

# JAMAICA CANCER SOCIETY



## TEAM CAPTAIN'S KIT

**CELEBRATE**

**REMEMBER**

**FIGHT BACK**



Jamaica Cancer Society  
Relay For Life 2011

**Venue:**

Event Start Date: Saturday, June 11 at 6:00pm

Event End Date: Sunday June 12 at 6:00am

Police Officer's Club, Hope Road, Kingston 6

Parking will be available at Liberty Academy, entrance on Devon Road and Ranny Williams Entertainment Centre.

Teams Begin Campsite set up at 10:00am

**The Purpose:**

Relay For Life is a unique, fun way to raise money for the Jamaica Cancer Society while increasing cancer awareness and celebrating survivorship.

**The Event:**

Relay For Life involves teams of ten or less persons taking turns walking or running around a track, relay style, for the duration of the event. It is a non-competitive, team building event. Participants come from family, friends, schools, service clubs, home makers churches, corporate, industry, and other organizations. Teams are formed to rally in support of a co-worker, friend or loved one who is fighting or has lost the battle with cancer.

**Fundraising:**

Each team member pays a registration fee of \$800 and is asked to raise a minimum of \$5,000.00 or more in donations to support the Jamaica Cancer Society programmes of education , cancer screening, counseling and mobile screening and outreach.

**The Fun:**

Teams camp around the track and participate in a variety of activities while waiting their turn to relay. From karaoke and socaerobics, we have something for all.

**The Healing:**

Relay For Life is a Celebration of Cancer Survivorship. For the cancer survivor it provides an opportunity to see old friends, meet new ones and share experiences. The first lap of the Relay, on Saturday at 6:00pm is led by cancer survivors. Later, at 10:00pm the Luminaria Ceremony is held to remember those who have lost the fight.



## **The Role of a Team Captain**

### **Build a team**

- Look to your family, friends, and co-workers to be on your team. Teams should be 10 persons maximum.
- Be sure to include anyone in your life who has been touched by cancer.
- Be sure to emphasize Relay as an opportunity to make a difference in the fight against cancer.
- Seek people with different connections to widen the circle of donors.
- Promote cohesiveness among the team

### **Develop a vision/plan for the team**

- Set financial goals for the team
- Make it challenging but realistic
- Try to set your team's goals higher than the previous years outcomes
- Work with individuals to set their own individual fundraising goals.
- Try to spread your fundraising over the course of the year.
- Create a team theme. Create a theme about a cancer message and decorate your tent to match your theme and provide information to relayers on that message

### **Equip the team to achieve its goals**

- Hold Team Meetings to share information and organize and motivate team members
- Outline what is expected of them as a team member
- Provide great fundraising ideas.

### **Communicate with the team regularly**

- In addition to holding team meetings, be sure to touch base via email and phone.
- Brainstorm fundraising ideas.
- Keep the team informed of the team's progress
- Inspire them with stories about how the Society is making a difference in the fight against cancer.

### **Try to Motivate & encourage team members**

- Challenge the team
- Foster a competitive spirit
- Thank team members throughout the process

### **Appreciation & Recognition**

- Recognize each person for their contributions at the end of Relay.
- Remind team members that every dollar raised is one step closer to winning the battle against cancer.



## **TEAM CAPTAIN JOB DESCRIPTION**

### **BROAD SCOPE OF JOB**

Lead a team from your community, company or family in celebrating cancer survivorship by participation in Relay For Life.

### **Key Responsibilities**

- Form a team and organize its participation in Relay For Life
- Attend all Team Captains Meetings or send a representative from your team
- Communicate with your team members so that they understand the rules and plans for the event.
- Collect and turn in Registration Forms and Commitment fees (\$800) per team member.
- Ensure that team members understand the significance of the Opening, Survivor and Luminaria Ceremonies.
- Show the Relay video at your team meetings or invite a speaker from the local Relay organizational committee.
- Set the target for your team.
- Keep up with the amounts collected by team members. Put up a goal board showing how much money the team has raised.
- Promote participation in the Survivor's Walk, and the sale of Luminaria in Honour or Memory of loved ones.
- Develop a team theme with around a specific cancer message and decorate your tent to match your theme.
- Ensure that all funds are turned in on bank night.
- Hold creative fundraisers to help the team raise donations
- Coach and motivate your team to success. Generate enthusiasm and participation for the event.

### **Helpful Suggestion**

Suggest that the team dedicate their participation in the Relay to someone from your company. Let other co-workers know about it and encourage their support.



## **TEAM GUIDELINES**

1. Campsite set-up begins at 10:00am
2. All deliveries before 3:00pm
3. Teams should arrive by 5:00pm so that the Opening Ceremony will begin on time
4. Parking- Liberty Academy formerly Priory School, entrance on Devon Road, and Ranny Williams Entertainment Centre, Hope Road
5. Entrance fees- Teams & Survivors /General Public Adults \$800, Children \$300.
6. Opening Ceremony @ 6:00pm followed by Survivor's first lap and then teams  
Banner  
Theme
7. Team Pictures
8. Luminaria Ceremony 10:00pm
9. Site will be closed to the public at midnight.
10. All donations must be made by Friday June 3, 2011
11. Tobacco Free Event
12. No Pets Allowed
13. Have Fun!!!!!!!



## About the Jamaica Cancer Society

### Our Mission Statement

The Jamaica Cancer Society is a non-profit, non-governmental organization which was formed in 1955 and is engaged in activities for the prevention and control of cancer in Jamaica. The Society's Mission is to *eliminate cancer as a major health problem in Jamaica.*

### How We Will Accomplish Our Mission

**Research:** 1% of funds raised at Relay is repatriated to the International Union Against Cancer (UICC) to fund cancer research which has led to ground breaking discoveries including the bone marrow transplant and cancer drugs such as Gleevec and Tamoxifen.

**Education:** to increase cancer awareness and the importance of early detection.

**Outreach:** By traveling the entire island of Jamaica, all fourteen parishes, with our mobile mammography and pap smear units to provide cancer screening. We participate in health fairs, work shops, exhibitions and displays.

In 2010 we participated in Screening Visits –7246

Educational Talks- 39

Displays - 10

### Goals for the Future (2015)

- To achieve a significant reduction in cancer related illnesses and deaths
- To develop increased community presence
- To increase the organizational capacity & ensure sustainability
- To be recognized as a centre of excellence

### How Can You Help Achieve the Goals in Your Community?

With your commitment to be informed, stay healthy, become involved and financially support the Jamaica Cancer Society, we can increase the number of lives saved, dramatically decrease the number of people who get cancer, and greatly improve the quality of life of those touched by cancer.

### Everyone Benefits from the Jamaica Cancer Society

- Our mobile mammography and pap smear units
- Our in-house clinic services
- Reach to Recovery breast cancer survivors support group
- Counseling support services
- Educational talks to schools, corporate Jamaica, service organizations and clubs

- Website contact [www.jamaicacancersociety.org](http://www.jamaicacancersociety.org) which provides information 24 hours a day.
- Approximately 20,000 Jamaicans use our cancer screening services each year.
- The Jamaica Cancer Society was awarded the prestigious Gleaner Honour Award in 2008 in the category of Voluntary Service.