

# The Terry Fox Foundation

## Corporate Giving



### Make a Charitable Gift

Making a corporate charitable gift is a simple yet significant way to fund innovative cancer research. At the same time, your company will demonstrate to employees, clients and the larger community that you support their efforts to fight a disease that knows no bounds. Please consider making a gift today to show you care. And be sure to let your employees know you are on their team - against cancer!

### Match Your Employees' Giving

Many companies have programs that match the charitable contributions of employees. When you implement a matching contributions program, you enable employees to double the impact of their gift. And, of course, corporate gifts to The Terry Fox Foundation are tax-deductible.

### Gifts in Kind

The Terry Fox Foundation boasts one of the lowest administrative costs of all Canadian charities. All events are volunteer-organized with no budget for expenses. Volunteers seek donations of goods, services and draw prizes for their events. The Foundation appreciates suggestions and recommendations regarding donations of products and services that can help reduce organizational and administrative costs.



Terry Fox was only 21 years old when he wrote a letter to companies across Canada asking for their support for his cross-country run. In that letter he described his personal experience with cancer, not only as a survivor, but also as a witness to cancer's effects, especially on the children in cancer wards. This experience compelled him to do something. His efforts evolved into the historic 1980 *Marathon of Hope*. He closed his letter with one of his most famous expressions of hope, "I believe in miracles... I have to."

Despite Terry's youth, and his almost unbelievable assertion that he intended to run across Canada on one leg, companies reacted overwhelmingly to his request. They responded to the simplicity of his message, to his passion, to the confidence he showed in himself. Ford of Canada donated a camper van, adidas donated running shoes, Imperial Oil donated gas coupons.

And in the 36 years since Terry ran his *Marathon of Hope*, companies have shown the same faith in The Terry Fox Foundation through ongoing support of our fundraising efforts. We believe that the adage "one size fits all" cannot possibly apply to our wonderful supporters. And so we are pleased to offer a wide range of opportunities for companies and employees to take up the torch and continue Terry's dream to fund research until cures for all cancers are discovered.



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THE TERRY FOX  
FOUNDATION

## Team Up for Terry

Teams made up of employees and their families are encouraged to participate in the annual Terry Fox Run. Many groups dedicate their efforts to a colleague who has battled cancer. This serves as both a poignant reminder of the devastating effect of this disease, as well as an urgent call to action.

In addition, many workplaces bring Terry Fox's story and mission right to their door by hosting fundraising events during the workweek. Terry Fox events can take place any time of the year, so choose a time and activity that suits your schedule and workplace. Your Provincial Office can provide you with ideas, support and promotional materials to help make this effort a great success for your workplace!



## Employee Giving and Volunteering

Encouraging your employees to actively support The Terry Fox Foundation is a cost-effective way to make an impact on cancer research. It will boost employee morale while at the same time enhance your company's profile within the community. Employees can take part in our national Terry Fox events, or hone leadership and team-building skills by organizing their own fundraising events. Many companies recognize the volunteer efforts of employees with a dedicated donation to their charity of choice.



**"It's one thing to run across Canada, but now, people are really going to know what cancer is." Terry Fox**

