



UR THE CURE

Education – Awareness – More lifesaving matches

Improving ethnic diversity on the Australian and worldwide stem cell registries

Workplace Education Invitation

Hi, my name is Pamela, founder of UR the Cure and I am writing today to invite your workplace/community group to partake in a “Superhero Stem Cell Day” to raise awareness and educate more people about the bone marrow donor registry. This is to help find more lifesaving stem cell matches for blood cancer patients, I have attached a brochure which explains what our cause and the Superhero Stem Cell Day is all about.

Many people don't realise that the cure to some blood cancers is in their body and that these days donating stem cells is easy and harmless and most often done much like a blood donation. Our goal is to increase the number of people with a culturally diverse background on the Australian Bone Marrow Donor Registry (ABMDR) so they can be made searchable and matched with a patient in need. We focus our work on targeting culturally diverse people because these groups are grossly underrepresented on the ABMDR which means that a patient who has any sort of ethnic or indigenous background will always struggle to find their stem cell match. We believe that all Australians, no matter what their cultural background should have the same chance for a cure and I'd love for your workplace/organisation to get involved and help spread this important message!

Although the brochure describes the “day” as having a Superhero theme with dress up activities and a multicultural themed morning/afternoon tea, a whole day is not required and the event can take many shapes and forms to suit your organisation – we just suggest the themes to add more fun whilst learning about the cause! Our goal is to simply educate people about the cause and clear up common misconceptions and in its most basic form you would need less than 15 minutes to present the information to a group. Some ideas on how you may want to run this:

- Morning/afternoon tea or maybe host a “B-B-Cure” (BBQ), share some multicultural themed food or a snag or 2 whilst learning about the cause!
- Superhero dress up theme; because you can save a life by donating your stem cells – a real life superhero!
- Share the information and/or play our video during a team meeting
- Make the information available throughout your organisation (ie – posters in tea rooms, company newsletter and other internal communications)

We can provide you with everything you need to run it including all the posters, information sheets and even a Superhero and Multicultural themed decoration pack to decorate your workplace. You can register at www.urthecure.com.au/superhero-stem-cell-day or if you have any questions please don't hesitate to contact me.

Kind regards,

A handwritten signature in black ink, appearing to read 'Pamela Bousejean', written over a light blue horizontal line.

Pamela Bousejean

UR the Cure Founder

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Workplaces can help spread this important message to save lives and also improve their “employer” and company brand by showing it embraces diversity, promotes inclusiveness & celebrates our multicultural society!

According to a Business News article, “70% of Australian workers are willing to accept less pay to work for a company whose values are aligned with their own...and often this translates as work practices that support corporate and community responsibility”. **You can promote a happy and more engaged workforce and save lives at the same time!**