



A GUIDE TO FUNDRAISING IN 2020

MOVEMBER BERMUDA

Weird, challenging, monumental. It sure has been a rocky year for humanity. One where it's been difficult to see things to be thankful for.

But there are positive signs all around. People sharing their toilet paper. Looking after older neighbours. Zoom choirs. And a month of glorious moustaches is on the horizon.

With you by our side, we're ready to make MOvember Bermuda 2020 the best yet. Here's a quick refresher on what MOvember.bm is all about – and a few things to keep in mind as you get ready for the hairy season.

WHY MOVEMBER BERMUDA MATTERS

Movember Bermuda's mission is more relevant now than ever. Social isolation has kept us from seeing our doctors for our regular health checks, including our fathers, partners, brothers, sons and friends. And this is impacting cancer diagnoses, finding them in later stages when treatment may not be as effective.

The world has changed. But a lot of things stay the same: men's health is still in crisis, and we still need your help to stop men dying too young. Every dollar makes a difference. Every donation you raise gives us much-needed funds and drives awareness.

WHAT TO KNOW BEFORE YOU MO

Fundraising is going to be different this year. COVID-19 means different places will have different rules - physical distancing, lockdowns, masks. You might not be able to Host an office lunch if everyone's still working from home. You can't assume your friends will give if they're worried about money.

If you're uncomfortable about asking for donations, think about this. Billionaires actually got richer this year. What do you mean you don't know any billionaires...? What we're getting at is that while it's been a difficult year for some financially, others might be in a good position to donate to you this MOvember.bm. Those

who've be able to work from home might not have been spending as much as they would have. They're still giving. They might even want to donate more generously.

SLOW AND STEADY WINS THE RACE

This has long been the MOverner Bermuda way. From 2 Mo Bros in 2006 to a dozens every year since. We know that every little bit counts. Raising \$100 this year, might require you to ask 5 people, rather than 2. And if you've got a few fundraising ideas up your sleeve, 2020 is the year to give them a go! You never know until you ask.

But when someone says that they genuinely can't afford to, don't push it. Don't walk away either. Ask if they need a hand and ask if they have seen their doctor this year?

AWARENESS IS AWESOME, TOO

Even starting a conversation about the men's health crisis is valuable. Not everyone knows that, 1 in 9 men will be diagnosed with prostate cancer. Or that testicular cancer is the most commonly diagnosed cancer in young men. These are the figures that we're working to change.

Thanks to the over \$644,000+ our Mo Bros and Mo Sisters have brought in over the years. For over a decade, these donations have been funding an annual Men's Health Screening event attracting on 300 men per year, in an effort to catch health issues as early as possible. We have also subsidised the cost of prostate consultations, biopsies and radiation therapy for hundreds of men in Bermuda, so they can focus on their health and not worrying on how to cover the cost.

MO HARD, PLAY SAFE

In the coming weeks, we'll be sharing more ideas and suggestions. But it's up to you to interpret them in a way that's safe, fun and in line with official Government of Bermuda COVID-19 protocols. Put a virtual or digital spin on ideas you might have done previously. Think online trivia night or a Shave Down shindig on Zoom. If you're havin' fun doin' good, then you're nailing it.

Let's end this less-than-average year by rockin' out like Freddie Mercury at Live Aid '85. Whatever you do, it'll be awesome. So get creative, keep safety in mind and go hard at MOverner.bm 2020. Two step registration on www.chc.bm - register for the event clicking the link on the web page and then set up your Sponsor Me page, link button at top of page so you can share your URL to raise funds.