

## **Turn Your Support Into Action: Host a Fundraising Event for IPC**

A prostate cancer diagnosis can feel isolating and overwhelming—no one should have to face it alone. Every man deserves strength, support, and a sense of community. You can help make that possible.

We invite you to host your own fundraising event in support of our organization and the men and families affected by prostate cancer. Whether it's a small gathering of friends or a larger community event, your efforts can make a meaningful difference.

### **Why Host an Event for IPC?**

When community members come together for a cause, powerful things happen. Funds raised help provide essential support, education, resources, and hope to men navigating a prostate cancer diagnosis. Just as importantly, your event helps raise awareness and spark conversations that matter.

When you host an event, you're not just raising funds—you're sending a powerful message: *you are not alone.*

### **What Could You Host?**

Big or small, every event makes an impact. Here are just a few ideas to get you started:

- Backyard BBQ or dinner party
- Golf day or sports challenge
- Walk, run, or fitness class
- Workplace fundraiser
- Neighbourhood bottle drive
- Themed social night or auction
- Garage sale or bake sale

Our community has already embraced creative ways to give back—proving that with a little inspiration, anything is possible.

### **Rob Atwell's Ride for a Reason**

*When Rob Atwell set out to make a difference, he didn't need a motorcycle—just determination, heart, and his bicycle. Inspired by the West Coast Motorcycle Ride to Live, Rob challenged himself to complete the same journey on two wheels, raising both funds and awareness for Island Prostate Centre.*

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*He shared his goal with friends, family, and the broader community, inviting them to support his ride through donations. What began as a personal challenge quickly gained momentum, as people rallied behind his commitment and cause.*

*Pedal by pedal, Rob turned his ride into something bigger than himself. His journey sparked meaningful conversations about prostate cancer, inspired others to get involved, and raised significant funds to support men and families navigating a diagnosis.*

Rob's story is a powerful reminder that you don't need a large event or a big platform to make an impact. With passion, creativity, and a willingness to take action, one person truly can make a difference.

### **We're Here to Help**

You don't have to do it alone. We can provide guidance, promotional materials, and helpful tips to support your event every step of the way. You bring the passion—we'll help you make it happen.

Together, we can stand beside men facing prostate cancer and remind them they are not alone.

### **Ready to get started?**

Contact us today to learn how you can host your own fundraising event.