



A single dream. A world of hope. The Terry Fox Foundation

THE MARKET

In the late 1970s, when a Canadian teen-ager by the name of Terry Fox was diagnosed with cancer, the cancer research community in Canada was significantly underfunded. Cancer, itself was a disease that was still referred to in whispers as “The Big C.”

But Terry changed everything. He was an innovator who defied his limitations — and achieved a physical feat few able-bodied athletes would even consider. For 143 days, Terry ran a marathon a day on one leg — uniting Canadians in pride on his journey. He ran with his artificial leg exposed, he talked about his experience with cancer; he gave hope to those suffering from the disease. And he defied social conventions by raising funds for research to battle the disease that would eventually claim him. And Canadians embraced him with a fervour rarely seen before or since.

Terry’s Marathon of Hope in 1980 not only heralded a new age in fundraising, but it sowed the seeds of an extraordinary annual event.

The Terry Fox Run (1981–) is an innovative event, all-inclusive, non-competitive, with no corporate sponsorship, incentives or fundraising minimums. It set the standard for the fun runs that now occur in thousands of communities across Canada all year long. Yet, despite approaching its



30th edition in 2010, the Run maintains its status as one of Canada’s most enduring fundraising events, due in large part to the enduring popularity of Terry Fox.

Fundraising in Canada has become a billion-dollar industry, with over 65,000 charities vying for the public dollar. Thanks to Terry Fox, cancer research is now forever linked to the iconic image of a one-legged runner emerging through the mist on a lonely highway. Terry once said, “I want to set an example that will never be forgotten.” He made sure of that by providing us with an example that is powerful, inspirational and, above all, human.

ACHIEVEMENTS

By 1988, when it became clear that the public response to Terry’s memory was not cooling, The Terry Fox Foundation was established. Its mandate was dual: to maintain Terry’s visions and principles while raising funds for cancer research. Today, with only 10 offices and 33 full-time staff across Canada, the Foundation looks to its corps of over 15,000 volunteers to lead the charge on the ground. This approach allows the organization to maintain a reputation as one of the most fiscally responsible charitable organizations in the country.

Terry’s goal of \$1 from every Canadian has been accomplished many times over since 1981, with over \$400 million raised for cancer research. His example has proved to be universal, as more than 60 countries outside Canada have hosted Terry Fox Runs. Despite new generations being

born since The Marathon of Hope, Terry’s story has become part of the lexicon of Canadian culture. Never was this more evident than during the CBC program *The Greatest Canadian*, where Terry received millions of votes and eventually placed second. Who could have guessed that a story which was, at that time, 25 years old, would still have such relevance and meaning to so many?

The Dominion Institute’s “Canada’s Greatest Hero” survey saw Terry ranked first, and many other major brand and marketing awards have followed. In 1990, The Sports Network (TSN) honoured Terry as Athlete of the Decade — an award that would

have thrilled him to the core. His was an athletic accomplishment that has never been repeated. And it was matched by a humanitarian effort that has left a legacy of hope and change for millions of people around the world.

HISTORY

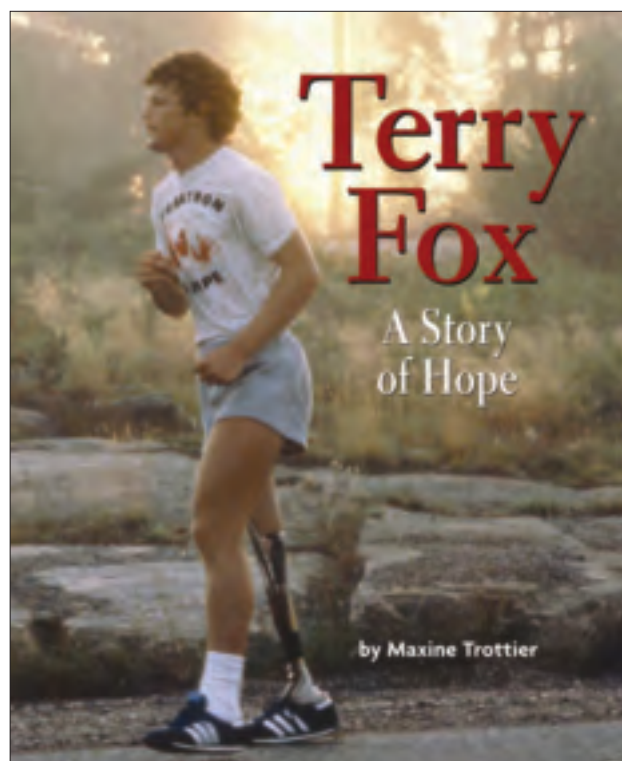
Eighteen-year-old Terry Fox of Port Coquitlam, BC, never saw himself as a remarkable individual.

Although he displayed an unusual determination to achieve all the goals he set for himself, his orbit was local — family, school, sports and friends. His cancer diagnosis of osteogenic sarcoma and the subsequent amputation of his leg changed all that. A reservoir of compassion, born of his experience in children’s cancer wards combined with a fierce determination to bring an end to the suffering that cancer causes, set Terry on a path that changed the world.

Terry’s personal experience and research led him to make a simple conclusion — more money was needed for cancer research. And so, in the modest but motivated style that would prove to be his hallmark, Terry started training and planning for his cross-Canada run to raise these funds. He dipped his artificial leg in the Atlantic Ocean on April 12, 1980, and proceeded to excite and unite Canada in a way no one could anticipate. The only thing that could have stopped Terry from reaching the Pacific Ocean did. Cancer returned in his lungs, and he was forced to stop on September 1, 1980, after having run 5,373 kilometres.

Before his death on June 28, 1981, Terry had reached his goal of raising \$1 from every Canadian.





More importantly, he had set in motion the framework for an event, and eventually, an organization that would perpetuate his legacy.

THE PRODUCT

The Annual Terry Fox Run was the primary revenue source for the Foundation for many years, but the positive role model Terry represented proved to be an irresistible lure for teachers looking to inspire their students. The increasing popularity of Terry Fox school fundraising events reached its apex in 2005 with the first National School Run Day (NSRD). Over 10,000 schools and three million students joined together on the same day to raise funds for cancer research. The success of subsequent NSRDs has cemented this event as a key component in the Foundation's fundraising campaign.

Recent expansion has included Terry Fox at Work Day (TFAW) and the Great Canadian Head Shave, events that highlight the opportunities for work-related fundraisers and which generated over one million dollars in its inaugural year. The development of a Planned Giving program will enhance the solid relationships that exist with the

generations of Canadians who grew up with Terry and have supported the Foundation through community, school or work. Just as Terry left a legacy for cancer researchers, Terry Fox supporters can leave a mark through this program.

RECENT DEVELOPMENTS

Since 1981 the funds raised in Terry's name have been allocated by the National Cancer Institute of Canada. Terry Fox recipients have included some of the top minds in Canada, many of whom credit their start in the field of cancer research to the Terry Fox grant they received.

The success of the 25th anniversary of the Marathon of Hope in 2005 opened the door to an additional opportunity for funding research. After significant consultation with the research community, the Foundation announced in October 2007 The Terry Fox Research Institute (TFRI). Like Terry, its mission is innovative. It is to work collaboratively to ensure that today's best science becomes tomorrow's affordable medicine.

The projects will bring researchers from across Canada to work seamlessly together in research projects that will soon improve health outcomes in prevention, early detection and treatment of cancer patients.



PROMOTION

Over the years, hundreds of promotional opportunities have presented themselves to the Foundation for consideration.

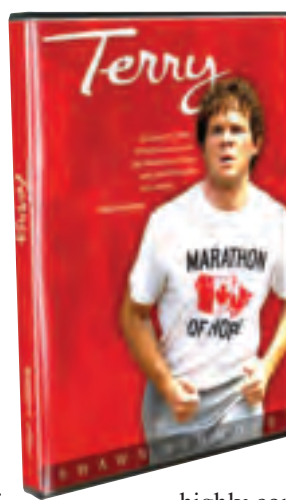
All are vetted with Terry's principles and vision in mind, and the proposals that do succeed bear the imprimatur of Terry's family, which owns the rights to the Terry Fox name and likeness.

The 25th Anniversary of Terry's Marathon of Hope brought about several remarkable promotional events and fundraisers. The Canadian Mint launched the Terry Fox \$1 coin, the first circulatory coin to feature an individual other than the Royal Family. That was soon joined by a pictorial

book by Canadian author Douglas Coupland, who had access to the millions of pieces of memorabilia stored by the family. CTV produced the motion picture *Terry* to great acclaim and impressive viewing numbers. A children's book by Maxine Trottier joined the Terry Fox library, which includes books by Leslie Scrivener and Eric Walters.

A significant fundraiser for the Foundation was generated by the sale of replicas of Terry's original running shoe, the adidas Orion. Only 6,500 were produced in the limited run and sold out within days of release.

The Terry Fox Foundation website at terryfoxrun.org receives over six million hits each September alone, and the addition of terryfoxclub.org for children has only heightened the interest in learning about Terry. The website for TFRI is located at tfri.ca and has already generated significant interest from the research community.



BRAND VALUES

The principles that Terry Fox valued so highly — integrity, honesty, concern for others, benevolence — form the very essence of the brand that is The Terry Fox Foundation. Living up to the example set by its founder allows the organization to think outside the box of traditional fundraising models. Terry's vision of non-commercial, all-inclusive events set the Foundation apart in a

highly competitive environment. Supporters donate to the cause in the true spirit of Terry Fox — selflessly, generously and with great compassion for others.

Terry once said, "I believe in miracles, I have to." His untimely death left his vision in the hands of millions of Canadians who transformed his dreams into realities. The success of The Terry Fox Foundation proves that nurturing and protecting your brand is essential to achieving a loyal and enduring support base.

THINGS YOU DIDN'T KNOW ABOUT THE TERRY FOX FOUNDATION

- Overall cancer survival rates jumped from 43% in 1979 to 64% in 2000.
- Today, there is a good chance Terry would not have died of his cancer and most likely would not have even lost a limb.
- In 2007, 12 adidas Orion shoes were auctioned off on eBay with each signed by 12 athletes including Muhammad Ali and Wayne Gretzky.
- Over 500,000 Terry Fox T-shirts have been purchased over the past 20 years.
- Fourteen schools are named after Terry.
- There are Terry Fox Monuments across Canada — in St. John's, Ottawa, Thunder Bay, Prince George, Burnaby, Vancouver, Port Coquitlam and Victoria.



A DAY FOR YOUR WORKPLACE TO RAISE FUNDS FOR CANCER RESEARCH • FRIDAY, SEPTEMBER 12, 2008