's a fun way to raise funds any time of the year.



Chris Syers has been involved in fundraising efforts for CRMY for the past 20 years.

A Pink-Load of Fun

All Chris needed to do was put on a pink wig and outfit, and a big smile for the camera to raise funds at a golf tournament. Event attendees donated any amount they wanted in exchange for a picture with Chris. Extra perks included lots of fun, laughter and good memories while being able to do something good in the process! A win-win situation for everybody!

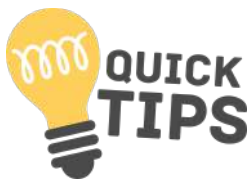
Extra Tip:

If you're a club leader or a manager at work, why not have your members or staff join your efforts to dress-up and ask them to give a small donation for the day? You can lead the way in initiating others to support a good cause!

BALD, BOLD & BEAUTIFUL!

HEAD SHAVE

A brave and effective way to raise awareness and funds for cancer research. The best thing? You can do it anytime of the year!



Make it a group effort! Invite others to join you to go bald and raise funds together. Maximise your fundraiser by offering people a chance to bid the highest amount for you to dye your hair a crazy colour before the shave.

MAKE YOUR SPECIAL DAY EXTRA SPECIAL



BIRTHDAY / SPECIAL EVENTS FUNDRAISER

Ask your family or friends to make a donation for your birthday, graduation, wedding anniversary, etc. Let them know that they can make a donation to raise funds for cancer research as a gift to you!

MOVIE SCREENING

Raise funds while enjoying a movie with family and friends by selling the tickets or asking your guests to make a donation.

TAKE THE CHANCE TO MAKE A DIFFERENCE

TAKE A WILD GUESS



Set up a jar filled with a specific number of candies only you are aware of. Participants have to pay for every chance to guess the number of candies. The correct entry wins a prize and you raise funds through the entry fees.

Set ticket prices best suited to your target audience. Make it clear that you're organising a charity lucky draw and proceeds will go to funding cancer research.

LUCKY DRAWS

Charge a fee for a chance to enter and the winner gets a prize! Partner with local vendors to sponsor prizes to attract more entries. At the same time, you'll get to share with their customers too, to help you reach a wider audience.



Team up with family, friends or local vendors to sponsor prizes. The more attractive your prizes are, the more entries you'll get. Make sure your prizes are practical, attractive and easy to deliver.

ADVOCATE A GOOD CAUSE

PHOTO COMPETITIONS

Host a photo competition with a theme of your choice. Raise funds by charging participants an entry fee to submit their photos. Your guest judge(s) choose a winner for 1 or more categories



CHARITY BAZAAR



Team up with friends or people in your community to host a charity bazaar at your school, workplace or neighbourhood park and charge people a small fee to enter.



Raise additional funds by including fun activities or selling drinks to keep people refreshed as they shop! You can also do a virtual bazaar sale using social media (eg. Facebook Marketplace)

FROM ART TO HEART

Know any artsy-fartsy people in your circle? Connect with your talented peers or local designers, illustrators, make-up artists, or photographers who would be willing to contribute their services. In exchange for a creative service/product, people can make a donation.



As you can see, there are unlimited, fun ways to raise funds! Pick an idea that excites and suits you. Do it solo or with others. Eager to make a difference? You've already taken the first step, the rest will follow. You've got this!



TRANSFER OF FUNDS / DONATIONS

You can transfer the funds you've raised through one of these 2 methods:

Method 1 – Collect funds & transfer via online banking:

For Maybank Account Users:

After collecting the total funds you've raised, transfer them using the Maybank2U website or mobile app. In your account, select **'bill payment'** followed by **'one-off payment'** and transfer to:
Cancer Research Malaysia: 5142-9912-3613 (Maybank)

For Non-Maybank Account Users:

If you're using a non-Maybank account, look for **JomPAY**, **key in the JomPAY ID: 4671** and transfer to:
Cancer Research Malaysia (510087-M)



Method 2 – Raise & transfer funds via a crowdfunding website:



If you prefer using a non-personal bank account to raise funds, create your own fundraising page/campaign on either of these platforms: www.give.asia or www.simplygiving.com

These platforms are free, reliable and user-friendly tools to track and share your campaign and raise funds.

With a few, simple steps, set up your fundraising campaign at your preferred platform. People can donate directly through your fundraising page. After your campaign is over, the funds you've raised will be directly transferred to Cancer Research Malaysia.



HELPFUL TIPS

Make it personal

Consider making the first donation to your own fundraiser to get things started. Even if it's small, it shows you believe in your own efforts! Reach out to your family and close friends too, who would most likely be willing to support you.

Set a timeline

2 weeks, 1 month, or more..you decide! Setting a timeline will help you plan and organize your fundraiser better. Once you have plans in place, share the fundraising dateline with your donors so that they know when to give and/or participate.

Set a goal

Decide on an amount you're comfortable with for your fundraising goal – it can be RM 1000 to RM 5000 or more, you decide, but don't be afraid to dream big! You can always revise this goal once you have a better feel of your campaign.

Spread the word

- **Let others know why** you support the cause or why the cause matters to you and the goals you're hoping to achieve.
- **Share your fundraising story** or efforts through social media, face to face, email, or blogs. The more people know, the more funds and awareness you can raise.
- **Maximise your social media potential!** Share photos and/or videos, use hashtags or Facebook groups to increase awareness.
- **The more, the merrier!** Approach your local vendors, businesses, influencers, radio stations, etc to partner with you for your fundraising.

Thank your supporters

Remember to appreciate those who supported your fundraising - a thank you email or a social media appreciation post goes a long way!



FAQs

Volunteers and fundraisers like yourself play a crucial role in advancing cancer research, so we want to support and help you be the best fundraiser you can be! Here are some commonly asked questions about fundraising:

1. Can anyone be a fundraiser?

Yes, **anyone** can be a fundraiser! If you've decided to fundraise for Cancer Research Malaysia please email us at: info@cancerresearch.my so we can provide you the best support you need.

2. Can someone from CRMY come to speak at my fundraising event?

We would love to! Drop us an email at info@cancerresearch.my or chat with us via our donor hotline at 6012-680 8330 so we can better understand how to best support your fundraising needs.

3. Can I use CRMY-branded materials like CRMY logo and photos for my fundraiser?

Yes, of course! Just drop us an [email](#) to let us know. We'd be happy to help!

4. Are donations from myself and my supporters tax deductible?

All donations from RM50 and above are eligible for tax-exemption. Do take note that if you or your donors request for a tax-exempt receipt, we require the following information to issue the receipts:

- Full Name (as per IC)*
- IC/Passport Number*
- Address*
- Email Address
- Contact Number
- Bank Transfer Slip (for total funds raised that has been transferred to CRMY)
- Donation Amount (Donation of each individual who requests a receipt)

**Mandatory for tax-exempt receipt purposes.*

Do drop us an email to notify us of your transfer and if you require the receipts for tax deductions, remember to include the information listed above. We would love to connect with you and extend our gratitude to you personally!



THANK YOU

We can't thank you enough for considering to raise funds for Cancer Research Malaysia. Every Ringgit you raise will help drive life-saving research.

As the renowned artist Vincent Van Gogh once said, *"Great things are done by a series of small things brought together."*

Your decision to be bold and fundraise for cancer research makes a difference in the fight against cancer while bringing hope to cancer patients and their families.

Follow & tag us, we're only a click away!



Have more questions or ideas you're excited to share with us about?



info@cancerresearch.my



+6012 680 8330



Thank you

for supporting the fight against cancer

"Hope is something that comes about with the effort put forth by human beings. Hope, in and of itself, is empty. When many people come together and put in great effort, hope becomes a reality."



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