



Ponytail Project: Marketing Kit

Ponytail Project is a peer-to-peer fundraising initiative that began in 2015 at St Margaret's Anglican Girls School in Brisbane. Every chop and every dollar supports vital cancer prevention work. Last year, 1,700 participants from 88 Queensland schools donated over 41,000cm of hair! This kit helps schools share impactful content to boost awareness and donations for Cancer Council Queensland.

How fundraising helps

Cancer Council is Australia's leading cancer charity, working across every aspect of every cancer. Each day, Cancer Council supports families affected by cancer when they need it most. Donations to the Cancer Council go directly to local cancer research, support services, and cancer prevention and early detection programs.

Every dollar counts

\$15

Provides **sun protection resources** to schools or a **turban** to a Queenslanders experiencing hair loss due to cancer treatment.

\$65

Funds a one-on-one support session with emotional and practical guidance for Queenslanders facing cancer and their families.

\$200

Provides a **wig** to someone going through cancer treatment, helping restore confidence during a tough time.

\$1000

7 wig and turban fitting appointments for Queenslanders experiencing hair loss from cancer treatment

\$2500

Delivers cancer-prevention factsheets to over **7,500 Queenslanders**.

\$5000

Provides **sun protection resources** to over **300 Queensland schools**.

Assign roles

Ask staff to assist on chop day with photography, video, and social media.

Ensure a media consent form has been completed by all participants. Note anyone without consent or who opts out (usually indicated by a sticker on their cape).

Pre-event checklist

As well as downloadable resources for participants to use, materials you can request from your local Cancer Council QLD representative include:



Pull-up banners

Signage

Posters

Chop capes