


Canadian Cancer Society | **COPS FOR CANCER** 



Cops for Cancer | Tour de Rock
Sponsorship Proposal

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**Proud Nanaimo Rider
Mike Ramsey**

RCMP Corporal - Forensic Identification Specialist for the Nanaimo Detachment

20 years of service in the RCMP with the last 12 being in Nanaimo (8 in Port Alberni)

Married and have 2 children (16 yr daughter, 12 yr son)

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Proud Nanaimo Rider Lance Stephenson



Born and raised on Vancouver Island, and proud Lantzville resident

Recently retired after 43 years of Emergency Medical and Fire service

- 26 years EMS City of Calgary and STARS
- 13 years Director with BCEHS Vancouver Island
- 4 years Director of EMS in Qatar and Abu Dhabi

Family: Soon to be married to an amazing alumni rider
Together we have 6 children and 2 grandchildren

Tour de rock involvement (5years):

- * Nanaimo Tour de Rock Community Committee
- * Oversight of medical support for teams 2017-2022
- * 2023 Support crew member

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Canadian Cancer Society | **COPS FOR CANCER** **Cops for Cancer: Who we are**


Living with cancer is never easy. When kids are faced with cancer, it is even more difficult. While there has been progress in treating childhood cancers, approximately 1,450 children and teens will be diagnosed with cancer this year and unfortunately 160 will not survive.

History of Cops for Cancer
In June 1994, Sergeant Gary Goulet of the Edmonton Police Service met Lyle Jorgenson, a 5-year-old boy who had cancer and was being ridiculed at school because of his hair loss due to chemotherapy. Goulet was so moved by the boy's story that he decided to do something. That was the beginning of the Canadian Cancer Society's Cops for Cancer campaign. Goulet gathered a group of Edmonton officers who were willing to shave their own heads to show kids that being bald was cool. The head-shaving event caught on and was adopted by neighbouring police forces. The campaign has now evolved into a major community-based campaign supporting kids with cancer.


What is Cops for Cancer?

Cops for Cancer cycling tours started with the first Tour de Rock in 1998. It has since then raised over \$28 million on the Island alone and inspired three other tours in BC to join forces. Each year, up to 120 first responder riders ride thousands of kilometers making their way through local communities, stopping in select areas where riders participate in various fundraising events and speaking engagements. Our goal is to raise \$1 million this season but we need your help!






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Where the money goes




"To the riders and fundraisers of Cops for Cancer, I want to thank you. Being the parent of a child with a critical illness can be lonely. It can be frustrating and hard. It can be very depressing. But through programs like Cops for Cancer we know we are not alone. So, thank you for awareness. Thank you for kindness. Thank you for giving, but most of all, thank you for hope."

The Head family (Kate, Greg, Nelson and Mitchell)

Childhood cancer is the number one cause of disease-related death in Canadian children under the age of 15 years, and 2 out of 3 childhood cancer survivors suffer long-term side effects from their treatment. The Canadian Cancer Society is taking action against childhood cancer by funding high-quality pediatric cancer research and providing information and support to those families living with pediatric cancer.

Cops for Cancer is the largest national charitable funder of:

- [Pediatric cancer research](#)
- The empowering [Camp Goodtimes](#)



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Tour de Rock 2023 | September 23rd – October 6th

<p style="font-size: 1.5em; margin: 0;">\$1 million</p> <p style="font-size: 1.2em; margin: 0;">Goal</p>	<p style="font-size: 1.5em; margin: 0;">1200 km,</p> <p style="font-size: 1.2em; margin: 0;">14 days</p>	<p style="font-size: 1.5em; margin: 0;">27</p> <p style="font-size: 1.2em; margin: 0;">communities</p>
<p style="font-size: 1.5em; margin: 0;">35+</p> <p style="font-size: 1.2em; margin: 0;">Schools</p>	<p style="font-size: 1.5em; margin: 0;">19 Riders</p>	<p style="font-size: 1.5em; margin: 0;">12 agencies</p>

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TOUR DE ROCK ROUTE MAP

September 23 – October 6, 2023 | tourderock.ca

WEEK 1

- Sept 23 > Port Alice
- Sept 24 > Port Hardy, Port McNeill
- Sept 25 > Woss, Sayward
- Sept 26 > Campbell River
- Sept 27 > Courtenay, Comox
- Sept 28 > Cumberland, Union Bay, Qualicum Beach, Parksville
- Sept 29 > Port Alberni

WEEK 2

- Sept 30 > Ucluelet
- Oct 1 > Tofino, Nanaimo
- Oct 2 > Nanaimo, Ladysmith
- Oct 3 > Chemainus, Lake Cowichan, Duncan
- Oct 4 > Shawnigan Lake, Mill Bay, Westshore, Sooke
- Oct 5 > Oak Bay, Victoria, Sidney
- Oct 6 > Esquimalt, Saanich, Victoria



October 1st – Tour arrives in Nanaimo!!

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YOUR PARTNERSHIP IS BIGGER THAN CANCER

No other cancer charity does what we do. When you partner with Canadian Cancer Society, you help us fund and raise funds for life-changing support programs, ground-breaking research and advocacy efforts that help all Canadians live healthier lives.

We are asking for your support

Options:

- Host an event
- Make a donation
- Support in Kind

Tourderock.ca

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Thank You



It's about life, not cancer.

One day, we won't have to be afraid of cancer. One day, no one will have to know the pain of losing someone to cancer before their time. One day, life will truly be bigger than cancer. This day is coming, it is closer than ever, but this day will never come without the generous support of people like you, and partners like you.

Thank you for taking the time to consider this proposal.

Thank you for all you do to make this world, our world, a better place.

Please feel free to contact me with any questions or to discuss how we can fight pediatric cancer together

Lance Stephenson, 2023 Cops for Cancer Tour de Rock Rider

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