

*Light  
the  
Night*

# How to join your blood cancer community to Light the Night.

Your fundraising and event guide.



#LightTheNightAU  
[lightthenight.org.au](http://lightthenight.org.au)

**Leukaemia  
Foundation®**

# We Light the Night to share hope with everyone touched by blood cancer.

**Light the Night is an important event for every person whose life has been touched by blood cancers like leukaemia, lymphoma or myeloma.**

As the sun sets on Blood Cancer Awareness Month, the Leukaemia Foundation's Light the Night will take place across Australia on Friday, 30 September.

When we Light the Night, we honour those who have faced, and are facing, their own blood cancer journey.

We recognise friends, family, carers, and healthcare professionals who share strength and hope in every scary, uncertain moment.

We remember the loved ones lost, who will live forever in our hearts.

We Light the Night to give hope to over 53 Australians who receive a new blood cancer diagnosis each, and every day.

Hope is powerful.

Hope helps us see that there is light – even when it is darkest.

**The funds raised from Light the Night are critical.**

When someone receives a blood cancer diagnosis – it can be a devastating blow for them and everyone who knows and loves them.

Treatment is often complex and urgent. Life-saving care can be far from home. Too many are left feeling overwhelmed and unsure – and isolated.

Funds raised will help light someone's way through the darkest days – by ensuring the Leukaemia Foundation can reach everyone who needs us after a blood cancer diagnosis.

Over the past 10 years, incidence of blood cancer has increased by 47%, so it is more important than ever for Australians to come together – not just to fundraise for research and blood cancer support – but also to give hope to the Leukaemia Foundation's goal of zero lives lost to blood cancer by 2035.

Without your support – this life-saving work will falter...

We may have leukaemia in our name, but the Leukaemia Foundation is there for those with any type of blood cancer, providing expert support, funding leading-edge research and campaigning for change.

From the very deepest place within our hearts...

Thank you for shining a light on blood cancer.



# Your story is powerful

**When you share your story – it shows others bravely facing blood cancer that they are not alone.**

People find strength and courage in the knowledge that someone else truly understands.

Your story also holds the incredible power to raise much needed funds to help families make it through treatment.



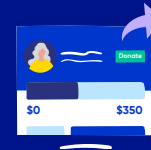
If you are fundraising, log in to your fundraising page.



Upload a photo – especially one that captures your reasons for lighting the night.



Write your story and add it to your page.



Share your page link with friends and family.



Post photos that show the impact blood cancer has had on your life, to help people understand why your fundraising is so important.



Write personal emails or messages to friends and family and ask for their support.



Tell everyone how much their support means to you.

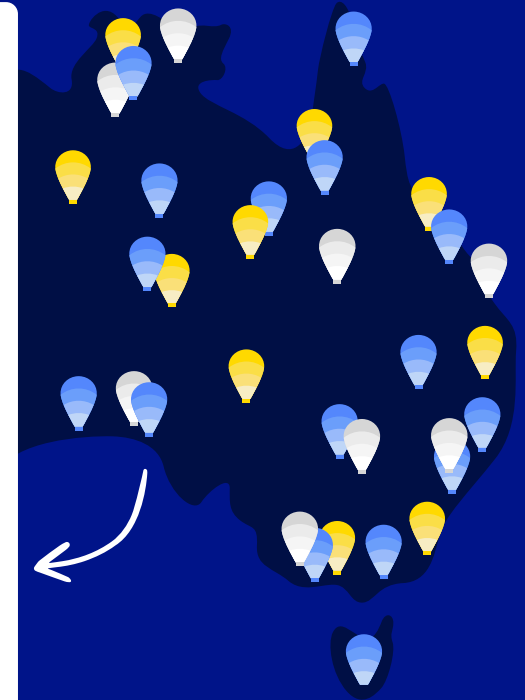
**Let your story shine bright as a lantern on our map of Australia at [lightthenight.org.au](https://lightthenight.org.au)**

No matter how you choose to participate in Light the Night this year, you can still share your story with the blood cancer community.



To appear on the Light the Night map, make sure you hashtag your public Instagram posts with:

1. #LightTheNightAU
2. Your lantern colour #white #gold or #blue
3. Your location (eg: #Sydney or #Adelaide)





# Your official lantern

Your lantern represents the way that blood cancer has touched your life.

**Gold** symbolises a loved one lost to blood cancer.

**White** symbolises your own blood cancer journey.

**Blue** symbolises your support for those affected by blood cancer.



Be sure to start fundraising early so you can light an official lantern on the night.



When your fundraising page reaches \$100 or more, you'll secure your personal lantern to light on the night.

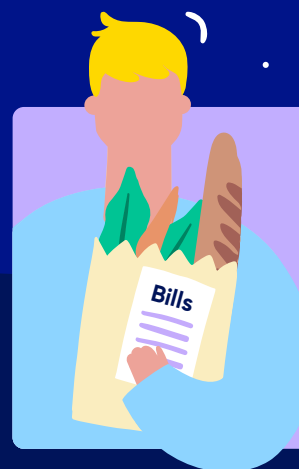
Lanterns are limited to one per person, and only available to those who have funds raised on their personal Light the Night fundraising page.

To receive a lantern, each person registered for Light the Night must raise \$100 or more on their fundraising page by Sunday, 11 September 2022. Your lantern will be sent to the address that you entered when you signed up to Light the Night.

**Put these important dates in your diary:**

**11 September** – raise \$100 or more to receive your official lantern

**30 September** – Light the Night with your loved ones



On average people proudly raise over \$500 for Light the Night, which could give nearly a week of accommodation to a family facing a blood cancer who live far away from life-saving treatment. And while this precious relief may have monetary value to fundraisers like you, for families who need to relocate for life-saving treatment, this level of support is truly priceless.



# Shining some light



## Know that we are here for you

Remember, you are never alone. If you or your loved ones need support at any time, the Leukaemia Foundation offers a range of services to help Australians and their loved ones touched by a blood cancer, including Australia's only dedicated blood cancer support line. Call 1800 620 420 to connect with a registered blood cancer support professional, access the latest information and services, and join your blood cancer community.



## Share your why

The first step is to let your nearest and dearest know why you are lighting the night.

Your friends and family will want to show you their support by making donations.

Each and every donation you secure will be put to work helping families who are fighting their way through blood cancer today.

And remember – when words falter, images speak volumes. Share photos or videos from your experience with blood cancer and include a call for support to spark donations.

## Make the first donation to your page

Start your fundraising campaign by donating to your own page. The first donation on a page tends to set the trend for donations that follow.



**\$80** could provide the first night of accommodation for a regional family who has urgently relocated to the city for life-saving treatment with nowhere to stay. They can stay with us as long as they need to with your support.

With one small action, you can help a family in their darkest and most confronting moment, to prepare for the challenges ahead.

## Ask people to give generously

Writing personal one to one emails or messages to those in your network is the best way to secure donations.

The most successful fundraisers make a list of everyone they are connected to and they reach out personally to ask for their support.

People are busy these days. Sometimes they need a gentle reminder – so don't be afraid to follow up.

Take the guesswork out of donating by asking for a specific donation amount.



**\$30** could provide an information pack to a family to help them understand and prepare for the challenges ahead following a scary and confronting new diagnosis.



**\$53** could mean that a family is provided with the emotional support they need from a Blood Cancer Support Coordinator as they face the overwhelming decisions that follow a new diagnosis.



**\$103** could help families who are struggling financially with expenses like hospital parking or groceries



# The wonderful difference you'll make possible

**By the end of today over 53 families will have been told that they are facing blood cancer.**

The moments that follow a new diagnosis are terrifying. For some families, a diagnosis means leaving their jobs, homes, friends, family and pets behind to relocate for treatment. The road ahead is fraught with fear, stress and vulnerability.

Your fundraising can provide crucial support in so many ways...



Free accommodation near hospital for Aussie families needing to relocate for treatment each year.



Financial assistance to help Aussie families facing blood cancer make ends meet during treatment.



Grief counselling for those experiencing the loss of a loved one to blood cancer.



Financial support to help people access potentially life-saving clinical trials.



Support services for patients and their families including Australia's only dedicated blood cancer support line.



## Invite your loved ones to join you

If you are taking part in Light the Night, be sure to invite your loved ones to join you – both on the night and in signing up so they too can fundraise for their lantern.

Be sure to keep an eye on how your registered guests are going and encourage them to start fundraising early so you can all light your lanterns together on the night. Each person will need their own fundraising page with \$100 or more raised to be sent an official lantern.

## Your safety is our priority

Please ensure you check the latest COVID-19 guidelines for your area.

If you are hosting and are unwell on the day of your event, please consider hosting your event virtually for the safety of others.



# Planning your Light the Night event

How you Light the Night is limited only by your imagination.

## Step 1

### Make sure your loved ones are officially registered to Light the Night

Share the link to your page for loved ones to join your event or ask them to search for your event at [lightthenight.org.au](https://lightthenight.org.au)



## Step 2

### Plan your evening

You can Light the Night in any way that is special for you and your loved ones.

Once you've decided how you'll be spending the evening, write out a list of everything you'll need to make it happen and who can help.

**Here are some things to think of...**

**1. Food.** Start thinking about what meal you'd like to serve on the night. Consider asking your guests to contribute by bringing a small dish of their own.

**2. Send out invitations.** Let your guests know when to arrive at your home on the night.

**3. Where will you Light the Night?** Do you have enough space for everyone to sit, relax and get involved safely?

**4. A screen and internet connection to watch the ceremony.** Will you come together around a smart TV, a computer screen or a tablet? Any screen will need internet access to watch the virtual lantern ceremony via the Light the Night website.



## Step 3

### Decorate!

You can decorate in any way you like. Decorations like fairy lights can help create a beautiful, soft atmosphere.

We've put together some resources to help you decorate, like [bunting](#), [paper lanterns](#) and [place cards](#).

Get the kids involved with the decorating, too! Download the [kids' Light the Night activity pack](#), which is full of craft ideas and printable activities to get your little ones decorating.

After the virtual lantern lighting ceremony, your lantern will be a lovely addition to your decorations!



## Step 4

### Test, test, test!

You can Light the Night in any way that is special for you and your loved ones.

It is important to test your screen and internet to make sure you can watch the Light the Night ceremony. Try testing your screen by playing a video on YouTube. Don't forget to make sure the sound works!



**It's important too that your Light the Night gathering is COVID-safe.**

The blood cancer community are some of the most vulnerable in the face of COVID-19. If you are hosting and are unwell on the day of your event, please consider hosting your event virtually for the safety of others.





Here are just some of the beautiful ways people are shining a light on blood cancer:



Holding an intimate dinner party for your loved ones.



Getting mates together for a sunset barbecue.



Rugging up for a picnic under the stars.



Setting up a DIY outdoor cinema.



Ordering takeaway from a favourite local restaurant to share.



Inviting friends and family over for music and games.



Playing a slideshow of old family photos.



Inviting workmates over for potluck dinner – where everyone brings their favourite dish.



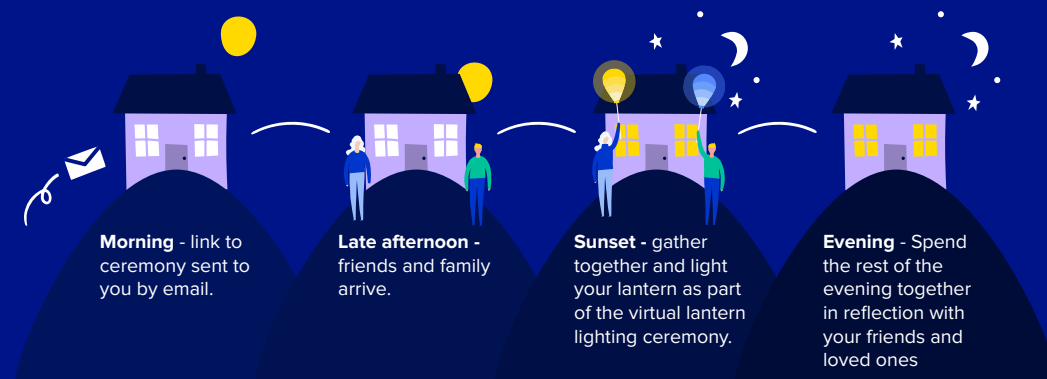
## Made with love

Cooking is just one of the ways we express care and love for our family. At the heart of baking for others, is the very act of giving. This is why holding a Light the Night dinner party is the perfect way to bring your loved ones together on the night.

As it turns out, baking is also a wonderful way to fundraise! If you're serving up dinner on the night, ask those who are coming along to donate what they wish in return.

# On the night

If you have friends or family joining you for Light the Night, we recommend asking your guests to arrive at least one hour before sunset. This way, everyone can catch up and settle in for the evening ahead.



On the morning of Friday, 30 September, we'll send you the link via email to watch the virtual lantern lighting ceremony – so keep your emails close by!

You can take part any time that suits your group throughout the day – however, we recommend waiting until nightfall to make the lighting of lanterns extra special.

Think about ways in which you can make the night special to you. This could be the start of a new tradition that marks a significant moment for your family.

Make sure you have access to a screen and internet connection to play the ceremony video via the Light the Night website

## The ceremony is a small, but important part of the night.

As the sun sets, join thousands of families across Australia as they too light their lanterns in honour of their blood cancer journey, to show their care and support or in memory of a loved one lost.

Lighting your lantern symbolises the hope we share as a community that understands the darkness blood cancer brings to our lives.

And so – no matter how you choose to Light the Night – know that you are not alone.

# Not fundraising for a lantern?

Here's how to make a paper lantern from home.

If you're not fundraising for a lantern this year, you can still take part by creating a paper lantern from the comfort of your very own home.

What you'll need:



2 sheets of A4 size paper in your lantern colour



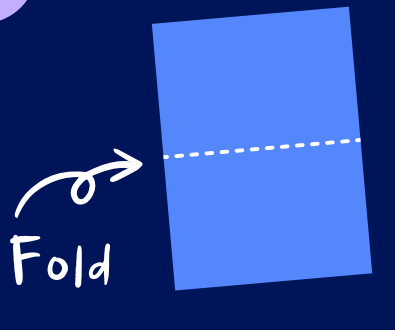
Scissors



Glue, Stapler or Tape

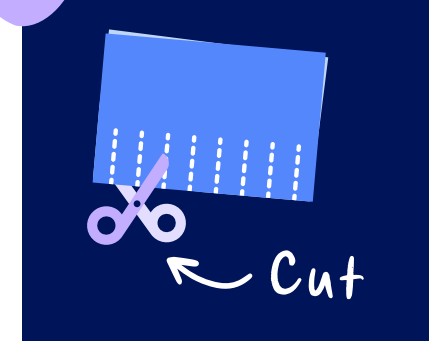
Here's how to create your paper lantern:

1



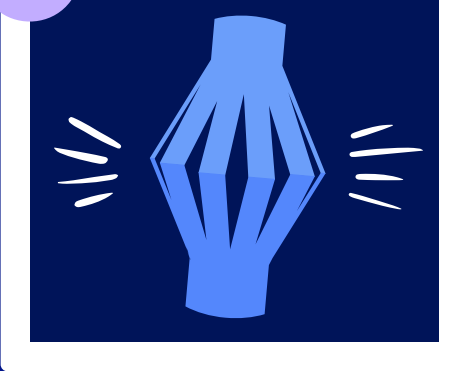
Take a piece of paper and fold it in half horizontally.

2



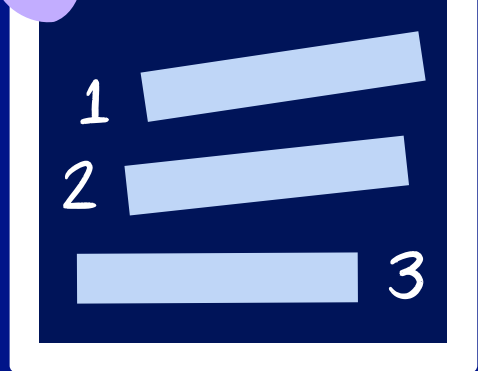
Cut along the folded edge of the paper. However, be sure not to cut all the way through!

3



Open the page, take the ends and connect them to make a cylinder shape. If using tape, be sure to connect the ends from the inside so it is not visible.

4



Cut three thin strips from your second piece of paper. One will be your handle, the remaining two will be your decoration banners.

5



Attach the handle to the top of the lantern. Attach the banners at the top (near the handle) and at the base of your lantern.

6



(Optional) Decorate your lantern or write a personal message.

If you aren't able to create a paper lantern, you can always light a candle for the ceremony.

Together, as one blood cancer community, we Light the Night.



# Gather to watch the lantern lighting ceremony

To light up Australia – share the moment on Instagram or through our website

Adding your own photo is easy! Click the “join the map” button on the Light the Night website or tag #LightTheNightAU, your location (e.g. #Sydney) and your lantern colour #gold, #white, #blue when you post on your public Instagram page. Your story will appear on the map in a day or so.

#LightTheNightAU

#Your lantern colour #white #gold or #blue

# Your location (eg: #Sydney or #Adelaide)



#LightTheNightAU  
#White  
#Brisbane



#LightTheNightAU  
#Blue  
#Adelaide



#LightTheNightAU  
#Gold  
#Melbourne





# Commonly asked questions

## How do I take part in the virtual lantern ceremony?

We will send you a link to watch the lantern lighting ceremony at home. We will send this out on the morning of Friday, 30 September. We will also host the ceremony on [lightthenight.org.au](http://lightthenight.org.au).

## Can I participate in the ceremony without an official lantern?

You can still be part of Light the Night without an official lantern, and you can [make lanterns at home](#) or light a candle. All that matters is you are part of this special event.

## Can the Leukaemia Foundation help me with my fundraising?

Absolutely. We're here to support you every step of the way, and will write to you from time to time with inspiration and our most helpful fundraising advice.

If you are fundraising for Light the Night, please also ensure your activity meets our [fundraising guidelines](#).

We'd love to connect with you personally – so please do call us anytime on 1800 500 088.

## How do I pay in cash donations?

If people donate directly to your online page, it goes straight to the bank. Easy! If people give you cash, here are some options:

### Put it on your credit card

Log into your online fundraising dashboard to pay-in cash you've received from family and friends. You can display their donation on your page and pay it with your own credit card or PayPal. This option will display funds raised automatically.

### Deposit using BPAY

Use online or phone banking to pay in – just like paying a bill. The BPAY details and your reference number are on the pay-in cash page of your fundraising dashboard. Please note that payments made this way may take 24 - 48 hours to appear against your fundraising page total.

For other ways to pay in cash call us on 1800 500 088.

## Can I purchase a lantern?

Lanterns are reserved for those fundraising for the Leukaemia Foundation. We have a limited supply of lanterns and encourage everyone to register and raise \$100 or more by Sunday, 11 September to receive one.

## I already have a lantern from a previous Light the Night event, can I request not to be sent a new one?

Yes! Please call our team on 1800 500 088 before Sunday, 11 September to let us know you don't require a lantern.

### Pro Tip!

If you can physically connect – make special treats and ask for a small donation to go toward your fundraising. Check out some great Light the Night [cupcake](#) and [cookie](#) recipes.



# A welcome message from our Principal partner, Bridgestone Australia

On behalf of Bridgestone Australia and the Leukaemia Foundation, thank you for participating in Light the Night and providing hope for the thousands of Australians and their families living with blood cancer.



Bridgestone Australia is proud to have been the principal partner of Light the Night ever since its inception, as part of our long-running support of the Leukaemia Foundation spanning more than 36 years.

The Leukaemia Foundation's focus on a patient first strategy offers empowerment for the blood

cancer community, and our ongoing partnership is a core part of our commitment to contributing to society through the Bridgestone E8 commitment – our vision for a more sustainable future.

We are delighted to be helping drive better outcomes for people living with blood cancer, people like Hayley.

## Hayley's story

In 2018, at 35 years of age and still breastfeeding her youngest son at the time, Hayley was diagnosed with blood cancer and had to have a bone marrow biopsy which confirmed her diagnosis as acute myeloid leukaemia (AML).

Throughout her treatment Hayley found practical and transport support at the Leukaemia Foundation.

*"We were given grocery vouchers, which were a great help in that time, but the main thing was getting help with transport,"* said Hayley

*"For some appointments, I needed to be driven to the hospital, but Brent (Hayley's husband) had to be home to care for the children. We were so grateful to get that support as taxis are so expensive and it would've added up quickly."*

Hayley is now blood cancer free and is grateful to have come through her journey with her health, but knows there is more to be done for other families who aren't so lucky.

In 2019, we invested in a pilot program for a new and enhanced transport service with the Leukaemia Foundation. Officially launched on World Blood Cancer Day on May 28 2021, the new service now provides options to and from life-saving treatment for people living with blood cancer.

Throughout the year, our stores and customers are continually raising funds, with \$2 from every Turanza Serenity Plus tyre sold going directly to funding the Leukaemia Foundation's transport service to continue to support people like Hayley and their families.

On behalf of everyone at Bridgestone and our network of stores, thank you for your support of Light the Night and your efforts in raising awareness and vital funds for the work of the Leukaemia Foundation.



**Heath Barclay**  
Managing Director  
Bridgestone Australia  
and New Zealand



## Don't forget to thank the people who make your Light the Night special.

Keep them updated on how much money you raised to support the special care needed for Australian families facing a blood cancer diagnosis.

For the latest national fundraising total for Light the Night 2022, visit [lightthenight.org.au/latest](https://lightthenight.org.au/latest).



### Need further support from the Leukaemia Foundation?

The Leukaemia Foundation offers a range of services to help families touched by a blood cancer, including Australia's only dedicated blood cancer support line.

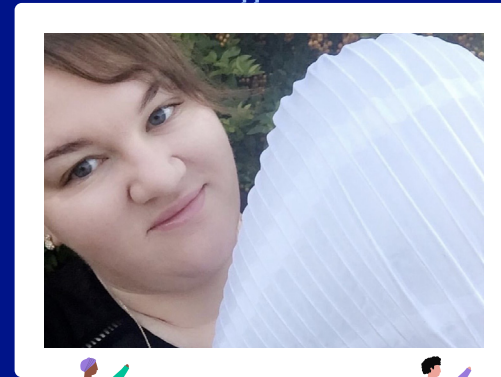
Call 1800 620 420 to connect with a registered blood cancer support professional, access the latest information and services, and join your blood cancer community.

The Leukaemia Foundation would like to once again thank our incredible long-term partners who make this all possible – [Bridgestone Australia](#), [KOJO](#), [Simon National Carriers](#), [Brydens Lawyers](#) and [Novartis](#). Without their support, we could not bring the Light the Night community together to shine a light on blood cancer.






Thank you for being a  
part of Light the Night!



# Leukaemia Foundation®

Turrbal and Yuggera Country  
GPO BOX 9954 BRISBANE QLD  
1800 620 420 [info@leukaemia.org.au](mailto:info@leukaemia.org.au)

The Leukaemia Foundation acknowledges the traditional owners of country throughout Australia and recognises their continuing connection to land, sea and community.  
We pay our respects to their Elders past, present and emerging.

 The Leukaemia Foundation cares about our environment. Please recycle or dispose of thoughtfully.

ABN 57 057 493 017

---

PRINCIPAL PARTNER

CREATIVE PARTNER

LOGISTICS PARTNER

KEY PARTNER

KEY PARTNER



**KOJO**

**SIMON**  
National Carriers



 **NOVARTIS**