

SHOW US *Your* BRAVE

Are You Brave Enough To Show Support For Cancer Patients In our Community?

Make the pledge to **raise funds**, and **step outside your comfort zone** to try something that fear has held you back from experiencing.

Our loved ones are bravely facing cancer.

Will you Show Us *Your* Brave and find the courage to **challenge yourself** while **raising funds**? Show Us *Your* Brave raises funds for local patient initiatives and vital services and equipment that support world class cancer care close to home.

SHOW US *YOUR* BRAVE CAMPAIGN OVERVIEW



1 in 8 in our community will hear the words **'You Have Cancer'**. When our loved ones are diagnosed with cancer, they have no choice whether to let fear or uncertainty hold them back from persevering through treatment and care. Because of this reality, the Windsor Cancer Centre Foundation is calling on our community to find ways to Show Us *Your* Brave.

GET INVOLVED

BRAVE YOUR OWN WAY

There are so many ways to **step outside your comfort zone** to participate in Show Us *Your* Brave. Make a pledge to show bravery by **facing a fear** or **trying something new** that is completely outside your comfort zone. Set your fundraising goal, announce to your network how you'll Show Us *Your* Brave, and face that fear once you've reached your goal.

Ever wanted to try Karaoke? Too nervous to try that new hairstyle? What about paddleboarding?

Brave Your Own Way with a personal pledge, with a group of friends, with entire classrooms, or colleagues or customers!

JOIN US ON BRAVE DAY

Join us on **June 22, 2024**, when the Windsor Cancer Centre Foundation hosts **Brave Day** as a grand finale celebration of the Show Us *Your* Brave campaign.

On Brave Day, 90 participants will have a once-in-a-lifetime opportunity to **rappel down 170 feet** from the top of the historic CIBC building in downtown Windsor.

Registration is \$100 and participants must raise a minimum of \$1,500 to rappel. Show Us *Your* Brave by rappelling on Brave Day.

Register yourself or nominate someone and start raising funds!
Space is limited.

There are over 110,000 visits to the Windsor Regional Cancer Centre in a given year for treatment and care. Windsor-Essex, Chatham-Kent, Sarnia-Lambton, we are calling on our entire community to Show Us *Your* Brave.



SHOW US *Your* BRAVE

The Windsor Cancer Centre Foundation is looking to partner with businesses in Windsor-Essex, Chatham-Kent, and Sarnia-Lambton to encourage their customers to try something new and Show Us *Your* Brave while raising funds and awareness for cancer patients in our community.

HOW TO PARTICIPATE

STEP 1:

Identify a new product or service offering that you'd love for your customers and the greater community to try. Perhaps launch something new and special for a limited time. Or maybe try to reach a brand new audience.

STEP 2:

Set the portion of proceeds that will support the Windsor Cancer Centre Foundation's Show us *Your* Brave campaign.

STEP 3:

Encourage your customers and fans to Show Us *Your* Brave and try something new in support of cancer patients in our community.

STEP 4:

Share your participation with us! Tag us on all socials @WindsorCCF, and reach out to Brandy Coulosey, Manager of Marketing & Communications (bcoulosey@windsorcancerfoundation.org), so we can support your efforts.

YOUR CUSTOMERS

