Mother's Day Classic

Mother's Day Classic Fundraising Toolkit

Your Guide to being a *Fundraising Superstar!*

Revised October 2026

Principal Partner

AIA

Founding Partner

WOMEN IN SUPER

Proceeds to

National Breast Cancer Foundation

OVARIAN CANCER RESEARCH FOUNDATION

Why Fundraise?

At the Mother's Day Classic, we walk or run to raise funds for breast and ovarian cancer research. Fundraising for cancer research plays a pivotal role in advancing scientific discoveries, developing innovative treatments, and ultimately improving the lives of individuals affected by cancer.

In 1998 at the inception of the Mother's Day Classic, the relative five-year survival rate for breast cancer was 84 percent. During the time of the Mother's Day Classic fundraising, this statistic has now increased to 92 percent.

In 2024, we took one step further and made it our mission to stop both ovarian and breast cancer in their tracks.

2027 marks 30 years of Mother's Day Classic events, and we look forward to celebrating this significant milestone with communities across Australia on 9 May.

Thanks to our community, we've:

Donated $54.3 Million since 1998

Funded over 91 research projects

12 Australian women die each day from breast and ovarian cancers.

Together we're moving towards the day when no more lives will be taken.



Associate Professor Kara Britt - Co-funded by the National Breast Cancer Foundation (NBCF) and the Mother's Day Classic Foundation (MDC)

Where your money goes

Proceeds from the Mother's Day Classic will be donated to the National Breast Cancer Foundation (NBCF) and the Ovarian Cancer Research Foundation (OCRF) to help to create a better tomorrow for those affected by breast and ovarian cancers.

When you sign up to the Mother's Day Classic, you can choose where your money goes. Whether it's the National Breast Cancer Foundation or the Ovarian Cancer Research Foundation or both, your support will help save lives.

National Breast Cancer Foundation

OVARIAN CANCER RESEARCH FOUNDATION

How to Fundraise

Share your Fundraising Page with your friends and family!



1. **Upload a photo** of yourself to your fundraising page
2. **Update your page bio** to share why you are fundraising for the Mother's Day Classic
3. **Share your page URL** to your friends and family! Share on your social media, email to your colleagues or text your family
4. **Ask for donations** and remind them that every donation counts! P.S. All donations over $2 are tax-deductible!
5. **Thank your donors** and let them know the positive difference of their contributions!

Share to

Ideas to boost your fundraising

Donate $1 for every hour of training, or $10 for every day you reach 10,000 steps in the lead up to Mother's Day.

Pink or Teal Day: Host a pink or teal themed casual clothes day at your workplace or school with a gold coin donation.

Cake Stall: Cook baked goods, jars of jam, or chutneys to sell in your local community.

Host a game night: Organise a Trivia Night with a $10 donation to attend.

Run a raffle: Ask your local community to donate prizes and host a raffle!

Dollar Matching: Fill out **our template** and ask your employer to match your donations.

Download Your Fundraising Resources HERE

Get social: Post on social media



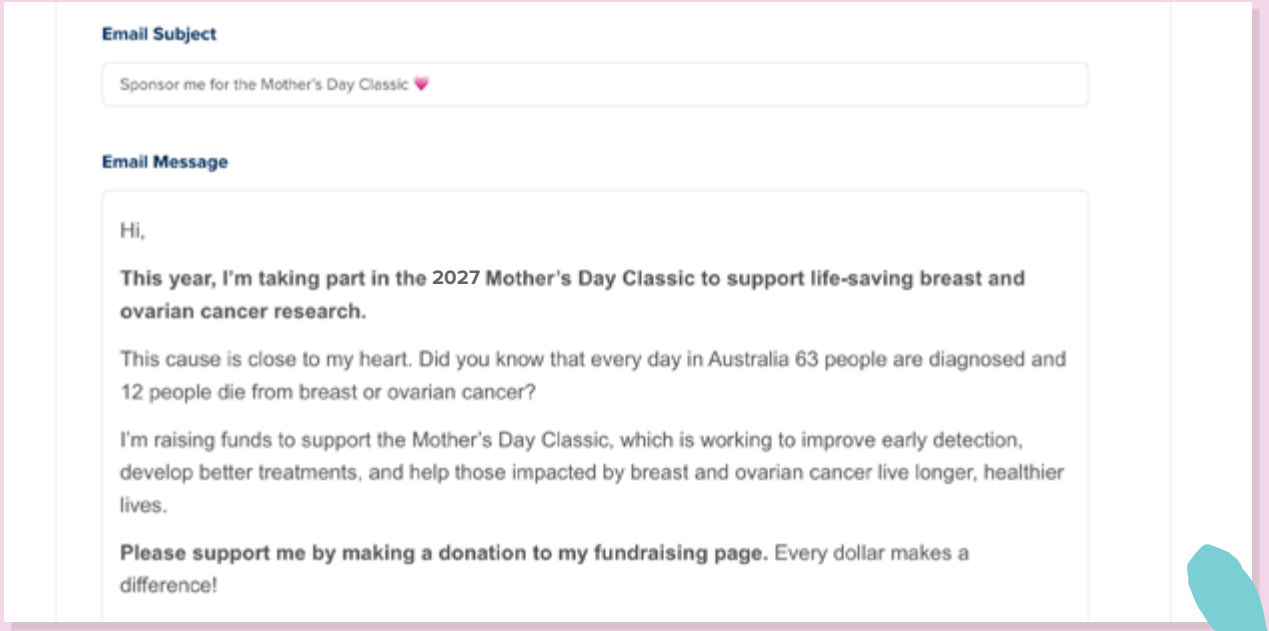


NEW in 2027!
Log into your fundraising dashboard to download pre-made personalised social tiles for individuals and teams

Spread the word: at school, work, or your gym



Get support: use our pre-written emails found in your fundraising dashboard.



Email Subject

Sponsor me for the Mother's Day Classic 💗

Email Message

Hi,

This year, I'm taking part in the 2027 Mother's Day Classic to support life-saving breast and ovarian cancer research.

This cause is close to my heart. Did you know that every day in Australia 63 people are diagnosed and 12 people die from breast or ovarian cancer?

I'm raising funds to support the Mother's Day Classic, which is working to improve early detection, develop better treatments, and help those impacted by breast and ovarian cancer live longer, healthier lives.

Please support me by making a donation to my fundraising page. Every dollar makes a difference!

Looking to hold a community fundraising event?

If you're holding a community fundraising event such as a bake sale, trivia night or raffle please follow the steps below:

1. Read our Fundraising Guidelines to ensure you're complying with our ethos and state regulations
2. Fill out our Authority to Fundraise Form and we'll send you back an official Authority to Fundraise Letter on behalf of the Mother's Day Classic Foundation.
3. Complete our Reconciliation Form once your fundraiser has been completed.



Get Support

If you still have questions, kindly contact our friendly team and we'll assist you!

fundraising@mothersdayclassic.com.au

Thank you!

Good luck with fundraising! Thank you for choosing to support the Mother's Day Classic