

For all that cancer takes, give it everything you've got this Daffodil Day.

Stream for Daffodil Day - Social media tool-kit for gamers.

Cancer takes so much - from all of us. It takes from our sisters, brothers, neighbours, teammates and great mates. But Daffodil Day is our collective moment to say for all that cancer takes, let's give hope to people affected by cancer.

Thanks for supporting Stream for Daffodil Day. We're excited to have you on board! In this toolkit you'll find information and tips to help you create personalised content for your Daffodil Day stream and give hope for all those affected by cancer.

Campaign overview

Daffodil Day is Cancer Council's longest running fundraiser and is well-known and much-loved among the Australian community. Throughout August, Daffodil Day messages and stories are shared to raise funds for lifesaving cancer research in the lead up to Daffodil Day on Thursday, 20 August. Your support for Daffodil Day really does make a difference - cancer survival rates have increased from 51% in the late

1980s to around 72% today, thanks to investment in cancer research that you're enabling.

All donations and funds raised for Daffodil Day directly fund vital cancer research projects across Australia.

Key taglines

- For all that cancer takes, give hope.
- For all that cancer takes, give to lifesaving cancer research.
- For all that cancer takes, give thanks this Daffodil Day.
- For all that cancer takes - mums, uncles, friends, workmates, moments we won't get back - Daffodil Day is our opportunity to give.

Call to action

For all that cancer takes, give this Daffodil Day.

Give back, make a difference.



Donate to cancer research

Every dollar raised helps Cancer Council fund world-class cancer research, helping save lives and bringing us closer to a cancer-free future.



Fundraise and help save lives

Raise money in your community with your friends, family, school or colleagues to help Australians affected by cancer.



Get involved in your area

Keep an eye out for ways to help out and lead in your community.

Cancer statistics

- Daffodil Day is celebrating 40 years of growing hope for people affected by cancer in 2026.
- It's estimated that 170,000 Australians were diagnosed with cancer last year – that's approx. 466 per day.
- Almost 1 in 2 Australians will be diagnosed with cancer by the age of 85.
- It's estimated that there are over 1.2 million people in Australia who have previously been diagnosed with cancer.
- Cancer diagnoses are expected to surpass 200,000 by 2034 due to increase in population size and aging population.

Thanks to advances in cancer research, prevention and

- early detection, five-year survival rates have risen to 72%.
- Cancer accounts for around 3 of every 10 deaths in Australia.
- Close to 1 million people in Australia will have been diagnosed with cancer in the last 10 years.

Hashtags

#ForAllThatCancerTakesGive
#DaffodilDay

Instagram tags

Cancer Council Queensland: @cancercouncilqlld

Cancer Council New South Wales: @cancercouncilnsw

Cancer Council Victoria: @cancervic

Cancer Council WA: @cancercouncilwa

Cancer Council ACT: @cancercouncil_act

Cancer Council NT: @cancercouncilnt

Cancer Council SA: @cancercouncil_sa

Cancer Council Tasmania: @cancertas

Please also keep the below in mind when creating content for this campaign:

- Don't show alcohol, cigarette or vape use in any content.
- Don't show junk food or processed foods in any content.
- If content is created outside during the day and not under shade, please include at least one sun safe element in your outfit e.g. sunglasses or a hat.

Thanks a bunch for your support STREAM FOR DAFFODIL DAY

About Cancer Council

Cancer Council is Australia's leading cancer charity working across every aspect of every cancer.

Every day, we support families affected by cancer when they need it most. We speak out on behalf of the community on cancer issues, empower people to reduce their cancer risk, and, through our research, find new ways to better detect and treat cancer.

It takes many hands to take on cancer, but with the help of all of us, we're getting closer to a cancer free future.

For more information about Cancer Council, visit cancer.org.au or call Cancer Council's 13 11 20 Information and Support Service, a confidential service for anyone with questions about cancer.