

# RUN FOR HER TRAIL CHALLENGE IN SUPPORT OF OCC JOIN US AND IGNITE CHANGE



**SEPT 28, 2024  
COLLINGWOOD, ON  
RUNFORHER.CA**

# ABOUT THE RUN FOR HER



The Run for Her is an annual fundraising run in Collingwood, ON; 100% of funds raised go to Ovarian Cancer Canada (OCC), the only national charity dedicated to overcoming the most fatal women's cancer. Starting as a solo half-marathon in 2020, the Run for Her has grown to a multi-distance (5-31 km) trail event and education/advocacy initiative involving collaborations with local companies and the patient community. **This local grassroots event is looking to grow, with close links to a national charity and a global cause.**

## TARGET AUDIENCE

Community-minded adults of all ages from South Georgian Bay and the GTA who care about women's health and enjoy spending time in nature. Participants to date have predominantly been women with some trail running experience; however, all genders and skill levels are welcome. 37 runners participated in 2023, with a goal of 100 runners and walkers for 2024. Patient advocates and other volunteers keep the vibes high at the central aid station.



Patient advocates Shannon, Donna and Karen with Run for Her founder Alicia at 2023

## ABOUT OCC

At OCC we reject the notion that ovarian cancer can't be eradicated. Our mission is to boldly and unapologetically take action against ovarian cancer until the number of deaths from this disease is zero.  
*Charitable Registration Number: 87297 4845 RR0001*

# HELP RAISE FUNDS TO CHANGE OVARIAN CANCER OUTCOMES, FOR GOOD

Ovarian cancer is the most fatal cancer affecting women and individuals born with ovaries. An estimated 3,100 Canadians will be diagnosed with ovarian cancer in 2024; sadly, more than half will die within 5 years of diagnosis.

Put a different way, 5 Canadian women - of all ages, from all backgrounds, many in the prime of their lives - die from ovarian cancer every single day.

While many are living longer and better with advances in treatment and supportive care, 75% of patients continue to be diagnosed at a late stage and long-term survival rates have not changed in 50 years.

**This is why we Run for Her.**

*"Current treatments are just buying time. From diagnosis, I understood how important it was to speak up, speak out and advocate wherever I could. Women's lives depend on it... Scientists, researchers, and patients all need to work together to advocate, push the boundaries of science, and find a cure."*

- Shannon Kadar, patient advocate -



# SPONSORSHIP OPPORTUNITIES

PERKS	\$250	\$500	\$1,000
Featured post/s on social media	1 post	2 posts	5 posts
Inclusion of product/s in swag bag	Yes	Yes	Yes
Logo on event website		Yes	Yes
Inclusion in email communications		Yes	Yes
Inclusion in marketing materials		Yes	Yes
Verbal acknowledgment at event		Yes	Yes
Acknowledgement in press release		Yes	Yes

# SPONSORSHIP OPPORTUNITIES

## SWAG BAG

Donate a small product or gift card to our participant swag bags.

We will show you the love on social, and mention your contribution in a 'Run for Her wrap-up' email communication after the event.

## INCENTIVES

Donate a larger product, gift basket or gift card as registration or donation incentives.

We will show you the love on social throughout the promotional period, and mention your contribution in a 'Run for Her wrap-up' email communication after the event.

## STORYTELLING

Through Run for Her Stories, patient advocates share their firsthand experiences with ovarian cancer, including what led to their diagnosis, the importance of self-advocacy, and what they want other women to know.

**We are looking for new and interesting ways of sharing these stories, to show the human impact of this disease.**



Patient advocate Starla, who was diagnosed with a rare type of ovarian cancer at 23.

# KEY DATES

**May 1, 2024**

Confirm your support for  
maximum digital recognition

**May 8, 2024**

**World Ovarian Cancer Day**

Registration opens  
[@runforher.ca](https://runforher.ca)

**Sept 28, 2024**

Event Day  
Collingwood, ON

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**OVARIAN  
CANCER**  
CANADA

