

Walk Run

Tool Kit



Prostate Cancer
Foundation BC

*I'm running
for you!*



THE FATHER'S DAY
WALK RUN

THE FATHER'S DAY
WALK
RUN



Welcome

Thank you for joining us for the [23rd annual Father's Day Walk Run](#) in support of prostate cancer on [June 20th, 2021](#).

For over 22 years, Father's Day Walk Run supporters have helped us change the lives of men dealing with prostate cancer. Now more than ever, men are feeling alone in their cancer fight. With other resources at a minimum, we have continued to step up our efforts. When we were forced to postpone our in-person events, we reimagined The Father's Day Walk Run into a virtual event — a new way to show your support and keep our communities safe during COVID-19.

You can join participants all across British Columbia by raising funds and awareness to help build a world where no man has to hear the words "you have prostate cancer".

1 in 9 Canadian men are diagnosed with prostate cancer in their lifetime and many more are supporting loved ones through their diagnosis. Prostate cancer doesn't stop for COVID-19 and that's why we will never stop raising funds to support men affected by this disease.

We are so excited for you to join us and be part of this Father's Day tradition!

[This is a time to celebrate survivors, families, loved ones and remember those we've lost.](#)



What's in store

Included in this Tool Kit you will have access to a number of resources to make your 2021 Father's Day Walk Run memorable and fun!

- Foot Steps to success
- Fundraising Tips & Tricks
- Facts & Stats
- Let's get this party started
- Event schedule
- Healthy recipe
- Printable poster
- Printable bib
- Printable mini flag
- Colouring sheets
- Footsteps to the finish line
- What your support means
- Thank you to our sponsors

For more information on the
2021 event please visit
www.thefathersdayrun.ca



Foot Steps to Success



#1

SIGN UP

Sign up for the 2021 Father's Day Walk Run as an individual, or start your own team!
www.thefathersdayrun.ca



#2

CREATE

Once you are registered, you can design your very own fundraising page to let your friends and family know that you're participating in this event!



#3

FUNDRAISE

Email, post and share to kick start your fundraising. You can earn incentive prizes and become a top collector.



#4

WALK OR RUN

Run or Walk anywhere you choose this Father's Day,
June 20th, 2021
Warm up, Have Fun, Be Safe, Stretch

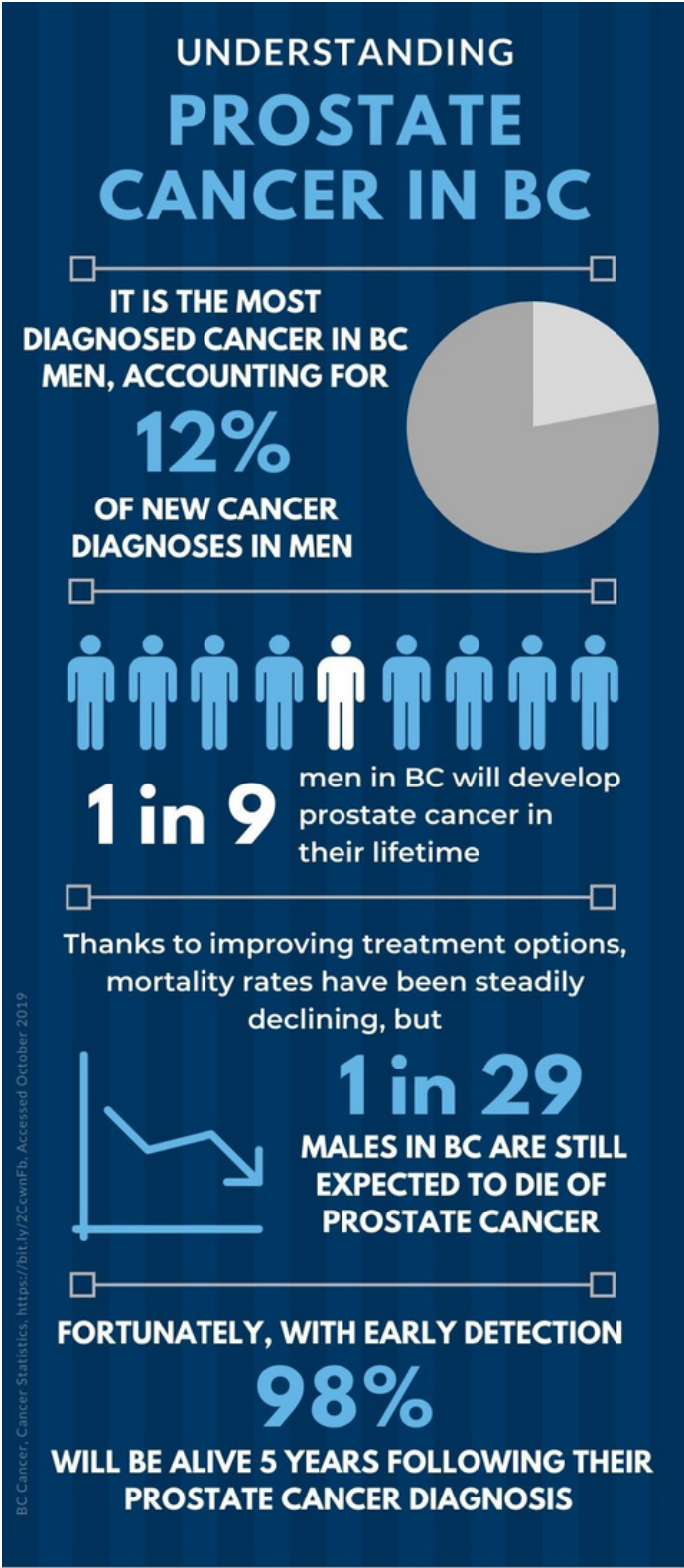
Fundraising Tips & Tricks

Do you know the #1 reason why people don't donate? It's because they weren't asked! Fundraising is a volume business - you generally need to ask a lot of people to get results. Unfortunately, not everyone will say yes, but you never know who in your friend or contact base might have a connection to prostate cancer or may just be more charitable than you thought!

5 BASIC FUNDRAISING TIPS!

1. Lead by example - Consider donating to your fundraising page to kick off your efforts and show your potential supporters that you mean business.
2. Personalize your tools - Customize your fundraising page with your own photo and a personal story about why you are doing this.
3. Spread the word - Use social media, emails, phone calls...anything that will help you reach a large audience.
4. Be creative - Start an office pool, organize a garage sale, or come up with your own unique fundraiser...then let us know about it so we can help get the word out about your event (or maybe we might even steal your idea...)
5. Communicate with your donors - Make sure they know that you consider them to be an integral part of your team.

Facts & Stats



PCFBC was founded in 1997 by Prostate Cancer support group members in BC

Funds raised through donations and events like The Father’s Day Walk Run are used to support several initiatives in BC, including:

18 prostate cancer support groups in communities throughout the province

A mentorship program that matches men who have recently been diagnosed with those who have gone through it already and can give them advice, guidance and support

Resource packages, called Reef Knot Kits, that are sent free of charge to men newly diagnosed men to help them me informed decisions about their treatment and next steps following a diagnosis

Funding BC-based research projects that are helping in the efforts to determine the best methods for prostate cancer detection and treatment. Over \$1.5 million dollars has been granted.

Promoting awareness and education through community events, speaking engagements, wellness fairs, seminars, leadership training, conferences and other forums

PCFBC works hard to keep administrative costs low (less than 10%) so more of each dollar donated goes directly to supporting men living with prostate cancer in BC.

Let's get this party started

- Register for the Father's Day Walk Run at www.thefathersdayrun.ca.
- Pick your route and decide who you'll be enjoying the day with. Confirm with your friends and family the time and location.
- Get your playlist ready for your Walk or Run! Music has a powerful way to make us move!
- Print out your "I'm Running For" bib, mini flag, and poster to decorate your window at home. Let everyone know that you are supporting prostate cancer here in BC. Don't forget to create your very own Start/Finish line!
- Make sure you have all the ingredients you'll need for your brunch using the recipe below! Or choose your own recipe.
- Dig out your Father's Day Walk Run t-shirt and dress in your wackiest, bluest outfit to show your neighborhood that you are participating in the Father's Day Walk Run.
- Take photos of the day and post on social media using #thefathersdayrun



How to watch the Video Presentation on event day

To kick off the 23rd Annual Father's Day Walk Run, the video Presentation link will be emailed to all participants on June 20th, 2021 at 11:30am PST. Alternatively, you can visit our website www.thefatherdayrun.ca the day of the event to view the broadcast.

Event Schedule

Our virtual opening ceremonies will begin at 11:30 AM PST. Visit our webpage at www.thefathersdayrun.ca for the link to the broadcast. Join us as we kick-off the 23rd Father's Day Walk Run!

The opening ceremonies will include:

- Greetings from our Executive Director
- Remarks from the PCFBC Board of Directors
- A video featuring history from past Father's Day Walk Run
- A high-energy warm up to get you ready for your run or walk

After you've watched the opening ceremony, you can run or walk anywhere you choose as part of your virtual celebration. Bring your phone to take photos, send them to info@prostatecancerbc.ca and post them using the hashtag #thefathersdayrun.

Let's eat! Make the delicious Avocado Egg Boats recipe on the next page and enjoy a healthy meal before or after your walk/run.

Following the day's events, we'll announce the award winners on our webpage and social media channels at 2:30 PM PST



Avocado Egg Boats

Enjoy this scrumptious recipe! This is a genius way to eat your eggs and avocado, while also refueling with protein for recovery.

Nutrition (per serving): 220 calories, 10 g protein, 6 g carbohydrates, 5 g fiber, 0 g sugar, 18 g fat, 4 g saturated fat, 180 mg sodium



INGREDIENTS

2 ripe avocados, halved and pitted

4 large eggs

Kosher salt

Freshly ground black pepper

3 slices bacon

Freshly chopped chives, for garnish

#1 Preheat oven to 350°. Scoop about 1 tablespoon worth of avocado out of each half; discard or reserve for another use.

#2 Place hollowed avocados in a baking dish, then crack eggs into a bowl, one at a time. Using a spoon, transfer one yolk to each avocado half, then spoon in as much egg white as you can fit without spilling over.

#3 Season with salt and pepper and bake until whites are set and yolks are no longer runny, 20 to 25 minutes. (Cover with foil if avocados are beginning to brown.)

#4 Meanwhile, in a large skillet over medium heat, cook bacon until crisp, 8 minutes, then transfer to a paper towel-lined plate and chop.

#5 Top avocados with bacon and chives before serving.

Printables



On the following pages, you'll find a few ways to help bring out some of that blue spirit!. All you have to do is print the pages you want!

Post your photos on social media using the hashtag #thefathersdayrun

The Father Day Walk Run event Poster - Page 10 & 11

"I'm Running For" bib - Page 12 & 13

Team Blue mini flag - Page 14 & 15

Colouring sheets - Page 16 to 19

THE 23RD ANNUAL
FATHER'S DAY

**WALK
RUN**

FOR PROSTATE CANCER

VIRTUAL EVENT

RUN

WALK

SUPPORT

SUNDAY - JUNE 20



Prostate Cancer
Foundation BC



WWW.THEFATHERSDAYRUN.CA

THE 23RD ANNUAL
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THE FATHER'S DAY WALK RUN



I'm Running For

THE FATHER'S DAY WALK RUN



I'm Running For

THE FATHER'S DAY WALK RUN



I'm Running For

THE FATHER'S DAY WALK RUN



I'm Running For



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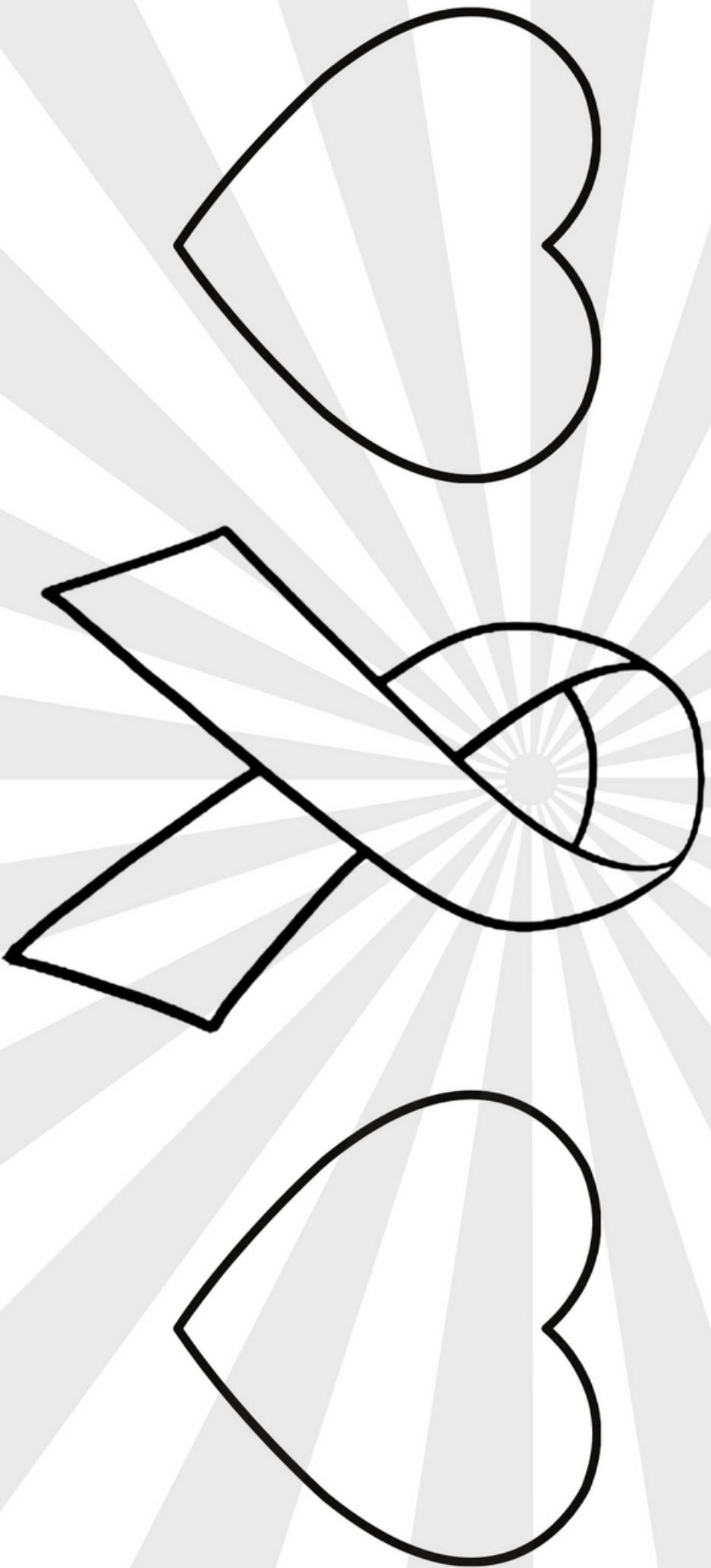
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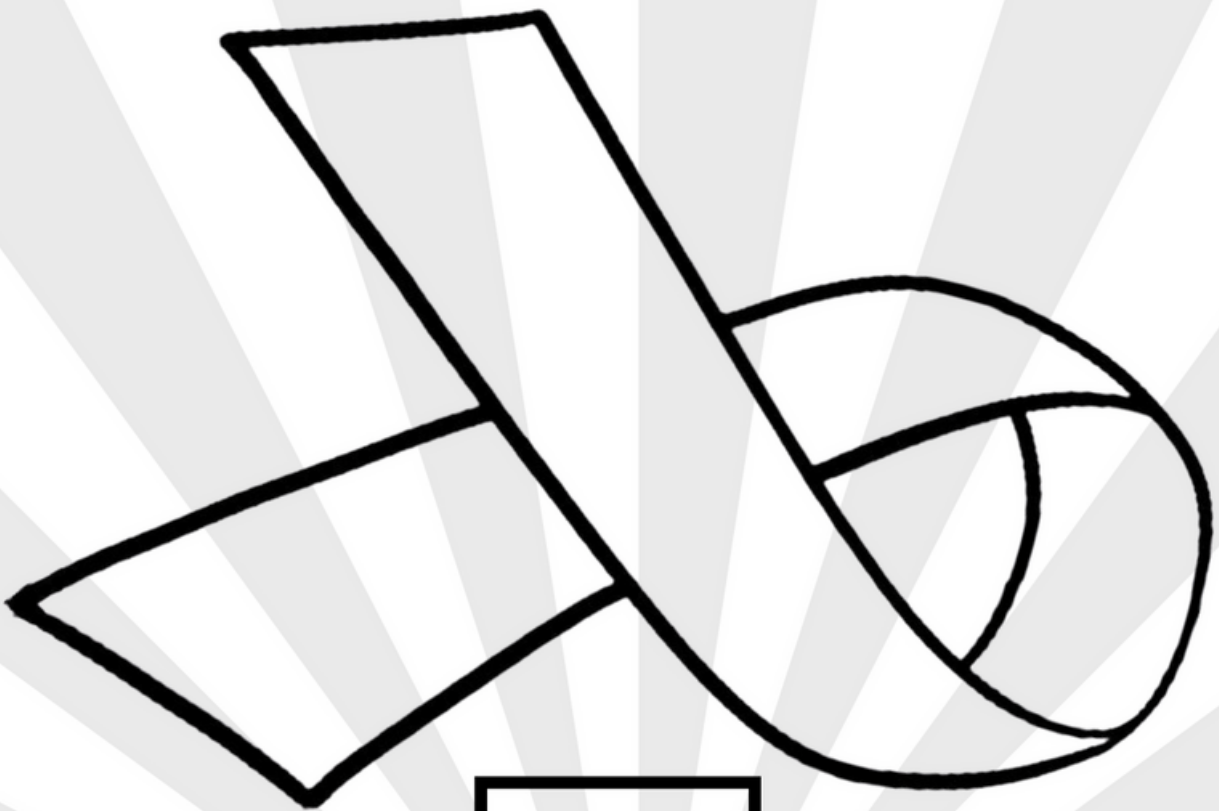


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HAPPY

FATHER'S DAY





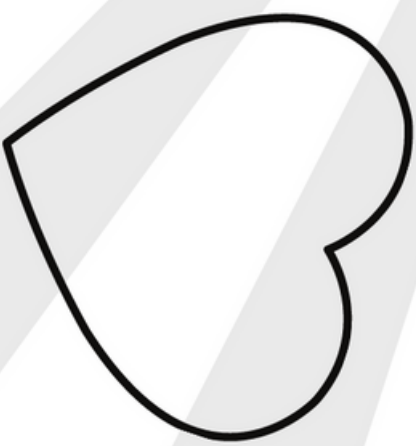
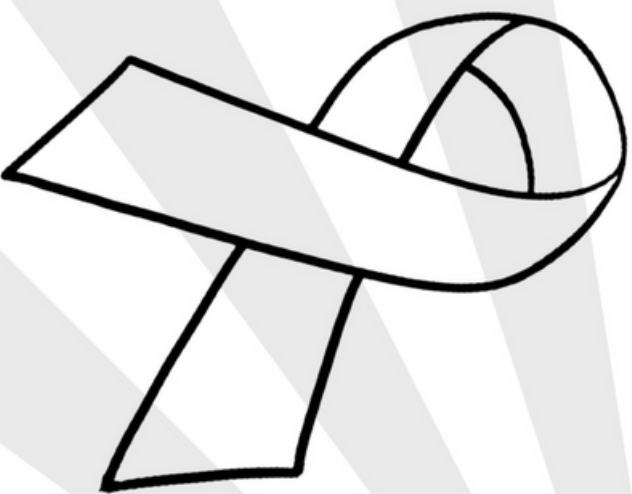
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POP
EVER



BEST

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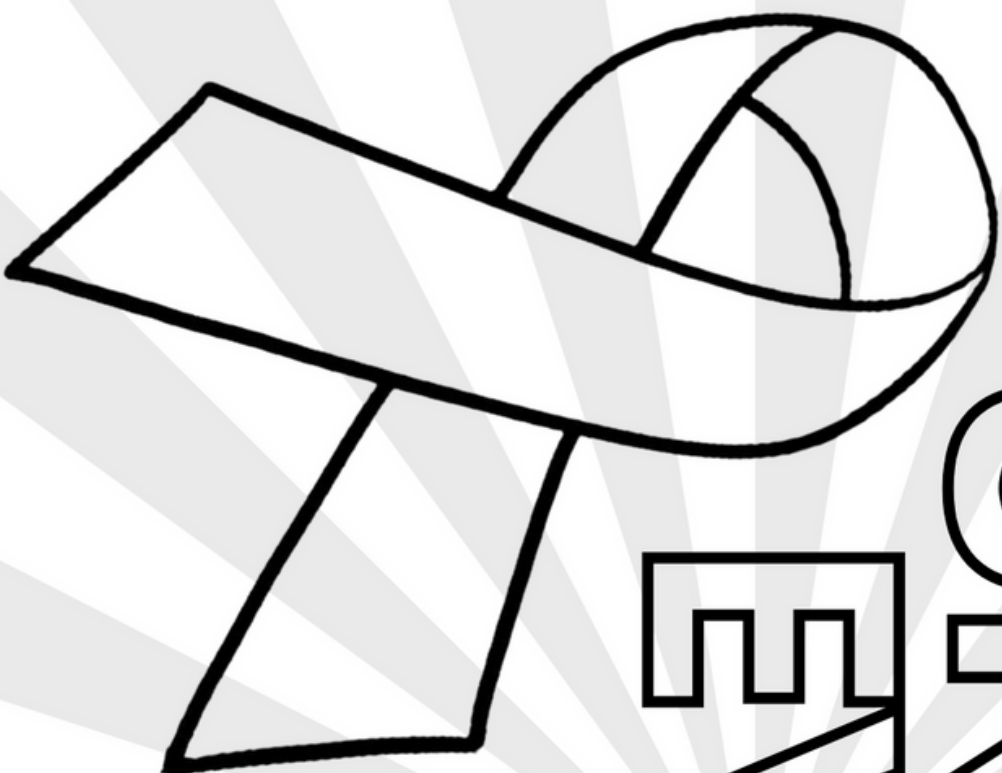
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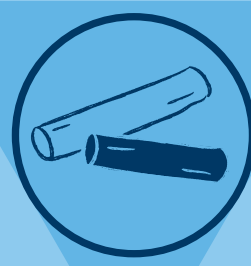
Foot Steps to the Finish Line

Your finish line will look a little different this year, so we've put together a few ideas so you can build your own! Check out some of our favourite suggestions and see what you can find around your house to add to it!

Post a picture of you and your family crossing your finish line using the hashtag #thefatherdayrun



BALLOONS



CHALK



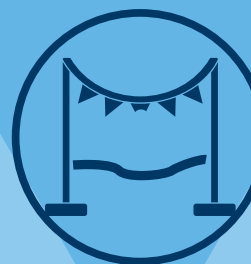
RIBBON



MUSIC



STREAMERS



POSTS

With your support

Participating in the Father's Day Walk Run means that you are supporting Prostate Cancer BC's initiatives.

RESEARCH

With your help, we can continue to help fund the work of researchers in BC aimed at improving the quality of life of prostate cancer patients, improving diagnostic methods, improving survivorship programs, discovering new and improved treatment methods, and understanding more about what causes prostate cancer to grow in some men's bodies, but not others.

AWARENESS

Many of the men dearest to our hearts at the Foundation would not be alive today if not for getting their PSA checked. With your help, we can continue to create awareness campaigns that aim to ensure that everyone knows about the importance of getting checked.

SUPPORT

With your help, we can continue to provide virtual support group meetings, webinars, and one-on-one peer counselling free of charge to men, their partners, and loved ones across the country.



\$3,462,000+
net revenues raised from 1997 to 2018



\$3.7 million
raised in 22 years



\$1,191,874
spent on awareness and support programs



\$1,733,743
granted to local researchers



COUNTLESS
people supported across the province



18
support groups across BC

Our Sponsors

Here at Prostate Cancer Foundation BC, we want create a world where no man has to hear the words "you have prostate cancer". We can achieve this by working with people that have the same goals. We know we couldn't continue the work that we do without support from our dedicated sponsors.

This year marks the 23rd anniversary of the Father's Day Walk Run. The loyalty that all our sponsor have given us over the years is outstanding. This event is possible because of the countless volunteers and sponsors donating their time and resources to help the cause.

We'd like to thank all of our sponsors for supporting the Father's Day Walk Run. Your generous contributions make a difference in the lives of men and their families affected by prostate cancer.

Thank you to Perpetual sponsors:

