

Light the Night

How to shine a light on
blood cancer in your
own special way

Your guide to fundraising for Light the Night.



#LightTheNightAU
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.

Hope is powerful.

When we hold hope like a light within us – life-changing things can happen.

The money raised gives new hope to important cancer research programs searching for life-saving treatments.

Funds also 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.

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

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

We Light the Night to give hope to over 50 Australians who receive a new blood cancer diagnosis each, and every day.

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.

Blood cancer is now one of the most diagnosed cancers in Australia, and the worrying reality is this disease is still on the rise.

Over the past 10 years, incidence of blood cancer has increased by around a third, 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, helping them get the treatment, information and care they need.

From the very deepest place within our hearts...

Thank you for shining a light on blood cancer.



The story of how blood cancer has touched your life is powerful

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

People can find strength and courage in the knowledge that someone else truly understands. Your story also holds the incredible power to raise the funds needed to help families make it through treatment.

Log in

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.



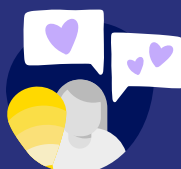
Share your page link with friends and family.



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.

Your story will shine bright as a lantern on our map of Australia at lightthenight.org.au

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

#LightTheNightAU

Your lantern colour **#white #gold or #blue**

Your location (eg: #Sydney or #Adelaide)



When you post on social, don't forget to tag **#LightTheNightAU**, your location and your lantern colour **#gold #white #blue** and it will light up the map of Australia on lightthenight.org.au

Your official lantern

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



White symbolises your own blood cancer journey.



Gold symbolises a loved one lost to blood cancer.



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 and only available to those who have funds raised on their personal Light the Night page.

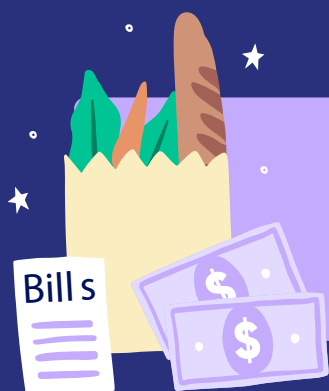
To receive a lantern, each person registered for Light the Night must raise \$100 or more on their fundraising page by Sunday, 26 September 2021. Your lantern will be sent to the address that you entered when you signed up to Light the Night.



Put these important dates in your diary:

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

16 October – Light the Night with your loved ones



Most people proudly raise over \$450 for Light the Night which is enough to help a family who are struggling financially through blood cancer. This financial assistance helps pay for things like groceries, rent, fuel, hospital parking and essential household bills – the precious relief this support provides families in their time of need is truly priceless.

Shining some light



Know that we are here for you

Blood cancer often leaves deep emotional scars and talking about your experience can be difficult – especially if you are in treatment or grieving the loss of a loved one.

Our support specialists are here for you on **1800 620 420**.

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 covers the cost of one night of emergency accommodation for a family who must urgently relocate tonight to start life-saving treatment.

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 provides an information pack to a family to help them prepare for the challenges ahead following a scary and confronting new diagnosis.

\$53 means 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 can 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 50 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 precious relief in so many wonderful ways...



Free accommodation near hospital for close to 1,000 families each year.



Financial assistance to help more than 1,000 families 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.



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.

If you are practicing social distancing for the safety of loved ones and those who are immunocompromised – think about hosting your Light the Night virtually on Google Meets or Zoom. This is a great way to be together – even from afar.

Planning your evening

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



Inviting friends and family over for music and games.



Getting mates together for a sunset barbecue.



Creating a lavish long table.



Rugging up for a picnic under the stars.



Playing a slideshow of old family photos.



Ordering takeaway from a favourite local restaurant to share.



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.



Capital city	Sunset local time
Brisbane	5.55pm
Perth	6.27pm
Darwin	6.42pm
Sydney	7.08pm
Canberra	7.17pm
Adelaide	7.29pm
Hobart	7.33pm
Melbourne	7.37pm

*estimated times

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 YouTube. The link will be sent to you earlier in the afternoon on Saturday, 16 October.

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

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

Lighting your lantern symbolises the hope we share for a future free of blood cancer and the support of a community that understands the darkness a blood cancer brings to our lives.

And so – no matter how you choose to Light the Night – know that you are never alone.

**Together, we will
Light the Night.**



#LightTheNightAU
#WhiteLantern
#Perth



#LightTheNightAU
#GoldLantern
#Darwin



#LightTheNightAU
#BlueLantern
#Cairns



**To light up Australia – share
the moment on social media.**

#LightTheNightAU
#lantern colour
#Your hometown



Gather together to
watch the lantern
lighting ceremony



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 Saturday, 16 October ahead of the evening. We will also host the ceremony on 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.

Can the Leukaemia Foundation help me with my fundraising?

We will support you every step of the way.

We'll write to you from time to time with inspiration and our most helpful fundraising advice.

Here are helpful toolkits to get you started:

[How to raise \\$100](#)

[How to raise \\$500](#)

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

We are here to help.

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 limited supply of lanterns and encourage everyone to register and raise \$100 or more by Sunday, 26 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, 26 September to let us know you don't require a lantern.



Our Principal Partner

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 35 years.

Together, the Leukaemia Foundation, Bridgestone, our network of stores throughout Australia and our customers continue to help support blood cancer patients through the provision of transport options to and from life-saving treatment, accommodation for regional families needing to relocate to be closer to treatment centres and raising critical funds towards investment into life-changing research.

Our ongoing partnership with the Leukaemia Foundation is a core part of our commitment to contributing to society under the company's global 'Our Way to Serve' initiative. 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, as well as other fundraising initiatives.

It gives us great delight that you share the same passion for supporting and helping to raise funds for the incredible work the Leukaemia Foundation undertakes every day through their advocacy, research and provision of services to support those on their journey with blood cancer.

Thousands of families, including many in the Bridgestone network, will be shining a light on blood cancer in our own special way around the country on Saturday, 16 October – in a shared moment of hope and unity.

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.

Stephen Roche
Managing Director
Bridgestone Australia and New Zealand

PRINCIPAL PARTNER





PRINCIPAL PARTNER

CREATIVE PARTNER

LOGISTICS PARTNER

KEY PARTNER

KEY PARTNER



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SIMON
National Carriers



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