

Mobile App Case Study

Our mission is to optimize participant engagement and increase fundraising results through innovation, mobile technology and white-glove customer service.



Overview

The **Canadian Cancer Society CIBC Run for the Cure** is one of Canada's largest and most beloved fundraising events, uniting tens of thousands of participants to change the future of breast cancer through raising critical funds for life-saving research and critical support programs.

The Challenge

While the CIBC Run for the Cure's spirit and community impact have remained strong, the organization's previous fundraising app struggled to keep pace with the evolving digital landscape. Limited innovation and a lack of engaging features left participants without the tools they needed to share, connect, and fundraise effectively.

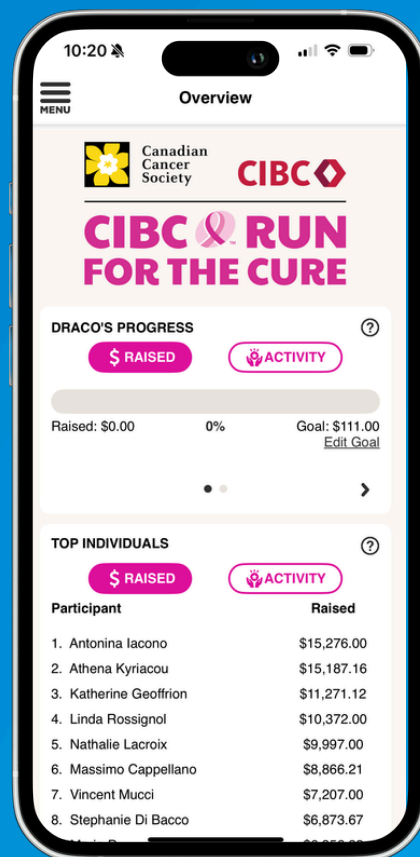
The Canadian Cancer Society (CCS) sought a technology partner who could not only deliver a **modern mobile experience** but also inspire participants to take action. That's when they turned to Nuclavis.

The Solution

Partnering with Nuclavis, CCS launched the multi-language **Canadian Cancer Society mobile app**. The new app offered a dynamic, user-friendly experience built for the next generation of peer-to-peer

About the Event:

- Nationwide run program supporting cancer care, support, and research.
- Over 50,000 participants and \$18M raised across 53 events across Canada in 2025.
- Online Fundraising Platform: Blackbaud TeamRaiser



fundraisers with integrated personalized fundraising tools, message templates, and social sharing features.

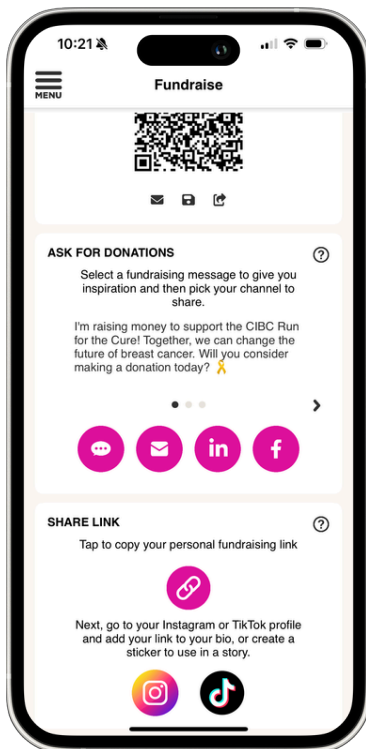
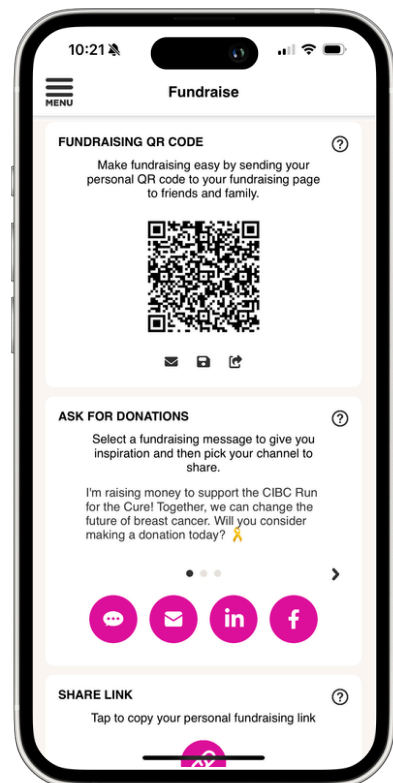
Using the app, CIBC Run for the Cure participants could:

- Send personalized **text and email appeals** in English or French directly to the contacts in their phone.
- Post their fundraising page link in their **Instagram and/or TikTok** bio to engage friends and followers.
- Share pre-written or custom posts on **Facebook and LinkedIn**.
- Save, download, print or post **dynamic QR codes** to recruit others and make giving instant and effortless.

These enhancements transformed the app into a powerful recruitment and fundraising engine that energized participants across Canada.

Results that Inspire

In its first year with the Canadian Cancer Society mobile app, the results exceeded expectations. Fundraisers embraced the mobile app and achieved remarkable outcomes:



5K+ participants adopted the app in year one.

\$1.7M raised through the mobile app in 2025, a **52% increase** over their previous app vendor.

\$837 avg. raised by fundraisers using the app; **179% more** than fundraisers without the app.

\$1M+ raised through **Instagram & TikTok** sharing feature and **QR codes**, new top revenue drivers.

By partnering with Nuclavis, the Canadian Cancer Society harnessed the full potential of mobile-first peer-to-peer fundraising. Through innovation, storytelling, and smart technology, the CIBC Run for the Cure proved that modern engagement tools can do more than raise dollars—they can unite communities in purpose and amplify impact nationwide.



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