

Move for the Book

Studio Participation Guide



BREAST CANCER
SUPPORT FUND

What is Move for the Boob?

Move for the Boob is a national, community-powered yoga and pilates fundraising campaign led by the Breast Cancer Support Fund (BCSF).

Studios across Canada are invited to host movement-based classes or events that bring their communities together to raise funds for women in active breast cancer treatment who are facing financial hardship.

Funds raised provide direct, practical support — helping cover essentials like groceries, meals, transportation, utilities and child care at a time when income is reduced and costs are rising.

This campaign is rooted in care, dignity, and real impact — not awareness for awareness' sake.

About Breast Cancer Support Fund

The Breast Cancer Support Fund is a national, volunteer-driven Canadian charity dedicated to reducing the financial burden faced by low-income breast cancer patients.

BCSF provides direct financial assistance and meal support to help women maintain stability and dignity during treatment as well as education on breast health.



Why Participate as a Studio?



By participating in Move for the Boob, your studio:



Supports women in your community when they need it most



Aligns with a values-driven, grassroots national campaign



Engages your members in a meaningful, purpose-led experience



Demonstrates leadership in women's health and wellness

Many studios choose to participate in honour of students, instructors, friends, or family members affected by breast cancer.

How Studios Can Participate

Studios are encouraged to choose a format that fits their community and schedule.

Examples include:

- Donation-based yoga or pilates classes
- A special workshop or extended class or classes
- A week-long or month-long studio challenge
- A series of classes leading up to a fundraising goal

There is no single model — we want this to feel authentic to your studio and your members.

What BSCF Provides

Participating studios will receive:

- A Move for the Boob studio toolkit
- Promotional assets (digital graphics, suggested copy)
- Guidance on linking to campaign page with individual studio donation forms
- Inclusion in national campaign promotion
- Recognition as a participating studio

Our team is available to support you throughout the campaign.

How to Get Started



Express your interest by contacting BCSF



Set your fundraising goal



Choose your class or classes and/or the event format



Share with your community and start moving

Once you're registered, we'll provide everything you need to participate.

Campaign Timing

Move for the Boob will take place in the week leading up to Mother's Day, **May 2nd to May 9th, 2026** but studios may choose dates that work best for their community.

Ready to Join the Movement?



We would love to welcome your studio to Move for the Boob.

Together, we can ensure that no woman faces breast cancer alone.



Thank you!

Move@breastcancersupportfund.ca
breastcancersupportfund.ca/movefortheboob