With your help, Kids Can...

Say goodbye to your locks or show support to your friends who are shaving. Either way, you can be part of our Shave Your Lid for a Kid® program and help change the course of childhood cancer.

In this package you will find:

- A step-by-step guide on how to organize your own head shave event
- An event checklist
- Pledge forms
- Instructions for submitting pledges
- Information on the Kids Cancer Care Foundation of Alberta and how the money you raise helps our families

Thank you for helping make a difference in the lives of child affected by cancer!

Kids Cancer Care Foundation of Alberta
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kidscancercare.ab.ca

Telephone 403 216 9210
Facsimile 403 216 9215
Toll Free (in Alberta) 1 888 554 2267
Registered charity #899409171RR0001

Kids Cancer Care helps build bridges of hope and pillars of support for families fighting childhood cancer. One hundred percent of the pledges we receive go to providing funding and programs in three areas: camp, research, and education programs.

Thank you to our sponsor, Trico Homes, for making the Shave Your Lid for a Kid® program possible.
5 Reasons to Shave Your Lid

1. **It's fun!** Shave events boost community spirit, foster friendships and create a feel-good buzz. Invite friends and family to join in the celebration. Dye your hair before you shave. Play music and much more!

2. Hosting a shave and engaging in fundraising activities expands our sense of **social responsibility** and develops valuable **leadership** and **organizational** skills that last a lifetime.

3. The money you raise will help **save and change lives** by supporting research, hospital, camp and scholarship programs at Kids Cancer Care.

4. By shaving you are **creating awareness** about childhood cancer and building a community of champions for children with cancer. Your brave move shows these kids you care and that they are not alone in their fight.

5. Free haircut and no-fuss hair for months! Not to mention, **#BaldIsBeautiful**!

There are 3 ways you can get involved:

1. **Be Brave. Shave!**
   Sign up and shave! Use this package to create a shave event that will help spread awareness about childhood cancer and demonstrate the positive effects that giving back to others in your community creates.

2. **Pledge a Friend**
   Make a donation, find a company with a dollar-matching program or help organize a raffle or bottle drive to fundraise for a friend who is shaving.

3. **Support a Shavee**
   Take part in the fun by helping spread the word and being there on event day to cheer on and encourage the participants.
6 Steps to a Stellar Shave

START

Donors who donate directly on your page will receive a tax receipt immediately!

1. Plan
Get the details down!
- Set a date
- Set a location
- Set a fundraising goal
- Find a hairdresser
Make it as simple as you like or go all out!

2. Register
Go to kidscancercare.ab.ca and register your shave event.
Online registration makes it easy for people to pledge their support and for you to track what you’ve raised!

3. Profile
Create your personal pledge page on our website and tell your story:
- Why are you shaving?
- Are you doing it in honour of a friend or family member?
- What’s your fundraising goal?

Upload a picture and make a bio to catch the most attention!

4. Share
Spread the word about your shave! Tell all friends, family, coworkers and teachers!
Use social media! Share your pledge page and promote your event on Facebook and Twitter. Use Instagram or Snapchat to share before and after photos.

5. Cash
Encourage people to pledge online, but if they prefer cash try to collect the money as people pledge you. This will save you from having to follow-up with donors later. Use the pledge form to track cash and cheques.

6. Event Day
Invite everyone you know! Ask a DJ to spin some tunes or use our Shave CD to pump up the crowd. Get your friends to play paparazzi and snap a ton of pictures!
Dye your hair a crazy colour or braid your hair all over for people to cut off for a loonie or toonie.

Don’t forget to follow-up and thank everyone who donated and supported you!

Collect and count your cash and cheque donations and submit them to Kids Cancer Care in the form of a single cheque or money order (made out Kids Cancer Care)

Visit kidscancercare.ab.ca
Tell us About Your Event

Through the Shave Your Lid for a Kid® program, all shavees will receive support with their online profiles, fundraising and donation reconciliation. Please fill out the form below if your shave event requires additional assistance.

<table>
<thead>
<tr>
<th>Event date:</th>
<th>Time:</th>
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**General Information**

Event name:             Donation Goal:  

Shave location and address:

Other activities planned in combination with the shave:

**Shave Information**

Number of people shaving:  

Name of hairdressers or volunteer shavers:

**Do you require assistance from Kids Cancer Care in recruiting volunteer shavers? (shaves of 10 people or more)**

- Yes
- No

Please note volunteer shavers are subject to availability and cannot be guaranteed.

**Spokeskid Requested:**

- Yes
- No

Kids Cancer Care can provide you with childhood cancer survivors to share their story and speak at your event. Please note, Spokeskids are subject to availability and cannot be guaranteed.

**Video:**

- Yes
- No

We are happy to provide you with a six-minute video on our foundation and the families we serve.

**Foundation Information:**

- Yes
- No

Kids Cancer Care can provide you with foundation brochures and newsletters. This is a great way to educate your donors and guests about childhood cancer and where the money you have raised will go.

**NOTES:**

By filling this form out, you are providing Kids Cancer Care with the information needed so that we can provide you with the best support possible.

For any unknown information please write “TBA.”

Please complete this form and fax it to Jen at 403 216 9215, or email it to shave@kidscancercare.ab.ca no later than two weeks prior to your event.
Event Checklist

Logistics

- Event location booked
- Date and time set
- Room or space confirmed
- Electricity available for clippers (do you need an extension cord?)
- Make a list of all the people who may support you
- Send an email, text message to everyone on your list with instructions on how to donate
- Ask your company to dollar match your fundraising efforts, or make a company donation
- Invite a special guest (CEO, principal, etc.) to join in the shave as an incentive to reach your fundraising goal
- Hold a bake sale, raffle, bottle drive, etc., to help raise extra funds
- Challenge someone and see who can raise the most
- Start collecting!

Event Day

- Send a reminder to guest list
- Get helpers for set up and take down
- Bring plastic floor covering, chairs, brooms, garbage bags, mirrors
- Pack clippers, disinfectant, rubber gloves, extension cords (or arrangements to have these provided)
- Bring a camera (or a photographer) to take before and after photos
- Audio and visual set up (music, décor, etc.)
- Food or drink?
- Have fun!

Wrap-Up

- Send a thank you to everyone who supported you
- Collect outstanding pledges
- Do a final count of cash and cheques
- Submit total amount in single cheque or money order to Kids Cancer Care
- Give yourself a pat on the back!

Fundraising

- Register online at kids Cancercare.ab.ca
- Set a fundraising goal
- Create a personalized online pledge page
- Share pledge requests to contacts via email, social media and word-of-mouth
- Create an event on Facebook

Spread the word

Please note: for larger shaves, representatives from Kids Cancer Care and our partners at Trico Homes and Virgin Radio may request to attend.

Our attendance is not guaranteed and therefore, all equipment such as shavers and PA systems must be provided by the organizers.
### How-to Fundraise

**Tip:** When you break fundraising into smaller pieces it’s easier to manage and adds up quick!

#### You can raise $500 in one week!

**Day 1**
Support yourself! Start by making your own donation of $25. Don’t forget to set up your personal pledge page at [kidsancercare.ab.ca](http://kidsancercare.ab.ca) and then share your pledge pages with your friends, family and coworkers.

$25

**Day 2**
Ask three family members to support you for $25 each. Even challenge them to top each other!

$75

**Day 3**
Ask two businesses that you frequently visit to donate $25 each.

$50

**Day 4**
Ask five co-workers or peers to sponsor you for $20 each.

$100

**Day 5**
Ask your boss for a company contribution of $100. Check to see if your company runs a matching donation program. Dollar-matching is a great way to double your money!

$100

**Day 6**
Ask five people you know from your local sports team, health club, school or church to donate $10 each.

$50

**Day**
Ask five friends to donate $20 each.

$100

= $500!

The key to fundraising success is to ASK!

[Kidsancercare.ab.ca](http://kidsancercare.ab.ca)
Your personal pledge page is what people see when they search on the Kids Cancer Care website to donate to you. This page is a place where you can explain why you are shaving your head, add before and after photos and accept and track online pledges. Set a fundraising goal and watch your pledge-o-meter grow!

How do I register?

Step 1: Go to kidscancercare.ab.ca and click on GET INVOLVED. Click on SHAVE YOUR LID FOR A KID®
Register as an individual, create a group or join as a participant of an already registered group. Fill out the required information and submit!

Step 2: Once your pledge page has been activated, create your personal profile to share your story, picture, etc. All pictures must be less than 100KB to upload onto our website.

Step 3: Get your friends and family to support your event! Send out pledge requests and share your pledge page over email and social media.

How do I know online transactions will be safe?

Online Kids Cancer Care donations are kept safe by Secure Sockets Layer (SSL) issued by Equifax Secure Certificate Authority. Using the latest encryption technology, this system ensures donations are safe as they travel through the internet network. Personal information gathered by Kids Cancer Care is kept in confidence.

I’m Interested in donating my hair. What do I do?

Kids Cancer Care does not accept hair donations. We encourage you to support Angel Hair for Kids, a Canadian non-profit organization that makes wigs for children who have lost their hair due to illness.

Please visit the website achildsvoicefoundation.ca and select “Angel Hair for Kids” for guidelines and further information on donating your hair.

What is my personal pledge page?

Your personal pledge page is what people see when they search on the Kids Cancer Care website to donate to you. This page is a place where you can explain why you are shaving your head, add before and after photos and accept and track online pledges. Set a fundraising goal and watch your pledge-o-meter grow!

My event was a success! What do I do with the money I raised?

Collect all of your cash and cheque donations and match them to the pledges you have received. If there are any outstanding pledges, follow up and collect the money before doing your final count.

All cash and coins should be submitted as a single cheque or money order made out to Kids Cancer Care. Include this cheque or money order, along with your cheque donations, to Kids Cancer Care within 30 days of your shave. Don’t forget to include your pledge forms!