



Saturday 2 May 2020

EVENT HANDBOOK

WalkForWomensCancer.org.au

hawaiian
**WALK FOR
WOMEN'S
CANCER**
Perkins

THANK YOU!

Welcome to the Walk family!

You've joined an incredible group of passionate people standing together to fight the cancers that rob us of our mums, grans, daughters, sisters, aunts and friends.

Collectively, we walk to build a better future for the women we love.

It's tough to raise \$1,000 (although many of you will raise a lot more than that!). It's tough to train and walk 35km. And it's beyond tough to cope with cancer. **But we are tougher together... way tougher!**

This year think about who or what you want to dedicate your 35km to. Your 35 could be for a relative, yourself, for a cure or just to kick cancer to the curb. Keep this reason close and use it to motivate you when you need it.

This guide is an overview of the Walk. It's filled with helpful hints and tips on training and fundraising. And it gives you some idea of what to expect on the day.

Throughout your Walk journey, we will be staying in touch. We'll invite you to training walks to get you ready for the big day. And we'll be at the end of the phone any time you need some help.

Let's do this – together!

Laura, your Perkins Walk guide

Contact me at laura@perkins.org.au or on 6151 0708





WHY I'M WALKING

Michelle's reason for walking

Walked in 2019, 2018, 2017, 2016 and 2015.

I have survived both breast and ovarian cancer. With a strong genetic link in family with both the two main cancers affecting women, I dedicate my walk to my two daughters, so they don't have to go through what I did. I feel such a sense of support from the walk community. I love coming back each year and talking with the other walkers. I think this event is a great way to spread awareness and raise money for research. I like to think that the money I raise might be the key to unlocking a breakthrough. For anyone thinking of doing this event, I'd say 'just strap your shoes on and get going! It really is worth every step!'

Make sure to say hello if you see me at the Walk!

We're all in this **together**.

Best wishes,

Michelle

YOUR WALK JOURNEY

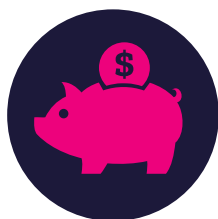


Register

Congratulations, you can tick this one off.

By registering for the Walk, you're making a massive personal contribution to Perkins research into the cancers that rob us of our mothers, sisters, aunts, daughters and friends.

Whether you register as an individual or part of a group, we're excited to start this journey with you. If you have friends or family who might like to join you, please use the postcards in the pack to let them know why you're walking and ask them to join you.



Raise

One of the most amazing parts of the Walk is at the opening ceremony when the total amount raised is announced and every single walker recognises the collective impact they've made. Far more than a ripple effect – each walker contributes to a massive wave of support for cancer research.

Raising \$1,000 each might seem daunting but we're here to help. We've included some hints and tips in this booklet to help you kick start your fundraising. We will also be checking in with you throughout your journey to offer advice and support.



Train

There are a number of training walks run by the Perkins in the lead up to the Walk. These are a great way to increase your fitness and meet fellow walkers.

Don't worry, we don't commit to the full 35km during training. We usually try to do around 10km. It's important to use a slow and steady approach and aim to increase your distance as the Walk approaches.



Walk

This is the first time the Walk has been 35km. In the past there were two walk distances, but we listened to our walkers and realised it was better if everyone could start and finish together.

The official Walk route is announced closer to the event but it is designed to be relatively flat and will take in picturesque parts of Perth including the Swan River. Along the way there are toilets, snacks, water, sunscreen stations and lunch stops.

Catering during the Walk is included in your registration costs.



Fight

By making the Hawaiian Walk for Women's Cancer your event for 2019, you're helping to support Perth's own medical research institute.

Perkins researchers will be walking alongside you on the day, and YOU are working alongside them to help find better treatments to fight women's cancers. Our fight is your fight and, together, we can achieve remarkable things.

10 WAYS TO RAISE \$1000

We canvased some of our previous walkers to ask for ways in which they met their fundraising goals. **Here are ten tips to reach a thousand dollars.**



Donate to yourself

Self-donations prompt others.
It's a fact.



Host a movie night

Pick a classic, put up a screen in the backyard – instant outdoor cinema!



Bake up a storm

Hold a cake stall (or two!) at work.
Remember to advertise in advance.



PA for a day

Trade tasks for donations for a day.

5



Host a quiz night

Everyone loves a quiz night and it can help you reach your fundraising total very quickly.

6



Hold a raffle

Get a prize donated and ask your colleagues and friends to buy tickets.

7



Set up a bad habits jar

You'd be surprised how quickly it will fill up!

8



Share your personal reason for walking

We have all been touched by cancer in some way. Tell your story and ask people for help.

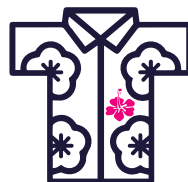
9



Feed your friends

Provide lunch or high tea for friends or colleagues in exchange for a donation.

10



Free dress day

Make a donation to wear whatever you like to work. We take no responsibility for poor fashion choices!

YOUR HARD WORK FUNDS OUR HARD WORK

Meet Pilar and Brendan – two of the Perkins researchers funded by you!



Perkins Associate Professor Pilar Blancafort and her laboratory investigate the development of innovative new treatments for the cancers that don't respond to conventional medicines, such as triple negative breast cancer and serious ovarian cancer.

Major projects include nanoparticles to deliver anti-cancer drugs directly to the tumour site, and generating a gene modifier to revert cancer cells back to normal functioning cells.



Dr Brendan Kennedy and his team of biomedical engineers at the Perkins are developing cutting-edge tools to assist surgeons during cancer surgery. These include a specialist in-theatre microscope, a handheld device to search for hard to detect cancer cells during surgery, and the world's first 3D printed finger-mounted optical imaging probe.

The probe can measure tissue stiffness at a microscopic level and will allow breast surgeons to detect tumour cells that are too small to see or feel, improving outcomes for women during these challenging surgeries.



THE PERKINS

The Harry Perkins Institute of Medical Research is not just a building. It's a belief. A belief that when you put world-class scientists and researchers together in a world-class facility, amazing things happen.

Since 1998, the Perkins has focused on helping the community in which we live while solving global health problems. It's where a close-knit team of more than 200 researchers share ideas and discoveries to defeat the major diseases that impact our community and rob us of our loved ones.

We passionately believe that outstanding medical research right here in Perth, powered by incredible supporters like you, can accelerate medical breakthroughs globally.



HARRY PERKINS INSTITUTE
OF MEDICAL RESEARCH

FITNESS GUIDE

Your first steps

You may already be exercising regularly, or this may be the very first time you've been motivated to get fit. Wherever you start from, use a slow but steady approach and aim to gradually increase your intensity and distance in the lead up to the Walk.

Put your best foot forward

Wearing the right shoes is so important. Ask your local specialty shoe store to help you find a pair that are comfortable, suitable for your foot, and good quality. Ask about good walking socks and also taping your feet.

Listen to your body

During your training, rest days are just as necessary as the days when you push yourself. Your muscles need time to regenerate and repair. If you have pain, consider seeing your local GP or a specialist.

Mix it up

Alternating your walking with other exercise such as swimming, weights training, yoga, Pilates, or HIIT workouts. It's a great way to strengthen your whole body. Dogs are also great personal trainers!

Stretch

Stretching before and after you exercise is important in helping your body gain strength and recover with each session. We have a great training guide with some exercises and stretches you can do to help restore your muscles.

YOUR FUNDRAISING KIT

We've included a number of goodies in this pack that you can use to fundraise.

- **This guide** to the event
- **Posters** to promote your fundraising and track your progress
- **A money box** to collect donations
- **Bunting** you can cut out and assemble with string or ribbon to decorate your events
- **A magnet** to write your reason for walking and place on the fridge for motivation
- **Postcards** to fill in and send to a friend asking them to donate, or to join you on the Walk.

Other resources

Perkins training walks

Held every few weekends in different locations, the training walks give you a chance to catch up with teammates, meet new faces, and train to increase your fitness for the big day!

Hawaiian events

Hawaiian will be holding events and promoting the Walk at Hawaiian shopping centres around Perth. We'll let you know when they're on.

Fundraising masterclass

Listen to fellow walkers who've successfully reached their targets in record time. This is a chance to share ideas and learn from each other.

Stretch workshop

Let the experts teach you how to get ready for the Walk and how to cool down afterwards.

Fundraising incentives

To keep you motivated and stylish, you will be rewarded with incentive prizes when you reach fundraising targets. These include bags, hats and custom t-shirts.

To help with your fundraising, the Hawaiian Walk for Women's Cancer also provides a number of downloadable resources that you can find by clicking on Resources at WalkForWomensCancer.org.au. This includes logos and templates for emails, events and posters.



Since 1993, Hawaiian has grown to include nine shopping centres across the Perth metro area, three St Georges Terrace office towers, hospitality locations – including the world renowned Cable Beach Club Resort and Spa – and investment into land projects Australia wide.

Hawaiian's difference is in how the properties are managed and integrated with a broad community support program. Hawaiian's properties are all designed to be vibrant community meeting places. Places where local communities, arts, youth, sport and health groups are connected through Hawaiian to share experiences.

This presence across WA ensures Hawaiian remains educated on local community issues. Giving back to the community has always been a focus, and Hawaiian continue to innovate how this is weaved throughout the company's business model.

Hawaiian has been the Walk's major partner for the last three years. We say a huge thank you to Hawaiian for being there for the Perkins and the women of Perth.

See you on Saturday 2 May 2020!

laura@perkins.org.au / 08 6151 0708

#WhyIWalkPerth #My35Perth #TougherTogether

WalkFor**WomensCancer**.org.au

