**PURPOSE:**

Unfortunately, Solaris doesn’t have a marketing budget like many of our peers or other not-for-profit organisations and our brand and amazing work goes under the radar. We often miss out on support from businesses and big corporates, because they don’t know about us, or understand what we do. Most will say something like – I already donate to Cancer Council without realising that our support is incredibly different.

One of the ways we can change this is to personally introduce businesses that we know to Solaris. To share our story, our own experiences with Solaris and why it is important that Solaris gets their support.

**A personal introduction to a business can make a world of difference.** If you have a relationship, then Solaris gets to benefit from that relationship. It means we are no longer cold calling for help.

The Solaris Family is large and spreads across all corners of Western Australia. We have 350 volunteers and an even bigger patient base. And each year, we ask our Solaris Family to help support our campaigns.

**The more people who spread the word to businesses, the greater our reach and success**.

So **please help us to spread the message by sending an email, letter or picking up the phone and sharing the story to a business that may be in position to help Solaris**. And if you do get interest, please let us know and **we can complete the grant applications and do all the heavy lifting**.

And thank you again for your kind support.

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**The situation**

* With the health care industry stretched for resources due to COVID-19, Solaris Cancer Care needs the support of the WA community more now than ever.
* We are supporting the vulnerable part of our community who are already immune-compromised and fighting for their lives in isolation in both the metropolitan and regional areas.
* Solaris Cancer Care was ahead of the curve when responding to social isolation measures, bringing all essential services online by March 20 in a cost-effective way ensuring continuity of services to our clients.
* Solaris Cancer Care improves the lives of all adult cancer patients, their families and carers, all year round, and with support will continue to do so after COVID-19 is a thing of the past.
* Solaris Cancer Care is able to provide support to the extended West Australian community who may be suffering mental health through their online service provision

**Key messages - general**

* Solaris Cancer Care offers free evidence-based therapies that are integrated with mainstream medical treatment, support and information to all people in Western Australia affected by cancer, including carers and family members.
* Solaris Cancer Care drives cancer control that is based on data and research, improving outcomes through safe, coordinated and evidence-based care.
* Solaris Cancer Care is the only organisation in Western Australia providing these vital services and therapies to the many individuals affected by cancer every day.
* Solaris Cancer Care currently provides its services to cancer patients and their carers free of charge, allowing access to all individuals affected by cancer, no matter what their financial situation.
* Solaris Cancer Care provides services to those in all stages of their cancer journey – diagnosis, treatment, recovery, survivorship and palliative care.

**Supporting facts and figures**

* Solaris delivers more than $1.74M worth of health care in complementary therapies free to cancer patients and carers per year
* Solaris Cancer Care provided over 28,000 treatments to cancer patients, carers and families in Western Australia in 2019.
* Over 13,300 people diagnosed in WA each year and 3 out of 10 deaths directly caused by cancer in WA.
* 5-year survival rate of cancer is 72%.
* 1 in 2 Australian men and women are diagnosed with cancer by the age of 85.
* 2025 prediction – more than 17,000 cancer diagnoses in WA
* 2025 prediction – more than 5,000 cancer deaths in WA per year

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| **Tool** | **Information** | **How and where do I use it?** |
| My Cause page | [www.solaristhrive.com.au](http://www.solaristhrive.com.au) | Link to MyCause – one idea is to write it on a piece of paper or cardboard and show it in your video |
| Solaris website | [www.solariscancercare.org.au](http://www.solariscancercare.org.au) | Subscribe for news and updates |
| Solaris Facebook | <https://www.facebook.com/SolarisCancerCare/> | Follow, like and share posts by Solaris Cancer Care |

**Example letter**

Dear XXXX,

As you may or may not know, I currently volunteer/work/am a patient of a charity called Solaris Cancer Care; supporting cancer patients <like me> and their families get through one of the worst experiences any of us could face.

Cancer is so prevalent in our society now I’m sure you have a loved one, friend or colleague who has been touched by this insidious disease, or maybe you have experienced it yourself, and you know how frightening it can be during ‘normal’ times.

We are not living in normal times.

With the health care industry stretched for resources due to COVID-19, Solaris Cancer Care is supporting the vulnerable part of our community; people who are already immune-compromised and fighting for their lives, now many in isolation, in the metropolitan and regional areas.

Solaris Cancer Care offers free evidence-based mental health support, therapies, education, wellness activities, support groups and counselling, that are integrated with mainstream medical treatment, support and information to all people in Western Australia affected by cancer, including carers and family members.

Solaris is the only organisation in Western Australia providing these type of vital services and therapies to the many adults affected by **any type of cancer**, free of charge no matter people’s financial situation.

In addition, their services are offered at all stages of the cancer journey – diagnosis, treatment, recovery, survivorship and palliative care.

They responded quickly to social isolation measures, bringing all essential services online by 20 March to ensure continuity of services to patients but Solaris Cancer Care needs the support of the WA community more now than ever.

This May, Solaris is launching its major fundraising push **May We Survive** to raise funds to keep supporting cancer patients who are more vulnerable than most and will continue to need support long after COVID-19 is no longer part of our daily dialogue. Solaris Cancer Care has started a fundraising page on the [www.solaristhrive.com.au](http://www.solaristhrive.com.au) to ensure we can keep helping people. Donations are tax-deductible – a perfect tax incentive for your business leading up to the end of financial year.

I know times are tough for everyone and businesses have had to tighten their belts but I would be grateful if your business would consider supporting Solaris – you could make a word of difference.

If your business has a corporate giving program and would like to discuss how you can help Solaris with their long-term sustainability, I’d love to introduce you to the Grants team who can work through a unique program, including additional value and recognition for your business.

Thank you,

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