

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 grade schools in Windsor-Essex, Chatham-Kent, and Sarnia-Lambton to encourage students and faculty to participate in Show Us *Your Brave*, raising funds and awareness for cancer patients in our community.

HAVE YOUR CLASS SUPPORT **BRAVE DAY**

Raise funds when students bring in donations in exchange for creating inspirational posters that will encourage participants on Brave Day. Perhaps for \$5.00, each student can purchase an 8.5x11 poster to design and inspire participants!



SAMPLE POSTER & ACTUAL WINDOW

Your class posters will be on display in the final hallway before participants step out onto the roof, or on a window as the rappellers make their descent. Discuss what it means to be brave while raising funds and inspiring participants on Brave Day!

Of course, you can also get creative and find other meaningful ways to Show Us *Your Brave*.

Or... nominate a faculty member to rappel on Brave Day!

Contact Brandy Coulsey, Marketing & Communications Manager
(bcoulsey@windsorcancerfoundation.org) to officially join the campaign!

GRADE SCHOOLS

