

Relay For Life of Bermuda



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Today's Agenda

Global Relay For Life

Mission

Why Relay

What to expect at Relay 2023

Who are Team Captains



Relay For Life

- 1985, Dr. Gordy Klatt walked on a track in Washington, USA for 24 hours
- Raising awareness and \$27,000 for the American Cancer Society
- 2014, lost his battle w/ stomach cancer (diagnosed in 2012)



Global Relay For Life

Remains the largest peer -to-peer fundraising event in the world, held in 29 countries, over 6 continents

More than \$6 Billion USD raised through Relay For Life worldwide since 1985

In 2019:

- \$51M raised
- 28 thousand teams
- 484,000 participants
- 43,000 survivors

3% funds Global prevention initiatives such as:

- Treat the Pain Program
- African Cancer Coalition
- HPV Cancer Free –Kenya, India and now Colombia



1 Relayers are welcomed in the **OPENING CEREMONY**.

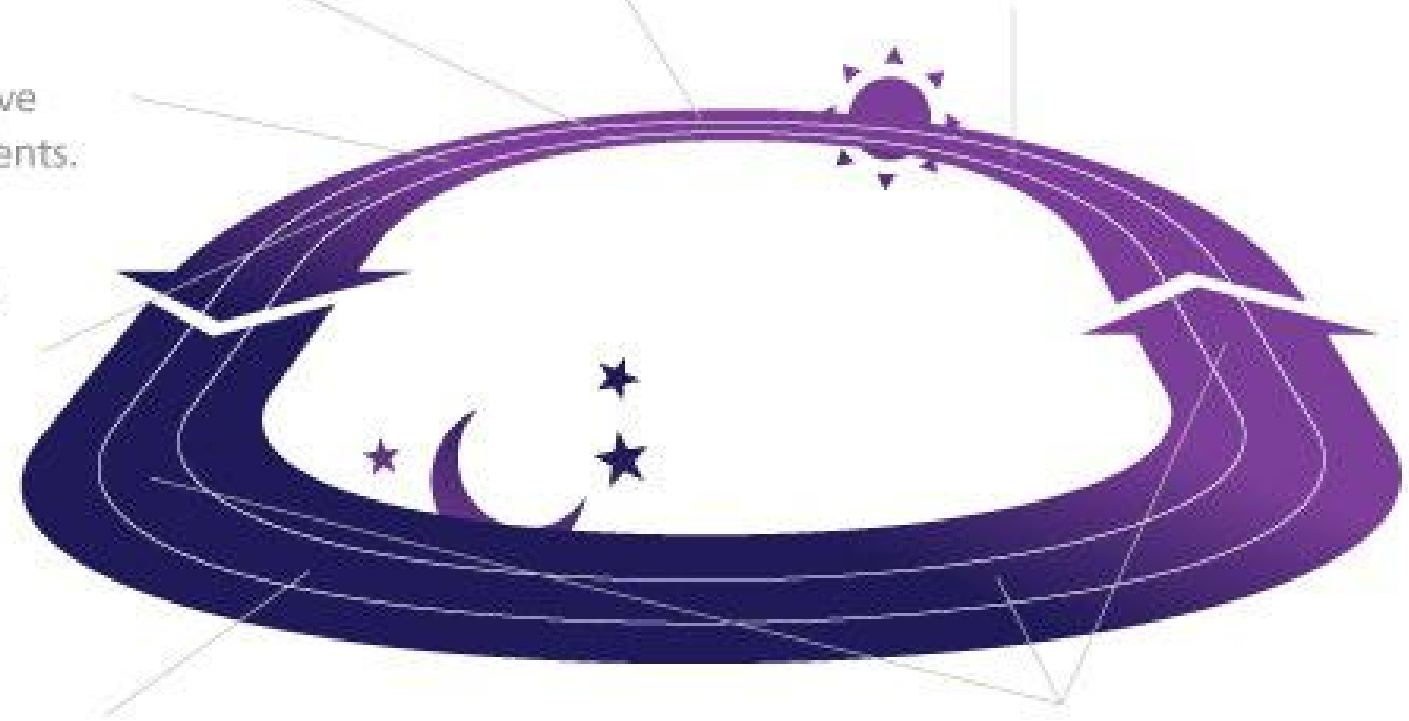
2 Relay starts with the **SURVIVOR LAP**, when survivors walk to celebrate their victory over cancer.

3 The **CAREGIVER LAP** recognizes those who have given care to cancer patients.

4 All of the Relay teams are invited to walk together during the **OPENING LAP**.

5 Luminaria bags and candles are lit during the **LUMINARIA CEREMONY** to honor loved ones who have passed or are fighting the disease.

7 The **FIGHT BACK CEREMONY** helps close the event. Relayers take a final lap and pledge to take action and spread awareness of cancer research, treatments, and prevention.



6 **INDIVIDUAL WALKING** is observed throughout the night with **FAMILY GAMES, ACTIVITIES, and ENTERTAINMENT**.

Introductions

Volunteer Event Committee

Team Captains

- Team Name
- How many years have you Relay'd
- Why do you Relay





Our Mission



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Relay For Life of Bermuda's Mission

To raise awareness and funds to support access to cancer prevention programmes, early detection and treatment service provided by Bermuda Cancer and Health Centre.



Sharing our Mission

Throughout the 24hr event:

- **Celebrate** survivors for what they have overcome
- **Remember** those lost to the disease and those fighting the disease
- **Fight Back** and inspire participants to take action against a disease that has taken too much



Where the money goes

97% of funds raised stay in Bermuda and supports Bermuda Cancer and Health Centre.

3% funds Global Relay For Life's cancer control initiatives worldwide.





Why we Relay



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Because of Relay

Opened the radiation therapy unit, RFL was the largest contributor raising and donating \$2.2million

Over \$700,000 raised annually

- Provide ongoing access to the Centre's early cancer detection & treatment services
- Provide free prevention programmes



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Because of Relay

Help to improve cancer control and care around the world

We have the opportunity to interact with over 5,000 people every year who share the same vision....a world without cancer!



Benefit of Participating

Opening our doors and making connections.

Allows us to celebrate people who have battled cancer, remember loved ones lost, and most importantly, fight back against the disease to save lives.

Opportunity to engage with our sponsors, teams and volunteers and let them know how much we appreciate their continued support.





Relay 2023



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2023 Goals

To remain one of the top grossing single Relay For Life events in the world!

Fundraising \$750,000+ gross

Sponsorship \$200,000

Teams 100

Survivors 150



2023 Theme





Team Captains our Heroes



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Your Role

- Share why you Relay and how you are making a difference with everyone you know!
- Lead and encourage your team to reach its fundraising goal. Challenge other teams!
- Recruit a team of 10-15 members by inviting or re-committing others to be team members.
- Recruit a Co-Captain to help you with your duties.
- Communicate, Communicate, Communicate! Stay in touch with your team and share what you are learning from other Team Captains.
- Attend your community's Bermuda Cancer and Health Centre Relay For Life kick-off.
- Set a fundraising goal for your team. (The minimum fundraising expectation is \$100 per team member to earn the RELAY t-shirt.)
- Recognise cancer survivors on your team and participate in the survivorship celebrations at the event.



Additional notes



Health and Safety measures:

All food sales will require a license from the Department of Health.

Where do I start & What do I do

- Team Captain's Roles & Responsibilities
- Making The Ask – Tell Your Story!
- Set Goals
- Create a Plan
- Team Captain's Best Practices
- Fundraising Planning Guide
- Event Day Rules and Regulation
- Onsite Information – your campsite
- Where to Find Information
- 2023 Important dates



Recruitment

Between now and May 12 you will come into contact with lots of people and through natural conversation about Relay you may hear:

- I've never heard about Relay (encourage them to come down on May 12-13, \$15 at gate and experience the event)
- I'm a survivor (*invite them to walk the survivors' lap*)
- I have thought about being on a team (*share your experience and encourage them to register*)
- Would loved to have participated but won't be on island (*maybe they can sponsor or donate to our team*)
- I am too busy to be on a team but want to support (*ever thought about volunteering on the day*)



Fundraising isn't
all we do,
but ALL we do
depends on it.



Important Dates

See your Team Captain's Toolkit for ALL dates.

March 21 TC Meeting – Fundraisers, Event Logistics

April 18 TC Meeting – Entertainment, Logistics, Accounts

April 30 Registration Deadline

May 6 Shirt Collection @ North Field Pavillion



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Wrap UP

1. What is one word that you will carry forward in 2023
2. Learnings from today

Next Steps:

- Register your team and send link so team members can sign up
- Have fun with the theme and plan fundraisers



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Questions ?



