



Relay For Life Schools Handbook

Your school's guide to fundraising success.

Stay up to date with Relay For Life across Australia.

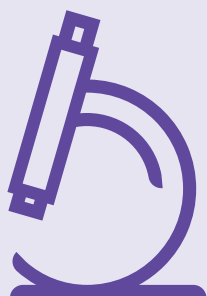
 [@RelayForLifeAUS](https://twitter.com/RelayForLifeAUS)

 [@RelayForLifeAustralia](https://www.facebook.com/RelayForLifeAustralia)

 [@relayforlifeaus](https://www.instagram.com/relayforlifeaus)

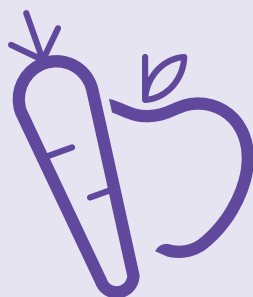
 [Relay For Life Australia](https://www.youtube.com/RelayForLifeAustralia)

Where your **money** goes



Cancer research

We fund more cancer research than any other independent community-based charity in Queensland.



Cancer prevention

At least one third of all cancer cases can be prevented through healthy lifestyle choices. Through campaigns like SunSmart Schools, we've helped save thousands of lives.



Cancer support

Each year, we provide support to thousands of Queenslanders via our 13 11 20 Support and Information Line, through our accommodation lodges and peer support programs.

What Cancer Council Queensland achieved in 2021, thanks to your support.



\$7.6 million was invested into lifesaving research.



1,967 wigs and turbans were distributed to cancer patients experiencing hair loss.



6,992 contacts were made with our 13 11 20 Information and Support line.



17,823 nights of accommodation were provided in our lodges.



1,694 Queenslanders were assisted through financial and legal support programs.



195,676 kilometres were travelled during our Transport to Treatment service.



6,000 children protected from harmful UV rays through our shade creation grants.

When you support a Relay For Life, you are making a difference.

\$10 can help people affected by cancer access trusted online support from the comfort of their own home.

\$25 can help protect 15 Aussie kids from harmful UV exposure through our SunSmart Schools Program.

\$50 can provide our world-class researchers with specialist lab equipment to unlock the answers to understand, prevent and treat cancer.

\$100 can help provide free accommodation for cancer patients, their families and carers during treatment.

What is Relay For Life?

Relay For Life brings communities together to celebrate cancer survivorship, remember loved ones lost and empower teams of families, friends and students to raise money to fight back against cancer.

Teams of friends, families and colleagues raise money in the lead up to their event, where team members take turns walking around a track to signify that cancer never rests, so neither do we.

History of Relay For Life

Relay For Life began in the USA in May 1985 when colorectal surgeon, Dr. Gordy Klatt, wanted to raise awareness of cancer and boost the income of his local cancer charity. He spent a gruelling twenty-four hours circulating a track in Tacoma, Washington, and raised over US\$27,000, showing that one person really can make a difference.

Since then, Relay For Life has become one of the largest fundraising events for cancer in the world. Celebrated by more than 4 million people in over 29 countries, this inspirational event empowers and unites local communities to fight cancer.

1999

Queensland's first Relay For Life was in Nambour in 1999

8

There are currently 8 Flagship Relays being held in Queensland in 2023

61

In Queensland, over 61 towns have hosted a Relay For Life

\$53M

Over \$53 million has been raised through Relay For Life alone in Queensland

2020

In 2020, Queensland hosted its first Statewide Virtual Relay For Life

29

Over 29 countries take part in Relay For Life

Why?

Relay For Life is a fun, challenging, rewarding and empowering event for all students who participate.

The most popular way for schools to be involved in Relay is simply by using it as a team based, extra-curricular activity. This requires at least one teacher to become a champion of the event as a coach/manager, to drive both participation and fundraising alongside the students.

Health and PE with a twist

As Relay is an endurance event where teams are required to 'keep the baton moving' around the track, it provides an opportunity for schools to set their students a fitness-based challenge in Health/PE classes.

Because the event is in support of Cancer Council and people in the community impacted by cancer, this also presents an opportunity for teachers to link the event with topics they may already be teaching around cancer, prevention and health in general.

The benefits of getting your school involved in Relay For Life

Education

- Provides a unique opportunity for the development of key skills, including leadership, corporate responsibility, teamwork, innovation, advocacy and banking, while also building confidence and relationships with peers.
- Offers a fun and active way to promote and educate youth on healthy living and how to reduce the risk of cancer.
- Promotes the importance of continuing the work Cancer Council Queensland do in cancer prevention, support and research to the leaders of tomorrow.

Teamwork

- Champions diversity and cultivates inclusivity.
- Provides strong leadership opportunities for students, who can sign up to be Team Captains.
- Values a commitment to the health and wellbeing of others.
- Unites your school community in support of a singular goal.

Community

- Allows your school community to really make a difference in the fight against cancer within the local community.
- Shows support for all those impacted by cancer, particularly those within your close-knit school community.
- Promotes teamwork, collaboration and cohesiveness within your school community.

How can your school get involved?

1

Join your local community event

Register a school team or get your whole school involved in your community's local Relay For Life event. Why not join your nearest local Relay For Life and form one or multiple teams to attend the event? Teams fundraise in the months leading up to the Relay, which sees everyone gather together to Celebrate, Remember and Fight Back.

On the day of the Relay For Life event, all teams gather onsite to take to the track in turns, participate in fun activities and watch entertainment. The event also includes moving ceremonies that make each Relay For Life event very special and an unforgettable experience.

3

Host a Mini Relay For Life event

Get creative and host your own Mini Relay at your school. This can take the stress out of organising for students to leave school premises. Each year level could walk a lap of the oval, or you could invite surrounding schools to compete with number of laps for fundraising. Host your own Candlelight Ceremony and ask students, teachers and parents to attend. Our fundraising team can help you set up a Mini Relay at your school and work with you and your students to ensure you host a successful event, raise funds and have a great time, bringing together your school community.



2

Host a 'Dress Purple Day'

Ditch the uniforms and get your PURPLE on by organising a Dress Purple Day for your school. Simply ask students to donate gold coins to participate. You can also host a Dress Purple Day in conjunction with any of the above events, to kickstart your school's fundraising.

4

How else to get involved in your local Relay For Life

If your school is unable to attend the local Relay For Life event, you can still get involved by:

- Sending in a video to be played at the local Relay. This could be a performance, tribute or shout out.
- Asking your students to get together and create a banner to be displayed at the local Relay. We are always looking for creative and unique Relay For Life or Survivor and Carer banners.
- Sending your student leaders to the event to represent the school.
- Sending in photo tributes of loved ones who have passed away from cancer, to be included in the Candlelight Ceremony.
- Putting your school's best foot forward by organising entertainment such as school choirs, cheer squads or concert bands for your community's local Relay For Life event.

Celebrate. Remember. Fight Back.



Fundraising tools

Fundraising tips

- Have a Dress Purple Day and ask for a gold coin donation in conjunction with your Mini Relay or the local Relay.
- Organise a school raffle and put a call out to parents to donate prizes. Students can then sell tickets.
- Host a BBQ, bake sale or morning tea, along with your Dress Purple Day or Mini Relay.
- Invite the local school community to the Mini Relay and have stalls selling homemade wares.
- Promote your school fundraiser throughout the school by using our fundraising posters.
- Get your school team to put up fundraising posters throughout the local community to gain donations.
- Use our social media resources and scripts to show the world your students are supporting Relay For Life.

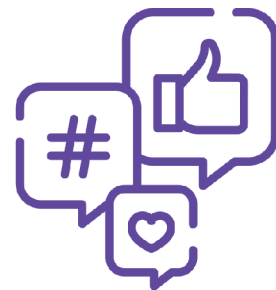
Event tips

- Use the school's sporting equipment to create obstacles throughout the track.
- Organise for the school sports team to host a mini competition.
- Create some healthy competition and ask each year to come dressed as a theme (something purple of course).
- Line the Relay track with handmade candle bags by using our candle bag template.
- Create a team baton to use at the event by using the baton template.
- Ask your students to create and decorate their own box car to travel around the track in.
- Create a HOPE sign or banner to be displayed at your Relay.
- Ask everyone to dress head to toe in purple and host a best dressed competition.
- Sleep under the stars, be a bit adventurous and get your school to hold a special outdoor sleepover.
- Get SunSmart with Sid, download our SunSmart resources and educate your students on the importance of prevention.

If you have any other ideas on how you'd like to get involved, please reach out to your local Cancer Council Queensland representative - we'd love to hear them!

Celebrate. Remember. Fight Back.

Social media tips



One of the best ways to engage the community is through social media via your school accounts. This is an effective way to share your story, fundraise and ask your online community for donations. Follow this guide to learn how to engage your online community, share your story and find resources to assist you.

Social media post suggestions

We know it can be difficult to come up with fresh new content for your social media account, so we've created some for you! You can 'copy and paste' the below post examples direct to your profile and share them with your community.

SUGGESTED SOCIAL MEDIA SCRIPTS

We're supporting Relay For Life to celebrate, remember and fight back against cancer. To donate to our school team, visit <insert your fundraising page link>. #cancercouncilqld #relayforlife

Social tile suggestion – We're Relaying our way

We're turning our school PURPLE for Relay For Life to help all Queenslanders affected by cancer. #cancercouncilqld #relayforlife

Social tile suggestion – We're supporting Relay For Life

We're hosting our own Mini Relay For Life to raise funds for Cancer Council Queensland and help all Queenslanders affected by cancer. To donate to our school, visit <insert your fundraising page link>. #cancercouncilqld #relayforlife

Social tile suggestion – We're Relaying our way

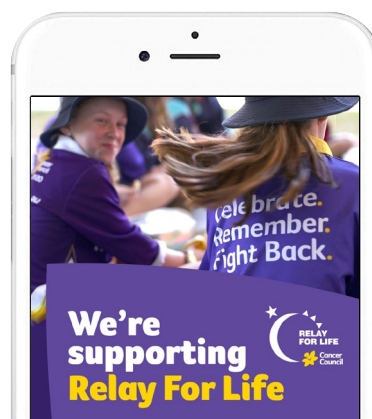
Online fundraising page

When you register for Relay For Life online, you automatically receive an online fundraising page. You can personalise your page with a photo, share your school's story and engage with your community via email. You will also get a personalised fundraising page link that you can share through your social media. We suggest inserting your personal fundraising link into the above posts.

Share your story with us

We want to hear from you! This is your chance to share your school's story with the community and tell them why you're fundraising for Relay For Life. Your story has the power to encourage your community to rally behind your school. Not only do we want you to share your story with your community, we would also love to hear it.

Contact our Fundraising Team
on **1300 65 65 85** or email
fundraising@cancerqld.org.au



EXTRA TIPS

- Change your School's Facebook profile picture.
- Share what activities you are doing and how the community can get involved.
- Don't forget to take photos and share them on your socials, and also send them to us.

#cancercouncilqld #relayforlife

Resources

We have created a stack of resources to help support your school's Relay For Life!

On the day tools

- RFL bunting
- Make your own candle bags
- Make your own team baton
- Directional signage template
- Impact signage
- Who will you Relay for?
- Decorations



Fundraising tools

- Fundraising event poster
- Jelly bean poster
- Please sponsor me



Health and Prevention

- Healthy catering guide
- Soft drink free event
- Quest and schools cancer prevention
- SunSmart with Sid poster, workbook and activities



DOWNLOAD NOW

Thank you for helping us to improve the quality of life for Queenslanders affected by cancer.

If you or anyone you know is seeking cancer information and advice, emotional support or practical support, please contact our **13 11 20** Support and Information Line, or go to **cancerqld.org.au**

Contact your local Cancer Council Queensland representative on:

Local Cancer Council Queensland representative:

Phone:

Email:

Alternately, you can give us a call on **1300 65 65 85** to speak with one of our helpful fundraising team members today or email **relayforlife@cancerqld.org.au**



**Celebrate.
Remember.
Fight Back.**