



Bark For Life of Racine Overview

August 17, 2013

What is Bark For Life?

The American Cancer Society "Bark For Life" (BFL) is an American Cancer Society fundraising event associated with Relay For Life. BFL honors the care-giving qualities of our canine "Best Friends" and caregivers. It presents an opportunity for people to be empowered through their canine companion partnerships and to contribute to cancer cures through the mission of the American Cancer Society. Participants come together to celebrate cancer survivorship, to honor people lost to cancer, to fundraise in support of cancer research, education, awareness, patient services, advocacy, and to help eliminate the suffering that cancer causes worldwide. Please visit www.relayforlife.org/learn/relayforeveryone/barkforlife for more information.

How does the Bark For Life support the local Relay?

This event supports the community's Relay For Life of Racine, which is celebrating 20 years in the community in 2013. All contributions raised by participants go to the American Cancer Society.

Who participates in Bark For Life events?

All Canine Caregivers (including Family pets, Guide Dogs, Service Dogs, Rescue Dogs, Therapy Dogs, Police Dogs, Cancer Survivor Dogs, and Diagnostic Dogs), their owners, and anyone interested in participating in the event.

How do people sign up for a Bark For Life?

People sign up as individual participants. They need to fill out the registration form and pay the registration fee associated with the event. Participants are asked to collect donations and turn them in at the Bark For Life event or mail them to: American Cancer Society, Attn: BFL Racine, PO Box 902, Pewaukee, WI 53072.

What happens at the Bark For Life event?

A typical event is a walk (length of walk varies by location) in which participants and their canine companions walk together. Prior to the walk, there is an opening ceremony in which participants are welcomed and thanked for their contributions, a survivor or caregiver shares a story about their cancer journey, and the walk can be kicked off with an official survivor lap. Participants then complete the walk and are thanked upon their return to the finish line. BFL events should also include mission messages and track signage throughout the entire event to educate people about how they can fight back against cancer. Events also include a closing ceremony in which participants are thanked and awards (such as top fundraiser or first runner up) are given out.

How do you fundraise for Bark For Life?

Participants of BFL find a great deal of success with their fundraising by simply asking their contacts to make a donation to the American Cancer Society. This can be done via face-to-face asks, letters, and e-mails. Participants are also welcome to fundraise in creative ways such as collecting donations at a doggy treat bake sale, pet wash, etc.

Are there additional fundraising opportunities associated with the BFL?

Yes, in addition to collecting donations, there are several fundraising opportunities. Many BFL events sell paw cards in honor or memory of someone who has faced cancer. They are posted at local businesses or at the event. Other BFL events sell food or other items at the event to raise additional dollars and invite vendors from a variety of pet-related organizations to sponsor a booth, where proceeds from sales at the booth benefit Bark For Life and the American Cancer Society. Number of booths is dependent upon space restrictions, and can include K-9 units from local police stations, Humane Societies, doggie day care service providers, pet supply stores, food vendors, etc. Sponsors are welcome to support the event and would in turn receive recognition at Bark For Life and optionally at the Relay For Life of Racine.