



CUSTOMER SPOTLIGHT Cancer Research Society



TO BENEFIT



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—Mary Sarli, Advisor, Challenge Against Cancer Program

The Cancer Research Society is dedicated to advancing the fight against cancer through funding innovative research. One of its hallmark programs, the Challenge Against Cancer, empowers individuals to make a difference by turning their personal passion for outdoor sporting activities into collective action. To help participants succeed, CRS uses Blackbaud TeamRaiser, peer-to-peer fundraising event software that streamlines the fundraising process and grows engagement.

Cancer Research Society Fuels Peer-to-Peer Fundraising Growth with Blackbaud TeamRaiser

The Cancer Research Society's Challenge Against Cancer Program offers supporters the chance to fundraise for cancer research while participating in a variety of challenging sporting activities around the world. Participants can choose between adventures like “Le Challenge rose” (trekking and yoga), trekking the four peaks of central Tunisia, and running the Valencia Marathon, and are tasked with raising specific fund amounts. Whichever unique fundraising endeavor they decide on, TeamRaiser makes it easier for them to rally support and achieve their goals.

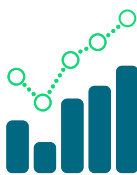
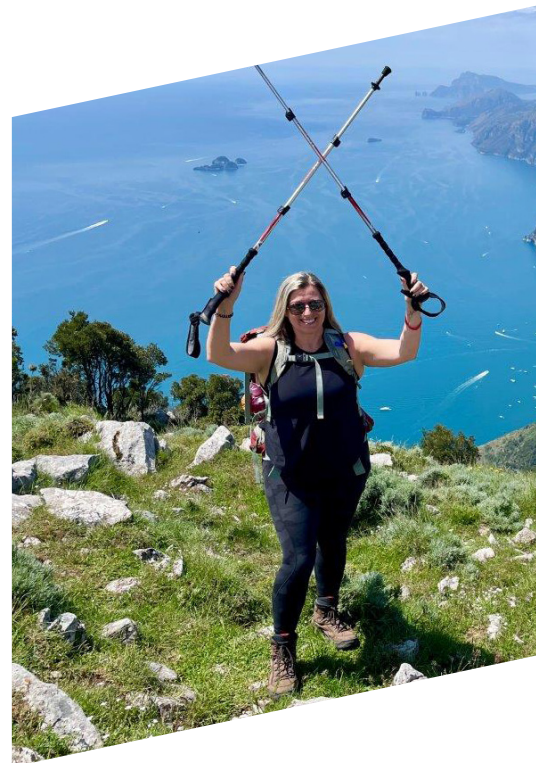
Cancer Research Society is powered by:

Blackbaud TeamRaiser®

From personalized fundraising pages to social media integration, TeamRaiser makes it simple for users to share their story and inspire donations. Participants can customize their profiles to describe their connection to the cause, upload photos, and set personal goals—all in a few clicks. This not only enhances their fundraising experience but also fosters a sense of community and collaboration among participants.

“TeamRaiser provides participants with the tools and resources they need to succeed in their fundraising efforts,” said Mary Sarli, advisor, Challenge Against Cancer Program. “They can easily create personalized fundraising pages, track their progress, and engage with their supporters.”

A key feature of TeamRaiser is its peer-to-peer outreach capabilities. By enabling participants to easily send emails, track contributions, and engage their networks, the software turns individual efforts into widespread impact. Sarli shared that having the ability to see progress in real time with the thermometer feature or milestone emails provides instant gratification and encourages continued effort and makes participants feel like every step they took made a difference.



941%

increase in annual
fundraising since
program inception



80%

of participants inspire
involvement from friends
& family

TeamRaiser offers performance insights that help participants strategize. The analytics dashboard lets users identify their strongest supporters and focus their outreach, ensuring they maximize their fundraising potential. “TeamRaiser’s features empower participants to take ownership of their efforts while staying connected to the larger mission of the Cancer Research Society,” added Koudjo Oni, director, revenue development.

Raising Funds and Spreading Awareness

Since its inception in 2010, 729 participants have reached 80 destinations this year and raised \$5 million for cancer research. The program has expanded from 12 to an average of 50 participants, with participation increasing by 20 percent each year. Its annual fundraising has grown from \$48,000 to \$500,000.

The program’s reach extends far beyond individual fundraisers. Over 80 percent of Challenge Against Cancer participants have inspired additional involvement from friends and family. This ripple effect has led to increased awareness and a surge in community engagement.

“TeamRaiser supports Challenge Against Cancer participants far beyond just raising money—it enhances their entire experience by fostering connection, motivation, and strategic engagement,” said Sarli. “It allows them to be the champions of the cause while making their fundraising journey seamless and rewarding.”

Some participants return to do a private challenge, for example the d'Alcantara Group. After raising \$63,000 to participate in the Mont-Blanc trek in 2023, they organized a private trek to Mt. Kilimanjaro in 2025, raising over \$157,000 as a team. They are now set out to organize another private trek to Ecuador in 2027.

Another participant, Nancy Bastien, will embark on her 10th trek in France in 2026. She has raised close to \$100,000 in honor of the loved ones in her life affected by cancer, turning her passion for challenge into a powerful tribute of hope and resilience. Sarli shared that when she asked Bastien what motivates her to take on a new challenge, she said: "What motivates me to take on this 10th challenge for the Cancer Research Society is the opportunity to actively contribute to the fight against cancer by combining physical effort, personal growth, and solidarity toward this important cause."

Expanding and Aiming High in the Future

Looking ahead, the CRS plans to reach even more participants and communities. With TeamRaiser at the heart of its fundraising efforts, the organization aims to double annual fundraising from \$500K to \$1 million within the next three years.

"One major focus is incorporating new tools and innovations that aim to connect participants in fresh, dynamic ways, making the program accessible to people across the globe," said Oni. "Our goal is to make sure anyone who wants to join the fight against cancer can do so, no matter where they are."

As the program grows, the CRS remains committed to supporting participants and amplifying their impact. "With Blackbaud as a trusted partner, the Challenge Against Cancer will continue to be a beacon of hope, driving progress in cancer research for years to come," added Sarli.

Help your supporters raise more money.

[Learn more](#)



\$100K

raised by just one
participant over nine treks

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—Koudjo Oni,
Director, Revenue Development

About Blackbaud

Blackbaud unleashes the potential of the people and organizations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud's essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.

