



**CLIMB**

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**CLIMB**

***FIGHT COLORECTAL CANCER***

***COMMUNITY CLIMB  
TOOLKIT***



# WELCOME TO CLIMB FOR A CURE!

## WE ARE FIGHT COLORECTAL CANCER

We all have mountains to climb, but none of us have to do it alone. You are strong. You are relentless. We are here for you. Let's climb together!

## WHY WE CLIMB

We FIGHT to cure colorectal cancer and serve as relentless champions of hope for all affected by this disease through informed patient support, impactful policy change, and breakthrough research endeavors.

The Climb is Fight CRC's largest peer-driven fundraiser and is truly a one-of-a-kind event. Our toolkit is a step-by-step resource to help you organize a local Climb for a Cure event. Whether this is your first time planning a fundraising event or you're a seasoned host, this toolkit will help you create a fun and successful event.

Our annual Climb for a Cure is no longer a stand-alone event. Fight CRC champions have started to host their own Climb events in their local communities. From Puerto Rico to California, people are climbing to raise awareness and honor loved ones impacted by this disease.

Climb for a Cure was started by Chad Schrack, Brian Threlkeld, and Chris Ganser in the mountains of Colorado in 2016. These three friends saw climbing as a way to inspire those facing the mountain of cancer. They united a group of 15 climbers to ascend Longs Peak.

Since 2016, this annual event has grown to include over 800 survivors, caregivers, and families from across the country, ascending to new heights and raising over \$450,000 to fund Fight CRC's research efforts and the path to a cure for colon and rectal cancers.

## WHAT IS A COMMUNITY CLIMB?

A Community Climb is extremely special because it's hosted by Fight CRC champions in their local communities. This year, we have 11 Community Climbs happening across the nation, expanding the opportunity for you to get involved.



# FREQUENTLY ASKED QUESTIONS

Although we do not require a minimum fundraising amount, we encourage all participants to donate. All funds donated to Climb for a Cure support cutting-edge research and help our overall path to a cure for colon and rectal cancers. Once you've registered, you'll be prompted to create a personal fundraising page.

## **NERVOUS ABOUT FUNDRAISING?**

We get it - no one likes talking about money. We've made fundraising easy by providing an opportunity for you to create a personal fundraising page through AtlasGo when you register for the Climb. Individuals can make a donation directly to your fundraising page or directly to Fight CRC. And what's great about donating to Fight CRC is that every dollar makes a difference; no amount is ever too small!

## **ARE DONATIONS TAX DEDUCTIBLE?**

Yes, Fight CRC is a registered 501(c)(3) charitable organization. Our Tax ID Number is 20-2622550.

## **CAN I GET A COPY OF FIGHT CRC'S W9?**

Yes, [click here](#).

## **CAN I USE FIGHT CRC'S LOGO? HOW CAN I GET IT?**

To download our logo click [here](#).

## **CAN I GET A DONATION RECEIPT FOR MY SUPPORTERS?**

Funraise, our online fundraising platform, sends everyone a donation receipt.

## **DOES FIGHT CRC ACCEPT MATCHING EMPLOYEE GIFTS?**

We do! Talk to your organization's human resources department to see if your company will match your gift to the Fight CRC. We are also a member of Creating Healthier Communities (formerly Community Health Charities), an organization that helps manage workplace giving by bridging the gap between corporate and nonprofit partners and linking caring donors with the causes they support.

## **IMPORTANT NOTE:**

If you have donors who are mailing checks to Fight CRC, make sure they reference your name/fundraising page so we can put it toward your goal!

## **CHECKS CAN BE MAILED TO:**

Fight Colorectal Cancer  
ATTN: Climb for a Cure  
134 Park Central Square, #210  
Springfield, MO 65806

# PREPARING FOR THE CLIMB

## GEAR LIST

We've created a gear list for everything you'll need during your Climb event. Click [here](#) for the full packing list!



**SUNSCREEN**  
**\$10**

BUY ON AMAZON SMILE



**HEADLAMP**  
**\$12-15**

BUY ON AMAZON SMILE



**HYDRATION PACK**  
**\$20**

BUY ON AMAZON SMILE



**RAIN JACKET or PONCHO**  
**\$15-\$20**

BUY ON AMAZON SMILE



**HIKING BOOTS**  
**\$25-\$100**

BUY ON AMAZON SMILE



**BACKPACK**  
**\$15-\$50**

BUY ON AMAZON SMILE



**HIKING SNACKS**  
**PRICES VARY**

BUY ON AMAZON SMILE



**FIRST AID KIT**  
**\$10-\$15**

BUY ON AMAZON SMILE



# GET SOCIAL

## SAMPLE POSTS

Show your friends and family how you're climbing for a cure for colorectal cancer. Here are a few suggested social media posts for you to use.



I will be Climbing for a Cure alongside hundreds of colorectal cancer survivors, caregivers, and loved ones from all across the country! Funds raised will support colorectal cancer research. [@FightCRC](#) [#RelentlessClimber](#) [YOUR FUNDRAISER LINK]



We are reaching for a world without colorectal cancer. On 8/22, I'm Climbing for a Cure in [City, State]. But you can join from ANYWHERE! Create your own climb and let's take a step toward a cure. [FightCRC.org/climb](#) [#RelentlessClimber](#) [@FightCRC](#)



I am so excited to join [@FightCRC](#)'s Climb for a Cure alongside [#RelentlessClimber\(s\)](#) in [City, State]. Please show your support for the fight against colorectal cancer and donate \$5 to my fundraiser. Funds raised will support colorectal cancer research. [YOUR FUNDRAISER LINK]



Today I am a [#RelentlessClimber](#) Climbing for a Cure alongside hundreds of colorectal cancer survivors, caregivers, and loved ones from across the country to raise awareness and funds for the fight against [#ColorectalCancer!](#) [@FightCRC](#) [YOUR FUNDRAISER LINK]



I'm flexing a [#StrongArmSelfie](#) in support of the [#RelentlessClimber\(s\)](#) Climbing for a Cure on August 22! You can climb from ANYWHERE; create your own climb today! [FightCRC.org/climb](#) [PHOTO OF YOU FLEXING]

# ABOUT FIGHT CRC

## OUR MISSION

We FIGHT to cure colorectal cancer and serve as relentless champions of hope for all affected by this disease through informed patient support, impactful policy change, and breakthrough research endeavors.

## PHILOSOPHY & VALUES

It takes passionate, informed people to advocate. We believe this advocacy will lead to research. We expect research to lead to a cure. We will do all we can to help people prevent colorectal cancer from ever occurring. But for those who still develop it, we want to see treatments that make their survival a sure thing.

We want to be the catalyst that causes better, more strategic research to be funded - research that leads to increased screening and better outcomes from treatment. We will advocate for patients from "bench to bedside" by pushing for accountability of research and access to screening and treatment. We will empower people who can advocate for themselves and others; control the resources to fight colorectal cancer; and deliver care to those living with the disease. We will succeed because we will foster empowerment on three levels:

**FIRST**, we will teach people with colorectal cancer and their caregivers to advocate effectively for themselves by giving them the information they need, when they need it.

**SECOND**, we will make it easier for the people in power in the research community to commit more resources to colorectal cancer research, including potential breakthrough projects.

**THIRD**, we will build our allies in Congress, state legislatures, federal regulatory agencies (such as the Food and Drug Administration and the Centers for Medicare and Medicaid Services) and the insurance community and keep up the pressure until we have policies that make sense for ensuring prevention and quality care.

Fight Colorectal Cancer is recognized as a top-ranked charity thanks to our sound financial reporting and accountability. We're recognized as a top charity by several organizations:

- 4-star charity by [Charity Navigator](#)
- Platinum Rated by [GuideStar](#) Exchange
- BBB Accredited Business
- Top-ranked charity by Philanthropedia

Fight Colorectal Cancer is a 501(c)(3) not-for-profit organization under our founding name, Colorectal Cancer Coalition (C3). Our federal tax ID number is 20-2622550.

If you have any questions, concerns or comments, please contact:

### **MICHELLE (MEL) HARRIS**

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