**PURPOSE:**

Unfortunately, Solaris doesn’t have a marketing budget like many of our peers or other not-for-profit organisations. We rely heavily on word-of-mouth and our May We Thrive campaign for generous financial support from the community.

One of the ways we reach the community is through reaching out directly to people we know and sharing the Solaris story. It is a low cost for Solaris and we have seen that it gets results.

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.

This May, we are hoping to raise funds and awareness during our May We Thrive campaign.

Our objective is to raise much needed funds to provide person-centred care with equitable access. Solaris continues to support some of the community’s most vulnerable and immune-suppressed members, particularly cancer patients, carers, families and cancer survivors.

The more people who spread the word to their friends and family, the bigger our reach.

So please help us to spread the message by sending an email, letter or picking up the phone and telling someone that you think might be in a position to help Solaris. And thank you again for your kind support.

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**Solaris Cancer Care Priorities**

* Adapt our service delivery strategies for Western Australians in response to new evidence.
* Ensure Western Australians have access to evidence supported complementary services as they live with cancer.
* Help Western Australians with cancer and their families live well.
* Contribute to building new data and research supporting complementary support to people living with cancer.
* Contribute to Western Australia’s robust, contemporary and sustainable cancer care system by supporting people living with cancer to have a better quality of life.

**KEY MESSAGES – SITUATION (reviewed by DS)**

* Since levels of medical check-ups have reduced during the COVID period, Solaris estimates that a greater number of cancer diagnoses will occur in 2021 with more advanced stages of cancer.
* As the healthcare industry operates in post-COVID, Solaris Cancer Care aims to provide greater access to West Australians impacted by cancer now more than ever before.
* We continue to support vulnerable parts of our community who are immune-compromised and fighting for their lives in both the metropolitan and regional areas.
* COVID-19 paralysed the world in 2020, but as we emerged on the other side in 2021 one fact has remained: cancer is a leading cause of death in Australia.
* Solaris’ goal is unwavering through any global crisis: to support those with cancer going through the toughest journey of their lives.
* Solaris Cancer Care improves the lives of all adult cancer patients, their families and carers, all year round, and with support will be able to extend access to newly diagnosed patients, carers and families, as well as the general public in 2021.
* Solaris Cancer Care is determined to extend support to the West Australian community who may not be able to access its services through a hybrid operational model and a greater online services footprint.
* Over 2020 Solaris Cancer Care extended its services to the Pilbara region to reduce the disadvantage in access to quality health care faced by regional cancer patients. Solaris wants to eventually provide support to cancer patients in every corner of the State.
* Solaris Cancer Care targets the feeling of isolation and the mental health issues that accompany it faced by many cancer patients, especially in regional areas.
* WA-based, regional-based organisation drawing on labour-inspired community spirit

**KEY MESSAGES – GENERAL**

* Solaris Cancer Care provides supportive services to individuals in all stages of their adult cancer journey – diagnosis, treatment, recovery, survivorship and palliative care.
* Solaris Cancer Care’s support goes beyond curing the disease. It focuses on healing, which occurs long after cancer has been eradicated from the body
* Solaris Cancer Care develops and offers evidence-based therapies that are integrated with mainstream medical treatment. The organisation also extends support and information to all people in WA affected by cancer, including carers and family members.
* All of Solaris Cancer Care’s supportive services are informed by meticulous research and data, consistently improving outcomes through safe, sustainable and evidence-based care.
* Solaris Cancer Care currently provides most of its services to cancer patients and their carers free of charge, allowing access to all individuals and families affected by cancer, no matter their financial situation.

**SUPPORTING FACTS & FIGURES (DS updated)**

* Solaris delivers more than $1.2M worth of health care in complementary therapies to cancer patients, carers & families per year
* Despite COVID, Solaris Cancer Care provided more than 16,000 treatments to cancer patients, carers and families in Western Australia in 2020. Our usual annual treatment levels are 28,000 but the lockdown and travel restrictions, combined with health uncertainties, affected these numbers.
* Over 13,300 people diagnosed in WA each year and 3 out of 10 deaths directly caused by cancer in WA.
* Today, almost 7 in 10 Australians will survive for at least five years after a cancer diagnosis and in some cancers, the survival is as high as 90%.
* 1 in 2 Australian men and women will be diagnosed with cancer by the age of 85.
* In Australia in 2020, it was estimated there were just under 150,000 new cases of cancer diagnosed and just under 50,000 deaths from cancer.
* Cancer is a leading cause of death in Australia – almost 50,000 deaths from cancer were estimated for 2020.
* 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?** |
| Hashtags | #maywethrive#solariscancercare | Tag your posts for the campaign |
| 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 Facebook | <https://www.facebook.com/SolarisCancerCare/> | Follow, like and share posts by Solaris Cancer Care |
| Solaris Instagram  | <https://www.instagram.com/solaris_cancer_care/> | Follow, like and share posts by Solaris Cancer Care |
| Solaris website | [www.solariscancercare.org.au](http://www.solariscancercare.org.au) | Subscribe for news and updates |

**Script examples for you to watch and get handy ideas:**

|  |  |
| --- | --- |
| Russell Woolf 2018 Campaign | <https://www.youtube.com/watch?v=UjhkL6G050s> |
| Russell Woolf 2019 Campaign | <https://www.latest.facebook.com/SolarisCancerCare/videos/2274861615882311/?v=2274861615882311> |
| Samantha Jade 2019 Campaign | <https://www.latest.facebook.com/watch/?v=354122921878823> |
| Patricia Williams 2019 Campaign | <https://www.facebook.com/SolarisCancerCare/videos/2177764772341254/?v=2177764772341254> |
| Patricia Williams 2019 (carers course overview)  | <https://www.latest.facebook.com/SolarisCancerCare/videos/759091237866635/?v=759091237866635> |
| Lisa-Holland McNair 2019 Campaign | <https://www.latest.facebook.com/SolarisCancerCare/videos/592022541274890/?v=592022541274890> |
| Lisa Holland-McNair 2019 Campaign (Lisa’s story) | <https://www.facebook.com/watch/?v=1330284317109442> |
| Mandy Roney | <https://vimeo.com/405718143> |
| Terese (volunteer) | <https://www.facebook.com/SolarisCancerCare/videos/1792857954091052/> |
| Tim McMillan | <https://www.facebook.com/SolarisCancerCare/videos/402120247305381/> |

**Step 1: Create a personal introduction – including your relationship to Solaris.**

e.g. *Hello, my name is Jen Smith. I work at Solaris Cancer Care as a Pilates instructor. Cancer has a profound effect on people’s physical wellbeing, but what’s often forgotten is how it messes with their minds and emotional makeup. Everything that Solaris does is centred around assisting a person diagnosed with cancer to live well.*

*e.g. Hello, my name is John Smith. Some of you may know that I was diagnosed with cancer in 20XX. I may have felt unlucky at times, but lucky in other ways. Lucky that in XX I was introduced to Solaris Cancer Care, a charity organisation who supports cancer patients like me, and their families to get through one of the worst experiences any of us could face.*

**Script example 1:**

<insert personal introduction>

Solaris Cancer Care needs your help. In 2020, up to 7,000 cancer cases went undiagnosed or were diagnosed at later stages because of COVID-19.

That means more people will be diagnosed with later stages of cancer in 2021, and each person will need the physical and emotion support Solaris provides.

With more than 13,000 people diagnosed in WA each year, Solaris Cancer Care provides the support to cope with the emotional and physical side effects of cancer diagnosis, treatment and recovery.

We delivered more than $1.2M worth of health care in complementary therapies free to more than 16,000 cancer patients and carers in 2020. We did this despite the lockdown, travel restrictions, and health uncertainties of COVID-19.

The demand for our services is rising, and we want to extend our services to reach more cancer patients in the state and the general public struggling with their mental health and wellbeing. Please help us continue to provide vital support to our community. Give today via the Solaris Cancer Care website:

With your support this May, Solaris will thrive.

**Script example 2:**

<insert personal introduction>

I need your help in supporting a cancer charity that I <have used/volunteer/work>, that is undergoing financial hardship. It is a place that is very close to my heart and makes a significant difference to the lives of thousands of individuals in Western Australia.

Solaris Cancer Care is a helping hand to all cancer patients and their families and carers, bringing together the best in modern medicine with evidence-based support services to help cope with the emotional and physical side effects of diagnosis, treatment, recovery and palliative care.

Because of COVID-19, up to 7,000 cancer cases went undiagnosed or were diagnosed at later stages, meaning more people will be diagnosed with later stages of cancer throughout 2021.

And for Solaris, supporting cancer patients even through a global pandemic, this influx of cancer patients will place a major strain on its services.

I’m asking you to dig deep and donate to Solaris through its May we Thrive campaign. Solaris is helping cancer patients not just live, but live well. And they can’t do it alone.

[www.solaristhrive.com.au](http://www.solaristhrive.com.au)

**Script example 3:**

<insert personal introduction>

With 13,300 cancer diagnoses, and three in 10 deaths from cancer each year in Western Australia, cancer touches many lives regardless of global pandemics and economic meltdowns. Last year alone, Solaris Cancer Care provided 16,000 treatments to everyday West Australians, valued at $1.2 million, despite the lockdown, travel restrictions, and health uncertainties from COVID-19.

What sets Solaris apart is its focus on true healing, which occurs long after cancer has been eradicated from the body. It helps cancer patients live well because simply living isn’t good enough.

And now, because of COVID, up to 7,000 cancer cases went undiagnosed or were diagnosed at later stages in 2020, meaning Solaris’ services will be needed more than ever as more people are diagnosed with later stages of cancer in 2021.

Solaris Cancer Care relies on the donations and money raised through fundraising activities.

But here’s where you can help Solaris stay connected with cancer patients. Give today via the Solaris Cancer Care website [www.solaristhrive.com.au](http://www.solaristhrive.com.au)

With your support this May, Solaris will thrive.

**Script example 4:**

<insert personal introduction>

Solaris is helping cancer patients live well, and it can’t do it alone. It relies on the labour-inspired community spirit of West Australians.

While COVID paralysed the world in 2020, Solaris continued to support the most vulnerable people in our society because cancer won’t wait for a global pandemic.

Cancer is still a leading cause of death in our State. Three in 10 deaths are directly caused by cancer in WA each year.

Solaris is launching a campaign this May to raise $200,000 to meet the growing cancer statistics.

You can help Solaris stay connected with cancer patients in Western Australia. Give today via the Solaris Cancer Care website:

[www.solaristhrive.com.au](http://www.solaristhrive.com.au)

With your support this May, Solaris will support cancer patients through the toughest journey of their lives.

**Script example 5:**

<insert personal introduction>

Solaris delivered more than $1.2M worth of health care in complementary therapies, most of them free of charge, to more than 16,000 cancer patients and carers in 2020 even while COVID paralysed the world.

However, the odds aren’t in its favour. more 13,300 people diagnosed in WA each year and 3 out of 10 deaths directly caused by cancer in WA. Because of COVID, an estimated 7,000 cancer cases went undiagnosed or were diagnosed at later stages last year, meaning we are facing an unprecedented influx of cancer diagnoses at later stages over 2021.

Solaris is desperately seeking immediate, long-term funding from the Government and the community.

Solaris is launching a campaign this May to raise $200,000 to meet the growing cancer statistics.

You can help Solaris stay connected to cancer patients. Give today via the Solaris Cancer Care website [www.solaristhrive.com.au](http://www.solaristhrive.com.au)

With your support this May, we survive and thrive.

**Script example 6:**

<insert personal introduction>

We think “other people” get cancer. It becomes real when it touches someone you love.

One in two Australian men and women will be diagnosed with cancer by the age of 85. It’s more common than you think.

And right now, Solaris Cancer Care needs your help to help others. Solaris provided more than 16,000 treatments free of charge to cancer patients, carers, and families in 2020 despite the lockdowns, travel restriction, and health uncertainties of COVID-19.

But the odds aren’t in its favour. During the pandemic, an estimated 7,000 cancer cases went undiagnosed or were diagnosed at later stages, meaning that in 2021 we will see an influx of diagnoses at later stages.

Solaris is now caring for patients through outreach programs online, by webinars, by phone, and in person.

This is where you can help. Please support the Solaris May We Thrive campaign. I know it is tough financially for so many people right now but please donate what you can — $1, $5, $10, it all helps.

Go to <http://www.solaristhrive.com.au/> and please spread the message far and wide.

Or you can help promote Solaris’ awesome services by liking, following and sharing their posts on your socials and using #maywesurvive

Thank you — I know you will all do what you can to help.

And thank you Solaris for helping cancer patients live well.

**Script example 7:**

<insert personal introduction>

Cancer treatment is more than eradicating the disease from the body. True healing occurs long after a cancer patient’s final treatment, and Solaris supports patients through the entire lifecycle from diagnosis to recovery.

It does this by providing complementary services integrated with mainstream medical treatment so that cancer patients experience both physical and emotional support.

But this isn’t cheap. In 2020, Solaris delivered more than $1.2M worth of health care in complementary therapies to more than 16,000 cancer patients, their carers and families mostly free of charge despite the lockdown, travel restrictions, and health uncertainties of COVID-19.

This May, you can help cancer patients live well by donating to Solaris Cancer Care at [www.solaristhrive.com.au](http://www.solaristhrive.com.au)

Every bit helps, whether it’s $1 or $1,000, or simply sharing Solaris Cancer Care’s story.