

TERRY FOX SCHOOL RUN



A fun leadership guide for
elementary students

WHO WAS TERRY?

Terry Fox wasn't much older than you when he set off on a mission to run across Canada. It sounds crazy, doesn't it? Even Terry's mom tried to change his mind. But Terry was a very determined young man and nothing was going to stop him!

Terry had been diagnosed with cancer when he was 18. Just days later, his leg was amputated. For some people, losing a leg might seem like the end of everything. But for Terry, it was the start of everything.

When Terry saw kids even younger than he was being treated for cancer, he decided to run across Canada to raise money and awareness for cancer research. He called it the Marathon of Hope.

As you've probably seen from his photos, Terry's artificial leg was nothing like the cool "blades" that elite para-athletes use today. But that didn't stop him. And on a chilly April morning in 1980 in St. John's, Newfoundland, Terry dipped his artificial leg into the Atlantic and into the hearts of everyone across the country.

As he ran, something almost magical happened. Canadians rallied behind his fierce determination and his message of hope. Donations poured in.

And they're still pouring in thanks to students just like you, raising money in schools just like yours, right across Canada.

Terry made it more than halfway – covering an astonishing 5,373 kilometres in 143 days – before he was forced to stop because his cancer had come back. Sadly, Terry died eight months later. He was 22.

Before Terry died, he said he wanted to set an example that will never be forgotten. Now it's your turn to set that example by leading your School Run and continuing his dream.

You got this! Lead the way and be the trail blazer that you were born to be. We are so proud of our student leaders. We know Terry would be proud of you too!



You're one in a million!

Actually, you're one of more than **THREE MILLION** students in over 9,000 Canadian schools who share Terry's cause and his message of hope each year!

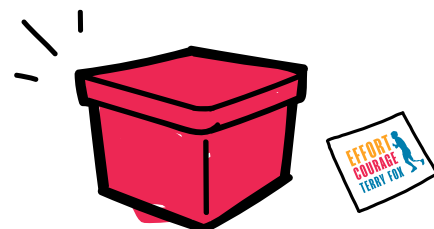


ON YOUR MARKS! GET SET! GO!

STEP 1!

Open your Terry Fox toolkit! Seriously! Do this NOW!

Your toolkit has everything you'll need to kick off your FUNdraising: posters, tattoos, stickers, and more!



STEP 2!

Get your school excited for the Run!

Hang the posters in your hallways! Choose an extra busy spot to hang the giant "goal" poster – maybe by the office, the lunchroom, the library, or the main entrance. This way, everyone can see your fundraising target and the progress you're making towards it!



STEP 3!

Set your fundraising goal and share it with everyone!

Your teacher has already received an email from us with your school's fundraising link. Ask the teacher to email it to your school community and post it on your school's website and social media channels. Check out our [online resources](#) for some sample email messages to fire-up your whole school community.



Take the "Try Like Terry" Challenge!

Terry set goals every day. What will yours be?

Take your Terry Fox School Run to the next level with the **Try Like Terry Challenge!** Set a goal and challenge your classmates to meet it by offering a fun reward. See the next page for some sample rewards!



- * If we raise more money than ever, we can have **Crazy Hair Day!**
- * If we raise \$1,000, we can have a **Scavenger Hunt!**
- * If every class sets up a fundraising page under our school link, we can have a **Sports Jersey Day!**
- * If every class fundraises, we can have a **Teacher vs. Students Soccer Match** or a **Trivia Challenge!** ☆
- * If every student gets five donations, we can have a **No Homework Weekend!**
- * If we raise 5% more than last year, we can have a **Friday afternoon movie!**



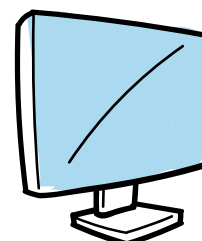
Speak with your teacher or visit [our web site](#) for more fun challenge ideas!



STEP 4!

Use these **FUN tools** to boost participation and bring in more donations!

- * **Assembly videos** and **scripts** - whether it's a Kick off or a Wrap Up, we got you covered!
- * **Certificates:** free to download and print for everyone.
- * **Kids' Corner:** this page is filled with fun activities – like colouring pages, stories, crafts, and trivia – for all ages.
- * **Terry's Virtual Classroom:** podcasts, Terry trivia, lesson plans, and so much more.
- * Go to terryfoxschoolrun.org to download sample announcements, celebrity audio announcements, **videos**, and **pictures of Terry** to share with your school.



YAY! IT'S RUN DAY!

- * Set up cheering squads with your classmates to encourage participants along the route!
- * Get everyone pumped by blasting our [Spotify playlist](#).
- * Warm up your runners and walkers with "[Gurdeep of the Yukon's](#)" dance video.
- * Help your teacher create a slideshow or [Terry Fox video](#) to share at an assembly.
- * And of course, hit the P.A. system to announce your fundraising total and share your school's online fundraising link for are any slowpokes who haven't donated yet!



**RUN
DAY!**



**LET'S
GO!!!**

After the Run, it's time to celebrate your success!

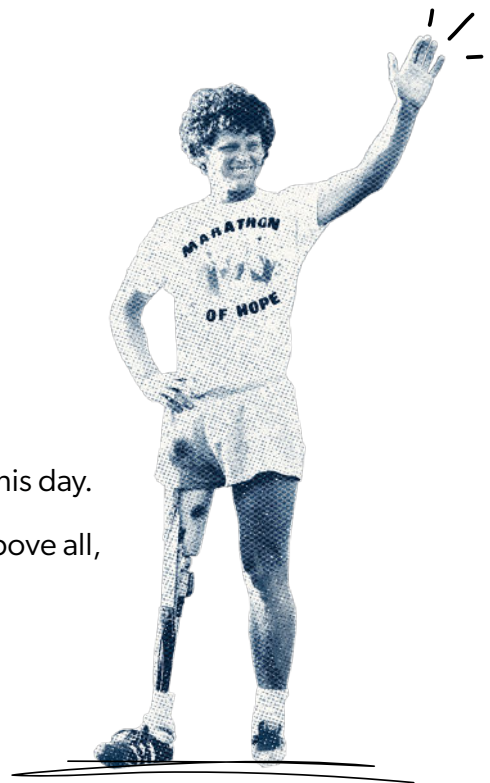
- * It's really important to show gratitude. SO you'll want to **thank everyone** who helped make your event a success. Don't be shy, shout it from the rafters...or the back row of the bleachers...or the far side of the school grounds...or all three!
- * Work together to prep a short **thank you speech** or use the one we've created for you here. Read your speech over the announcements or in an assembly. Don't forget to thank your teachers and everyone who helped make your event a success!
- * Print and present your classmates that helped plan your event with **Leadership Certificates**. You can also give a **Participation Certificate** to everyone that took part in your event.



"Dreams are made if people try."

-Terry Fox

TOP 10 SECRETS FOR A SUPER SUCCESSFUL RUN



Terry had a dream and he had hope. With those two things, he set an example of courage, humility, and determination that we celebrate to this day.

So, set goals. Try your best and be proud of your achievements. And above all, like Terry: keep going, No Matter What!

Here are our top 10 ideas to help you have the best event ever!

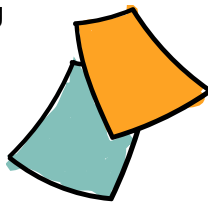
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If you only watch and share one video, make it this one! "Anything's Possible!"



#8

Work with your teacher to plan an assembly, pep rally, poster-making blitz, or all three!



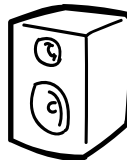
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On Run day, get everyone warmed up with a super-motivational video by Gurdeep Pandher of the Yukon!



#9

Get everyone pumped up with our Spotify playlist.



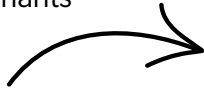
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Ask your teacher to sign up for a fun, virtual presentation featuring some awesome special guests!



#5

At your Run, have cheer squads around the course. Maybe plan a class activity to make pom poms and rehearse cheers and chants to spur your classmates to greatness! Here are a couple to get you started



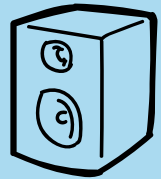
S-u-c-c-e-s-s ... that's the way we spell success!
Let's go! Let's go, let's really go!
Let's fight! Let's fight, let's really fight!
Let's win! Let's win, let's really win!
Let's go, let's fight, let's win, all right!

(To the tune of the song Kiss him goodbye.)

Na-na-na na! Na-na-na na!
Hey, hey, hey! Great job!

Clap your hands!
Stomp your feet
Terry Fox runners can't be beat!

Stronger than steel!
Hotter than the sun!
[School name or mascot] won't stop.
'Til we get the job done!



#4



Make sure everyone feels thanked and appreciated. Work with your teacher to plan a celebratory wrap up! Maybe a pizza lunch? Teachers vs. students soccer match or tug of war?



#3

Hand out student **participation certificates** to everyone who ran, everyone who achieved their fundraising goals, and everyone who helped out!



#2

Post a HUGE thank you on your school's social media channels and blast that message over the P.A.! Don't just share your fundraising total, share the link to your school's donation page, too. After all, donations are welcome even after your Run is over!



Here's a sample message you can tailor for social media or for morning announcements:

Congratulations to the staff and students of <your school name>! I'm proud to share that we raised <\$X,XXX> for this year's Terry Fox School Run! Thank you to everyone who helped and donated. Your support will help cancer survivors here and across Canada!

#1

Help clean up after your activities! We get it! This isn't the most fun or interesting task on this list. But it's super important and your help will ensure future events also get the green light from your school!

THANK YOU!



Let's get FUNdraising!



THE TERRY FOX
FOUNDATION