

Australian Lions Longest Coin Line Challenge



Lion Kate Moore ALCCRF Appointee
Australian Lions
Longest Coin Line Challenge
coinlineforkids@lions.org.au / 0409 228 075

LAYING IT ON
THE LINE FOR
CHILDHOOD CANCER





ABN 93130256326 PO Box 56, Raymond Terrace NSW 2324

Dear Lions Club President,

Due to Covid 19, the Guinness World Record for the longest coin line attempt has been postponed until November 2022.

Every State and Territory have different rules about interactions with others. Many schools are not allowing non-essential activities which makes it impossible to hold coin lines currently. Some children are not attending school due to lockdowns. ALCCRF still have funding commitments so until we can coin line again, can you encourage your members to start collecting coins in coin jars? This will give us a head start for November 2022.

If friends, family and school communities assist we will have the opportunity to break the record. Please photograph your coin jar collection or your club coin line photo. My local schools are able to hold coin lines so I have some new photographs of coin lines to share. Share the photos with our Facebook page Australian Lions longest coin line.

Please promote the coin line on your Club Facebook page and see if you can have an article added to your local newspaper. Many Clubs have access to community Facebook pages. Could you add some information about the coin line and the work of ALCCRF to promote the work as Lions we do in our local communities?

I have attached a form letter you can use to provide details to your local school about the coin line and why we are raising funds. I have also attached a fun fact sheet that schools can use in the classroom or you may use the information for your own Bulletins or on your social media pages.

Your ALCCRF District Chair can provide further information about the latest projects currently funded by ALCCRF. Contact them to come to your Club as a guest speaker.

We thank you for your commitment to 100% Survival of children with cancer.

Please direct deposit

ALCCRF NAB
BSB 085 397
Acc 942 947 951

Please use COINLINE as the reference and add your Club Number

Send cheques to

PO Box 56,
Raymond Terrace NSW 2324

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Kind regards,

Lion Kate Moore
Appointee to ALCCRF
Australian Lions Longest Coin Line
coinlineforkids@lions.org.au
0409228075

**We believe every child
deserves a chance at a
healthy life.**



The Objective

The objective is to raise funds for the Australian Lions Childhood Cancer Research Foundation by challenging the official Guinness Book of Records for the 'world's longest coin line'.

The Idea

The idea is to raise \$250,000+ by creating the longest coin line in the world and making it into the Guinness Book of Records. The line would require to be 75.24km which requires a total of 11.5 tonnes of 5 cent coins. So, it is not an easy task and a good deal of planning and marketing is required to achieve this goal.

The primary target market for the campaign are schools within the catchment areas of each Lions Club throughout Australia. It is essential that schools be approached and recruited by Lions Clubs to collect funds for the Longest Coin Line. The secondary target market consists of businesses and individuals that hear about the campaign and want to get involved.

The positioning statement for the campaign is 'Lay it on the line for Childhood Cancer' but another major selling point or enticement, especially for schools, is the opportunity to break a world record and get into the renowned Guinness Book of World Records.

The Proposal

To keep costs to a minimum we would recommend Clubs visit our website and utilize the following aids to communicate with the schools in their area. Whilst Lions/Leo Clubs are an integral part of this fundraiser for the ALCCRF, it is anticipated that schools around Australia are fundamental to its success.

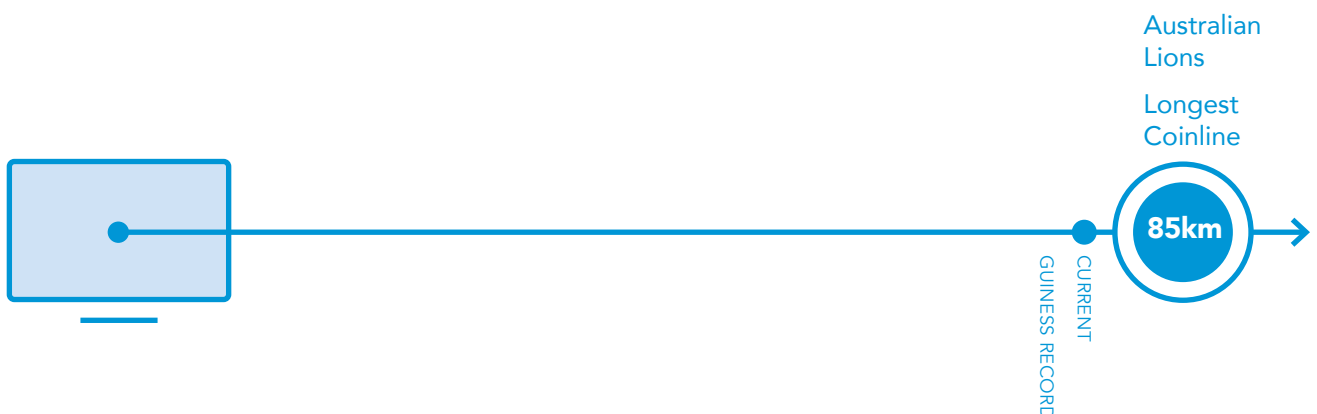
Clubs may access some of the following aids on the Lions Longest Coin Line website: <https://alccrf.lions.org.au/events>

- Opening letter to explain the objective and idea to school Principals.
- Information and material on how this initiative works and what is expected from the Club if they participate (selling the initiative to the clubs/schools)
- Colour Poster for promotional use (downloadable from website)
- Coin Line Challenge brochure (downloadable from website)
- Coin Line NAB Bank details to enable online deposits.
- Arrange drop-off points for schools to deliver coins on pre-determined days/times.
- Utilize social media such as Facebook for promotional opportunities.
- Target Amount \$250,000 to achieve this goal.

Virtual Concept for 2022

Due to the continuing restrictions and setbacks caused by COVID 19 in 2021, the Lions Coin Line committee has opted to make this year's Guinness Book of Records attempt for the World's Longest Coin Line (75.24 km) – a virtual attempt. In this way, coins collected will be measured and calculated to arrive at our target of 85 km, not just breaking the world record but smashing it!

This obviates the necessity of having huge expenses such as manpower, venue hire, fork lifts, armoured cars etc. but opens the possibility of laying an active coin line in the future to secure the world record, hopefully in 2022.



Childhood Cancer Research

The Australian Lions Childhood Cancer Research Foundation (ALCCRF) was formed 10 years ago with a belief that every child deserves a chance at a healthy life! The Trustees are Lions Club members from all over Australia who volunteer to find some of the best research programs throughout the country to work towards 100% survival of children with cancer.

ALCCRF have funded over 12 major research projects and have partnered with the following:

The Children's Hospital Westmead, Sydney Children's Hospital Randwick, Monash Children's Hospital, The Royal Children's Hospital Melbourne, Hudson Institute of Medical Research and Garvan Institute of Medical Research over this 10-year period, during which time we have donated over \$10 million.

We have recently completed a world first Genome Sequencing project for kids with high-risk cancers. This project raised \$4,000,000 and has seen early successes with a number of children surviving that clinicians believe would otherwise have died. In November 2019, ALCCRF launched its latest project, which will see \$1.1 million research into immunotherapy treatments for children with cancer and will be undertaken at the Telethon Kids Institute in Perth. It is hoped this treatment will provide better outcomes and less harmful side effects for children.





One of hopefully
many full tin towers



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Dear School Principal,

Lions Clubs all over Australia are approaching local schools to participate in a Guinness World Record attempt for the longest coin line. We are aiming to collect enough money to break the record of 76km of 5c pieces in November 2022.

The money raised will fund research into childhood cancer. Australian Lions have a foundation - ALCCRF. The Trustees are Lions Club members from all over Australia who volunteer to find some of the best research programs throughout the country to work towards 100% survival of children with cancer. ALCCRF have funded over 10 major research projects and have partnered with the following: The Children's Hospital Westmead, Sydney Children's Hospital Randwick, Monash Children's Hospital, The Royal Children's Hospital Melbourne, Hudson Institute of Medical Research and Garvan Institute of Medical Research over a 10-year period. We have donated over \$10 million. We have recently completed a world first Genome Sequencing project for kids with high risk cancers. This project raised \$4,000,000 and has seen early successes with a number of children surviving; that clinicians believe would otherwise have died. In November 2019, ALCCRF launched its latest project, which will see \$1.1 million research into immunotherapy treatments for children with cancer and will be undertaken at the Telethon Kids Institute Perth. We are hoping this treatment will provide better outcomes and less harmful side effects for children.

Can your school help? Can your school hold a coin line or if Covid restrictions make that difficult, can your school community, friends and family start collecting coins in coin jars? Your local Lions Club would be pleased to assist you in this challenge. They can collect the money raised and forward to ALCCRF. The money will then be converted into 5c coins and laid out end to end in November 2022. Hopefully we will break the record and your school will be part of this attempt. You can participate any time between now and September 2022.

You can share your photos to Australian Lions longest coin line Facebook page or post them on Instagram <https://www.instagram.com/lions.longest.coin.line>. You can also like and follow us!!

We thank you for your commitment to 100% survival of children with cancer.

Kind regards,

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