



# PLAY FOR CHANGE

FinancePath 



## The reality.

---

It can happen to anyone .....

She was feeling tired and run down all the time. Not that unusual for a busy mum of three children 12, 10 and 8 years old. Like a normal mother would, she put it down to a standard day in the 'office'. As the symptoms progressed, she noticed a swollen lymph node on one side of her neck and was experiencing hot flushes which again was not usual. A blood test revealed an extremely high white blood count, and after rigorous testing she was diagnosed with T-cell-prolymphocytic Leukemia (T-PLL). T-PLL is extremely rare and the most aggressive of all known forms of Leukemia. She was now fighting for her life at a mere age of 41 years.

This is Sarah's story. Why does Sarah matter so much ? She is a daughter, a wife, a sister and she is our friend. The reality is, it could happen to anyone of us and without the appropriate medical research and care, Sarah could easily become another statistic.

For Sarah, we need to Play for Change.

---



**PLAY FOR CHANGE**

---

## Our Purpose

---

FinancePath's Charity Golf Day launched in 2015. To date, we have raised over \$40,000.

By creating an accessible fundraising platform for our corporate network, we aim to raise much needed funds and awareness of life changing organisations that positively benefit the local community.

In 2020 we will be supporting the Olivia Newton John Wellness Centre and Pancare Australia. Why ? Because everyone knows someone who has been touched by Cancer. 1 in 2 Australian men and women will be diagnosed with cancer by the age of 85 and it is the leading cause of death in Australia.

Lets Play for Change and raise much needed funds to continue the fight against cancer.



**PLAY FOR CHANGE**

---

## Our Charity Partners

---



**Olivia  
Newton-John**  
Cancer Wellness & Research Centre

ONJ Foundation provides patients with world-leading treatment and care complemented by wellness programs to support patients in body, mind and spirit.

The centre has over 200 clinical trials in progress, providing access to new, breakthrough cancer therapies.



Pancare Foundation is Australia's not-for-profit pancreatic cancer organisation. Its purpose is to increase survival and provide support to people affected by pancreatic cancer and other upper gastrointestinal cancers.

Only a 9.8% chance of survival past 5 years  
Up to 3051 Men & Women will die in 2019.



**PLAY FOR CHANGE**

---

Our Ambition

---

**\$100,000**



**PLAY FOR CHANGE**

---

## How can you get involved ?

---

### **Create a team.**

Hosted at the prestige Woodlands Golf Course, rally your colleagues and come join the FinancePath team for a fun filled morning of Ambrose golf.

**Cost: \$1200/standard corporate group (4 per team)**

### **Feast for the fight.**

Book a table and enjoy a 2 course meal and beverages amongst the beautiful surrounds of the Woodlands Club House.

**Cost: \$165 per head or \$1500 for a table of 10**

### **Corporate sponsorship / donations.**

Sponsor a hole: a perfect opportunity to drive brand awareness &/or sampling amongst a diverse group of engaged corporate and non corporate guests.

Donate a prize: help the fight against cancer through a donation for our silent and live auction(s) on the day. Every bit counts!



---

**PLAY FOR CHANGE**

---



## Branding Initiatives

---

### Digital.

- Logo feature on Play For Change home page
- EDM brand carousel feature (up to 6 emails throughout campaign period); opportunity to explore future retargeting

### Traditional.

- Brand logo feature (print invitation & event program)
- Signage at Golf Day and luncheon
- Product sampling (where applicable)



PLAY FOR CHANGE

---



A date for your diary.

---

**When.**

Friday 8th May, 2020 @ Woodlands Golf Course and Club House

**The Day.**

7am – 4pm for the Golf Attendees

Lunch only attendees 11.30 – 4pm

250 guests

Entertainment

Silent and live auctions



**PLAY FOR CHANGE**

---

## Contact Us.

---

### **Greer Attard**

Marketing Manager  
Unit 12, Ground Floor  
15 Ricketts Road, Mount Waverly  
Email: [gattard@financepath.com.au](mailto:gattard@financepath.com.au)  
Phone: 0415 763 235

### **Jackie Dalton**

Communications and Events Co-Ordinator  
Unit 12, Ground Floor  
15 Ricketts Road, Mount Waverly  
Email: [jdalton@financepath.com.au](mailto:jdalton@financepath.com.au)  
Phone: 0409 801 505



**PLAY FOR CHANGE**

---