



Thank you for
your support

*Your fundraiser will have a real impact
for Australians with GI cancer*

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Thank you for your interest in fundraising for the GI Cancer Institute

We are so grateful for all enquiries from individuals, community groups and businesses who share in our goal to find better treatments for people with GI cancer.

Your support is crucial in ensuring we can continue to fund research to improve support for those affected by GI cancers. Our aim is to develop new standards of care for all GI cancers, to improve survival rates and improve treatment options.

To assist you in preparing your fundraising event, we have developed the following document. Once you've read through this document, you can register your fundraiser [here](#). After your fundraiser is approved, we will provide you with a letter giving you the authority to fundraise on our behalf as well as a supporter pack to help you with your fundraising.

A most sincere thank you for your support. We look forward to working with you to make your fundraiser a success!

Kind regards,

Joanne Cory
CEO, GI Cancer Institute

Throughout your fundraising journey with us you'll have the full support of our Fundraising Lead, Melanie Manuel. If you have any questions, please feel free to contact Melanie on **02 7208 2713** or melanie@gicancer.org.au



Community funding is vital

As you know, GI cancer is the most common cancer in Australia, directly affecting more than 37,780 Australians each year and claiming a devastating 51 lives each day.

Unfortunately, there is no way to lower the numbers quickly or change the statistics easily. The only way to change the trajectory of this disease is through medical research, and that research is critically underfunded.

Our incredible community fundraisers enable us to continue investing in the future of GI cancer research, and help us increase survival rates for loved ones. Thanks to advancements in clinical research, the five-year survival rates for all GI cancers have improved over the past 30 years, but there is still a lot of work ahead of us.

The fundraiser you choose to take on – whether it's a large event or a small morning tea, an individual race or a step challenge – are what drive our progress and help make a difference in the lives of GI Cancer patients. So thank you!



Your community fundraising can help:

✓ Provide hope

Your fundraiser helps fund new ideas and clinical trials that provide better treatment options and hope for those with GI Cancers.

✓ Answer the unanswered questions

Your support can help fund research to provide the answers to the many unanswered treatment questions and together, one day, we can make GI cancer an easily-treatable disease.

✓ Give the gift of time

By conducting research in Australia, people with GI cancer can access new treatments three to five years earlier than if research was to take place overseas. For the family and friends of people with GI cancer, this extra time with those they care about is priceless.

✓ Extend and improve people's quality of life

Using innovative research designs and cutting-edge technologies, our research will lead to better outcomes for all patients with GI cancers.





Trine's Story

In 2013, Trine lost her husband Matt to a rare type of stomach cancer called Linitis Plastica, just a year after his diagnosis.

Linitis Plastica has very poor early diagnosis rates and minimal treatment options, resulting in only 8% of patients surviving beyond five years, leaving few patients who can raise awareness of the need for new treatments. Matt was only 40 when he passed away, leaving behind Trine and their two sons, Daniel and Oliver.

Determined to fight for those who can no longer fight for themselves, and see an improvement in survival rates, Trine set up the Silly Hat for Matt Gutsy Challenge in 2018. Through her efforts and the support from family, friends and the wider GI cancer community, that challenge saw \$100,000 raised for new research and a dedicated grant created in Matt's honour. Trine went on to raise another \$10,000 through her work's dollar matching program and won a community-related award for her efforts.

Just like Trine, your fundraiser, no matter the size, can make a huge impact. There are so many ways to fundraise, some as simple as wearing a silly hat like Trine encouraged her friends and family to. Regardless of what you choose, we are grateful for the effort to help raise funds and awareness for us!

"I do not want Matt's cancer and his death to be just another statistic in the rare cancer book, which nobody ever reads. Too often with Linitis Plastica, there is no one to tell their story. I know Matt would have given me his blessing to raise awareness by telling his." - Trine



Fundraising - For Individuals

You can turn almost any activity into a fundraiser.



✓ Host a Bunnings Sausage Sizzle

Simply fill out the [online form](#) to submit your enquiry to your community group's local store.



✓ Hold a garage sale

A great way to do a clean out and raise money: find objects around your house you no longer use and sell them to help your fundraising efforts!



✓ Host a lunch or dinner

Ask a local restaurant to help host a set menu fundraising event and add an additional cost to the price that will come back as a donation.



✓ Ask for donations in lieu of birthday gifts

Instead of birthday gifts, why not ask for donations for your fundraiser. It will be the gift that gives back over time!



✓ Do a Gutsy Challenge

You can take the Gutsy Challenge by yourself or, better still, engage your friends, family, or work colleagues to help raise funds.



✓ Do a fun run

Most states in Australia have fun runs happening throughout the year. Check with your local running guide and see what race you can get involved in to train and fundraise for!

Lewis Moes, a 34-year-old Sunshine Coast local, ran the entire length of the Sunshine Coast in Queensland, in honour of his father, Eric Moes.

Eric Moes sadly lost his battle with oesophageal cancer a decade ago. Lewis' run was a tribute to him - a humble and kind man, known for his work with local community organisations on the Sunshine Coast. When Eric received his oesophageal cancer diagnosis, it came as a shock to the Moes family. They rallied together to support him through a challenging journey filled with physical and emotional tribulations. Eric's strength and positivity during his treatment deeply inspired his family.

"I want to raise awareness for the type of cancer Dad had and start the discussion around oesophageal cancer. I also hope people can see that all their donations are going to a really worthy cause and that it will help other patients."

- Lewis



Need an idea? - For Individuals



Do you want to take on a challenge?

Yes bring on the challenge

No let's play it safe

Do you like heights?

Do you want to fundraise at work?

Yes love them

No way!

Yes I'd like to

No thanks



Skydive
Challenge



Wacky Wig Day /
Head Shave



Sweepstake
Competition

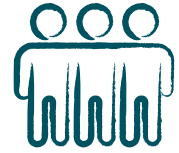


Give up
something



Fundraising - For Groups

Make it as fun, as crazy or as big as you want!



With friends

- ✓ Host a girls/guys night at home
- ✓ Host a games night
- ✓ Host a movie night
- ✓ Host a bowls day

The Penola Bowling Club has held many fundraising days for GI cancer research. Rick Mitchell, an active member at the club, lost his wife Judy to GI cancer in October 2013 at age 58.

After Judy passed, Rick approached the Penola Bowling Club to see if they would support him in fundraising for GI cancer. Since the first Penola Bowling Club fundraiser in 2014, the annual event has raised close to \$5,000 for GI Cancer.

“Judy was full of life and worked full time, enjoyed sports and we travelled with our caravan around parts of Australia as much as we could. Judy loved our two sons and three grandchildren. I wanted to do this fundraiser for her to raise funds for GI cancer research.”

- Rick

Located 3,000km from Perth, Kununurra is a small town with a strong sense of community. Denise Lindsell and Brooke Smeekeens-Coleman experienced this firsthand during the Black Tie Fundraiser they organised in June 2024.

When local Kununurra businessman Stephen Woodhead was diagnosed with a rare and inoperable form of stomach cancer in 2022 and ultimately passed away from the disease a few months before the gala, Denise and Brooke chose to raise funds for the GI Cancer Institute and Bowel Cancer Australia.

Touched by Stephen's story, the Kununurra community showed up en masse to support the Black Tie gala event. The Gala raised \$117,244 with proceeds being split between the two charities, signified by a powerful story, cause and a generous community

“You just get a real sense of community when someone is sick and in need... the community spirit really is amazing.”

- Denise



Larger scale

- ✓ Enter a group into a fun run or challenge
- ✓ Host a golf day
- ✓ Host a large dinner/gala
- ✓ Host a concert

Fundraising - For Groups

Make it as fun or as crazy, or as big or small, as you want!



Workplace

- ✓ Step Challenge
- ✓ Morning tea or bake sale fundraiser
- ✓ Ugly Tie Contest
- ✓ Matching Gift Program / Payroll Giving
- ✓ Corporate lunch or event
- ✓ Office trivia
- ✓ Office group activity like yoga or a walk
- ✓ Hold a bake-off contest or art/craft show

In March 2024, during Colorectal Cancer Awareness Month, Brad Ryan and his team at Coeus Advisers (picture below) partnered with the GI Cancer Institute to raise funds and awareness for bowel cancer research. The cause was close to Brad, as he was diagnosed with Stage 4 colorectal cancer and commenced treatment just months before.

Brad chose to tap into his network of clients and colleagues to fundraise, publicising his campaign on LinkedIn with a dedicated donation site and committing a personal donation of \$5,000 to kickstart the campaign. Brad held a lunch with colleagues and shared information and statistics about bowel cancer. At the company's annual Budget briefing, Brad, along with his son and

several colleagues, all shaved their heads to raise more funds.

Brad raised over \$40,000 total for the GI Cancer Institute, demonstrating the power of networking and spreading awareness about a worthy cause.

“While the money raised doesn’t affect me directly, it does support those researchers working on treatments that can cure and prolong life for those suffering with cancer. I am pleased to say my own treatment has been progressing well and we are hopeful that I will be here for many years to come.”

– Brad Ryan



Need an idea? - For Groups



Do you want to do something active?

Yes I want to get active

No I'd rather do something else

Do you want to add some competition?

Are you and your group foodies?

Yes let's get competitive

No not this time

Yes we love cooking

No not our cup of tea



Sports
Day



Sponsored
Cycle / Run



Brunch
Party



Quiz
Night



It's easier than you think!



Once you decide which type of fundraiser you would like to do, please register your event through our online portal:

Registering your fundraiser is easy

1. Simply click on this [link](#)
2. Add in your contact information and details about your fundraiser
3. Once you submit the form, a fundraising page will be created and we will be in touch.



Next Steps

1. Once we've confirmed your details, we will be in touch to confirm your event.
2. We will send you our Community Fundraising Supporter Pack, which will help answer any questions you may have about fundraising.

Thank you for your support!



We are deeply grateful for your support of the GI Cancer Institute and your dedicated efforts in raising vital funds for GI cancer research!

Melanie Manuel
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