World Eye Cancer Hope
life and sight for every child

September is Childhood Cancer Month.
Raise awareness and share hope by hosting a

Golden Glow Day

No child should die or be blinded from curable eye cancer, and every child should have the best care possible. We bring hope of life after retinoblastoma to children and their families around the world, and you can help!

Celebrate the vibrant joy of childhood and hope of cure for all children - join us in the most radiant fundraiser of the year at the end of **Childhood Cancer Month**.

On **September 29th** 2004, a simple email from Rati's desperate mother in Africa sparked an outpouring of love and financial gift from Daisy's family that evolved into World Eye Cancer Hope. **September 29th** is also the Feast of St Michael, Patron Saint of Sick Children. This is why our Golden Glow Days are **September 28-30**.

5 Simple Steps to Planning Your Golden Glow Day

1. Arrange with your office or school management to host a Golden Glow Day on the closest working day to September 29th, or choose a date to host an event in your home or local community.
2. If necessary, identify and book a venue for your community event.
3. Set a participation fee. We suggest a minimum donation of $3 / £2 to wear gold in an office or at school. Depending on what you are offering at your community event, you may wish to charge an entry fee or offer free entry and charge for food / drinks / activities offered at the event.
4. Promote your event. Use our media toolkit to help you do this.
5. Arrange a way to collect donations on the day. Issue a sticker at sign up for the person to wear on the day, to show they have made a donation.
6. After the event, thank all your helpers and send us your raised funds.

Wear It Gold, Bake It Gold & Glam It Gold to Raise the Gold!

- Wear a golden hued wig, or tie a gold ribbon of flower in your hair.
- Accessorize with a gold scarf, tie, hat, bandana, jewellery or bag.
- Use a gold shimmer body cream / powder, or paint your nails gold.
- Dig out those glamerous gold shoes you thought you'd never wear.
- Now you have a reason to wear your team's gold jersey to work!
- Decorate your department, classroom or event venue in gold.
- Sell gold ribbon lapel pins to raise awareness and more funds.
- Host a Daisy Bake with goodies like gold sparkle cupcakes

Make Your Day Positively Glow With Fun!

- Have a competition between teams or departments within an office.
- Offer incentives for the most gold ribbons sold (Starbuck's gift card, or free lunch).
- Hold a "costume contest" for the most creative outfit, best dressed person or the department or individual wearing the most gold.
- Have a small thank you reception with gold cupcakes or ribbon shaped cookies. Discuss the importance of the gold ribbons and how each person who participated is making a difference.
- Be prepared to talk about how people can check children's eyes for white eye reflex, and how they can get more involved with WE C Hope
- Make it FUN!! Childhood cancer is not a fun topic, but a Golden Glow Day focuses on hope of a healthy life beyond childhood eye cancer by raising awareness and funds that will make a positive difference to families.
- Ensure all participants feel engaged and positive about their involvement with the event, no matter how large of small their contribution.