



#DoingItForJarrod

Who is Jarrod Lyle?

Jarrod Lyle was a sports-mad kid from country Victoria who grew up to become one of Australia's most admired golfers. He was introduced to Challenge as a teenager when he was diagnosed with Leukaemia in 1999. Jarrod's relationship with Challenge strengthened throughout his treatment and over the years he became a great supporter of the organisation, officially becoming an ambassador in 2004.

Having been diagnosed with cancer three times throughout his life, Jarrod understood the hardship that young people and their families face when battling this disease. His constant gift to Challenge was his ability to advocate, understand, and raise awareness and funds to support other families. He also became a public figure, and used his profile to make the wider community aware of the issues confronting childhood cancer.

What is #DoingItForJarrod?

Following Jarrod's death in August 2018, Challenge created the #DoingItForJarrod campaign to honour Jarrod and continue his tireless work and legacy. It is an annual campaign supported by the PGA of Australia and Golf Australia, which invites golf clubs around Australia to select an existing members' day in August, September or October as their official #DoingItForJarrod day, and to collect a gold coin from every player.

We have also partnered with Titleist, Jarrod's life-long golf sponsor, allowing every participating golf club to receive a #DoingItForJarrod Prize Pack which includes products that are unique to this campaign.

This campaign has become a major fundraiser within the Australian golfing community and all monies raised go towards Jarrod's Gift, which aims to continue Jarrod's work of advocating, understanding and raising awareness to support kids travelling a similar journey to his own.

How the funds will be used

In 2019, the inaugural #DoingItForJarrod campaign took place and raised almost \$200k. Right from the start, many golf clubs were very creative with their individual #DoingItForJarrod days, organising raffles and other activities to maximise their fundraising efforts.

A COVID-affected campaign in 2020 saw just 78 clubs sign up, but still managed to raise an incredible \$94,000.

All of this money is being used for our first ever Jarrod's Gift project, which is to create an educational resource that we hope will be used by many people who need to explain cancer and cancer treatment to children.

Challenge
supporting kids with cancer

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For many years, in support of Challenge, renowned cartoonist Mark Knight has been using Leuk the Duck to explain various parts of the cancer journey to children and families. Over the years Mark has drawn an incredible number of images and cartoons to answer some pretty big questions. The first project of Jarrod's Gift will bring together many of Mark's existing images and illustrations, as well as some new drawings.

About Challenge

Challenge is a not-for-profit organisation that provides daily support for children and families living with cancer or a life-threatening blood disorder from the time of diagnosis, through treatment and beyond. It is a unique organisation that has a very personal connection to the families we support.

Once the medical needs have been addressed, the wellbeing of the entire family is our fundamental concern. Through our programs and services, we aim to make life easier as they deal with fighting their illness.

We operate the Challenge Family Centre, the first of its kind in Australia, where children and their families can access an extensive range of non-medical support services including playgroup, music and art therapy, massage therapy, information seminars and a resource library.

Challenge delivers face to face support 365 days of the year. In hospital, we provide daily newspaper deliveries, iPads, DVD players & DVDs, internet access, gaming consoles, family activities and celebrity visits. Within the community, we offer camps, tickets to sporting matches and concerts, holiday accommodation, parent retreats, home help and educational scholarship opportunities.

#DoingItForJarrod into the future

It is our goal to see the #DoingItForJarrod campaign grow bigger each year, and for Jarrod's incredible legacy to live on in the golf industry.

With support once again from the PGA of Australia, Golf Australia and Titleist, we hope to have 300 individual clubs registered for the campaign in 2021, which will in turn help to raise a significant amount of money for Jarrod's Gift and Challenge.

