



# #DOINGITFORJARROD

## INFORMATION PACK





# ABOUT CHALLENGE

Challenge is a not-for-profit organisation that supports children and families living with cancer, 365 days a year.

Our support is free and immediate, helping to lighten the cancer journey by addressing the practical, social, and emotional needs of our members.

## What does Challenge provide?



### PROGRAMS FOR CHILDREN

Camps, in-hospital support, activity days, playgroup, ticketing, and massage, music, and art therapy.



### PROGRAMS FOR FAMILIES

Lunches and weekend retreats, date nights, holiday accommodation, home help, transportation, financial assistance, and family activity days.



### BEREAVEMENT SERVICES

Support groups, education, and retreats.



### SCHOLARSHIPS & TRUSTS

Academic and creative scholarships for primary, secondary, and tertiary students.



# LEUK<sup>THE</sup> DUCK<sup>©</sup>

**More than a mascot.**



## Who is Leuk the Duck?

Leuk the Duck, created by world-renowned Herald Sun cartoonist Mark Knight and Challenge CEO David Rogers, has become a beloved mascot for Challenge and the families we support. Through his many animated adventures, Leuk bravely navigates the ups and downs of life with cancer, bringing hope and understanding to young people facing similar challenges.



Leuk isn't just a character – he's a powerful source of inspiration, a friend, and a voice for those living with cancer. He shares their stories, champions their needs, and helps others understand the struggles young people face in their journey.

As an educator and companion, Leuk explains complex concepts in ways that children can relate to, from how different cancers develop to why doctors and nurses need to keep poking and prodding. Beyond that, Leuk reaches out to the broader community, raising vital awareness about childhood cancer and its impact on families.

Leuk is the friend every child with cancer needs, and he embodies the heart and spirit of the Challenge organisation.

# GOLFING AMBASSADORS



**GRACE KIM**



**ROBERT ALLENBY**



**KEELEY MARX**



**LUCAS HERBERT**



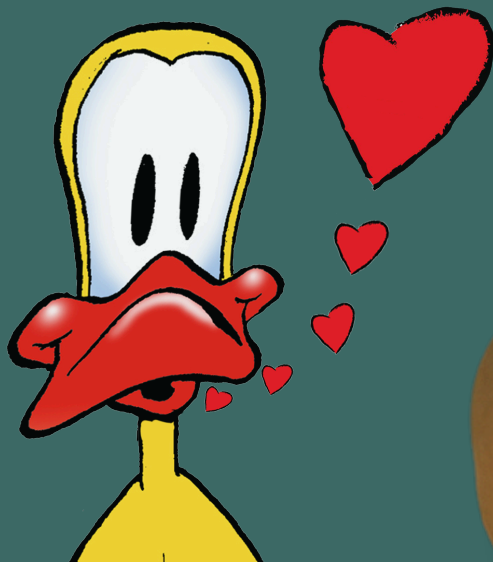
# LEUK<sup>TM</sup> THE DUCK

## MERCHANDISE

One great way to support kids and families living with cancer - and boost your #DoingItForJarrod fundraising - is by selling our exclusive Leuk the Duck merchandise.

Worn by golfers around the world, this iconic range is available on our website and can be sold at your event to help raise awareness and funds for Challenge.

[www.challenge.org.au/shop](http://www.challenge.org.au/shop).



# WHO IS JARROD LYLE?

Jarrold Lyle, a professional golfer from country Victoria, Australia, was first introduced to Challenge in 1999 when he was diagnosed with leukemia at just 17 years old. Throughout his life, Jarrod faced cancer three times, demonstrating incredible resilience and courage.

His connection with Challenge grew stronger over the years, and in 2004, he officially became a Challenge Ambassador. In this role, Jarrod used his platform to raise awareness and funds, passionately advocating for the organisation and the families it supports.

Despite his health battles, Jarrod achieved notable success on the golf course, claiming two professional victories in 2008 - at the Mexican Open and the Knoxville Open - and reaching a career-high ranking of 196 on the USPGA Tour.

Jarrold passed away in 2018 at the age of 36, leaving behind a legacy of strength, generosity, and unwavering support for others facing childhood cancer.







## WHAT IS #DOINGITFORJARROD?

**Following Jarrod's passing, Challenge - together with the PGA of Australia and Golf Australia - launched the #DoingItForJarrod campaign in 2019 to honour his legacy.**

This annual initiative invites golf clubs and individual players across the country to host a #DoingItForJarrod Day. To take part, players simply make a donation, with many clubs going above and beyond by organising raffles, auctions, and other fundraising activities to boost their impact.

Each year, clubs from every state and territory in Australia proudly take part, demonstrating the widespread reach and heartfelt resonance of Jarrod's story. The campaign culminates on Yellow Day at the Australian PGA Championship, where an Honour Board is unveiled, celebrating all participating clubs.

Every dollar raised supports Jarrod's vision - helping Challenge deliver vital, practical support to children and families throughout the cancer journey.

## WHAT IS YELLOW DAY?

Since 2019, the PGA of Australia has proudly supported the #DoingItForJarrod campaign, helping establish Yellow Day to honour Jarrod and expand Challenge's reach across the golfing community.

Each year, the PGA not only invites clubs to take part but also encourages professional players to get involved through dedicated fundraising efforts at their flagship event - the Australian PGA Championship. On this day, players, caddies, volunteers, spectators, and the broadcast team are invited to wear yellow and help raise vital awareness and funds for Challenge.



THANK YOU FOR SUPPORTING  
**#DOINGITFORJARROD!**

If you have any other questions, please contact  
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