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[**SMALL HANDS FIGHTING A BIG CAUSE**]



February 20, 2009 | By Kristin Laird

The **Childhood Cancer Foundation—Candlelighters Canada (CCF)** wants Canadians to know that “Small Hands” can make a big difference through its annual fundraising campaign.

CCF is calling on children, parents, schools, community groups and sports teams to organize “Small Hands” fundraisers in their communities, in an attempt to raise \$50 to \$5,000 each to fight childhood cancer.

“We can do something to help those kids know that they’re not alone and the families know that they’re not alone,” said **Mary Lye**, director of marketing and communications for CCF, and the mother of a cancer survivor. “When people get together and do something they can feel empowered by the results and the feeling that together, we’re making a difference.”

The Childhood Cancer Foundation’s Small Hands fundraising campaign works to provide patients and their families with support and the information programs.

Each year the CCF raises approximately \$2.5 million, and this year hopes to raise \$100,000 from the small hands campaign, said Lye.

According to Statistics Canada, four out of five Canadian children diagnosed with cancer will survive. The CCF is committed to undertaking and supporting national initiatives that will result in increased survival rates and ultimately a cure for childhood cancers, said Lye.

A list of fundraising suggestions can be found at **SmallHands.ca**. Past initiatives include collecting and donating empty wine and beer bottles, garage sales, accepting donations in lieu of birthday party gifts, dinner parties, barbeques and golf tournaments.

In addition, the CCF funds research and supports childhood cancer survivors with post-secondary scholarships.

The 2009 Small Hands campaign kicked off on International Childhood Cancer Day, Feb. 15 and closes at the end of September, Childhood Cancer Awareness Month.

PR efforts from **Cowan & Company** are promoting the campaign. Visit **SmallHands.ca** to register an event, to read event-planning tips, or to sponsor a participant.

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