

From A to B - 4 Children with Cancer!



HELP AN ORDINARY GUY ACHIEVE SOMETHING EXTRAORDINARY

www.a2b4c.com.au

In May 2009, father of four Craig Goozee will set out on the journey of a lifetime. He's not a famous athlete or a celebrity, yet Craig aims to complete a 12,500km marathon around Australia in an attempt to raise more than **\$1 million dollars** for Children's Cancer Institute Australia for Medical Research (CCIA).



The journey will take Craig from A to B for C, Australia Square to Bennelong Point for Cancer...the long way round!

Inspired by the memory of his eldest daughter Jessica who lost her battle with cancer at the age of nine, Craig will use a combination of running, cycling and ocean paddling to complete the epic journey which is expected to take approximately 95 days.

All money raised from A2B4C will go directly towards CCIA's research into the causes, prevention, better treatments and cure of childhood cancer.



CORPORATE PARTNERSHIP OPPORTUNITIES

Businesses, community groups and individuals can all play their part in helping Craig reach his fundraising target.

Working with a community focused event such as A2B4C gives your organisation an opportunity to increase employee engagement and align your brand with something very special. Research shows during times of workplace uncertainty engagement with staff and the community is important for improved reputation, customer loyalty and increased sales.

There are various levels of support available for your consideration.

CASH DONATIONS

If you or your organisation would like to contribute to Craig's \$1 million fundraising target you can make a tax deductible donation towards the marathon based on the number of kilometres Craig is travelling.

- \$1,000 for 100 Kilometres
- \$5,000 for 500 Kilometres
- \$10,000 for 1000 Kilometres

PRO-BONO SPONSORSHIP

Craig and his support crew will be on the road for approximately three months. As such they require a significant amount of equipment for the marathon, ranging from flights for change over of Support Crew members, support vehicles, food and fuel, right through to uniforms, sleeping bags, cooking equipment and personal items. Your business might like to consider providing these items for the marathon free-of-charge.

JOIN THE 'KIDS CANCER 1000 CLUB'

Alternatively get your staff on board! Why not organise a fundraising event or activity and help Craig by raising \$1,000 towards his \$1 million fundraising target.

It can be as simple as holding sausage sizzle or a raffle at your school, surf club or cycling club. Or encourage employees take up their own individual challenge. Whatever contribution you can make will be greatly appreciated and remember, sometimes the biggest contribution you can make is to simply spread the word and get as many people as you can to join the 1000 Club.

If 1000 people raise \$1,000 Craig will reach his \$1 million target!

CONTACT

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A2B4C DONATION FORM

Yes, I would like to help Craig Goozee achieve his \$1 million fundraising target for A2B4C and help Children's Cancer Institute Australia (CCIA) save the lives of all children with cancer and eliminate their suffering.

I would like to pledge:

\$1,000 for 100 Kilometres \$5,000 for 500 Kilometres \$10,000 for 1000 Kilometres

Other - Please accept my gift of \$ _____

Enclosed is a cheque/money order (payable to Children's Cancer Institute Australia)

OR

Please debit my credit card

Credit Card Type: MasterCard Visa Diners Amex Amex ID:

Credit Card Number:

Name on card: _____ Expiry Date:

Signature(s): _____ Date: _____

This authority is to remain in force until further notice.

Please complete your details below:

Title: _____ First Name: _____ Surname: _____

Organisation: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Home phone: _____ Mobile phone: _____

Email address: _____ Birth date: _____

THANK YOU FOR YOUR DONATION. PLEASE FAX YOUR COMPLETED FORM TO: 02 9382 0070
OR POST TO: PO BOX 325, RANDWICK NSW 2031

We do not sell our mailing lists however we may occasionally make it available to like-minded organisations. If you prefer not to receive mailings from friends of CCIA please tick this box

At CCIA we recognise the importance of your privacy and the safeguarding of your personal information. If you do not wish to receive mailings from CCIA please tick this box

For any further information please call Erin Fisher on 02 9777 7022 or email efisher@ccia.org.au

CHILDRENS CANCER INSTITUTE AUSTRALIA FOR MEDICAL RESEARCH ABN 41 072 279 559

Keep track of Craig's progress by visiting the A2B4C website www.a2b4c.com.au

