



Bowel Cancer Statistics and Fundraising Tips

Facts about Bowel Cancer (Colorectal Cancer)

5 key facts for you to learn and share to help obtain sponsorship:

1. 44 people die from bowel cancer each day in the UK.
2. Bowel cancer is the third most common cancer in men, and the second most common cancer in women in the UK.
3. Each year, there are over 18,700 new cases of bowel cancer in men, and over 16,800 cases in women.
4. 90 per cent of bowel cancer cases can be treated successfully, if caught early enough.
5. The survival rate for bowel cancer has increased by 50% over the last 20 years.

For further cancer statistics, please visit: www.cancerresearchuk.org/aboutcancer/statistics/

The Bobby Moore Fund is part of Cancer Research UK - the world's leading independent organisation dedicated to cancer research. Cancer Research UK supports research into all aspects of cancer through the work of more than 3,000 research scientists, doctors and nurses in our own centres of excellence and in the university sector.

Cancer Research UK also provides CancerHelp UK – www.cancerhelp.org.uk, an award-winning information service with detailed information for patients, family and friends.

Fundraising Tips

- ▶ **Set yourself a target** – it helps to focus your thinking and if you aim for something you will achieve it.
- ▶ **Ask your employer** - perhaps your company may support your fundraising efforts by matching £ for £ the money you raise.
- ▶ **Ask your top fundraiser first** - if someone sponsors you a large amount, put it at the top of your sponsor form so that others may follow suit!
- ▶ **Publicity** - approach your local newspaper/radio station for coverage. Ask them to include some contact details in case readers/listeners wish to sponsor you.
- ▶ **Use family and friends** - ask 10 friends to take a sponsor form and collect on your behalf. If you set a target of £25 per person, before you know it you'll have £250!
- ▶ **Smartie tubes** - buy 10 tubes of Smarties, give them to friends and ask them to fill the tube with 20p or £1 coins. Each tube will hold 76 x 20p coins or 42 x £1 coins.
- ▶ **Hold an event** – you could hold a fundraising event. Perhaps you're a member of 5-a-side football team or aerobics class? Why not ask your friends to make a donation to join in?
- ▶ **Local businesses** - write to 20 local companies, explain the challenge you have set yourself and request a donation.

- ▶ **Fundraise online** – raising sponsorship online is fast, easy and secure and all the funds raised will come directly to the charity. Please visit www.justgiving.com/bmf/raisemoney where you can easily set up your own page.
- ▶ **Use your talents** - babysitting, cutting lawns, walking dogs, painting, typing, cooking a meal, shopping.... the list is endless but all are ways of raising money.
- ▶ **Seal the deal** – ask for donations rather than pledges, this saves you the trouble of trying to collect sponsorship after the event
- ▶ **Gift aid** – make sure, if your sponsor is a UK taxpayer, that the gift aid box on the sponsor form is ticked – this means the charity will receive an extra 28% at no extra cost to your sponsor.

Fundraising

Can I undertake a street collection to raise funds?

To undertake a street collection you must apply for permission from your Local Authority **in advance**. Check with your Local Authority that no other charity will be collecting at your venue and in the neighbourhood on the same day. If another charity has arranged to collect at the same venue/neighbourhood on the same day, you will have to change your collection date.

Street collection permits are highly sought after so instead, try:

- ▶ Supermarket/shopping centre collections – there may be very long waiting lists for collections but they can prove very profitable for fundraising. Apply directly to the local store manager for a collection date or alternatively you and a team of friends could pack shopping bags for a day, in return for donations.
- ▶ Pub crawls – you could arrange a fancy dress pub crawl. All you need is permission from the manager of each pub you visit to collect.

Please do **not** carry out House-to-House collections when fundraising. **Always check with your Local Authority that no other charity will be collecting at the same venue on the same day.**

Can I hold a raffle?

If you wish to organise a raffle it has to be **incidental to an exempt entertainment**, e.g. at a fete, dinner, jumble sale or other charity event. **Otherwise you will need to register the raffle with your Local Authority in advance of selling tickets.**

Raffle regulations:

There are a few regulations but there are no restrictions on the cost of the ticket. Therefore, depending upon the raffle prizes you have obtained, you can charge £1 or £50 per ticket! However, there are other restrictions:

1. Tickets can **only** be sold at the event (use cloakroom tickets for the raffle).
2. You must spend no more than £250 on the prizes (not a problem as you should aim to have as many of the prizes donated as possible).
3. No cash **or money** prizes permitted.
4. The proceeds must only go to the charity.

Other fundraising ideas:

- ▶ Hold a silent auction at a charity event where friends, family and colleagues bid for items at the event or in advance.
- ▶ Organise a competition, with an entry fee, to win a given prize at **an exempt entertainment** e.g. fete, dinner, jumble sale or other charity event. The only regulation is that there must be a substantial element of skill involved. e.g. Guess the number of Smarties in a jar.

- ▶ Hold a free prize draw - entrants are eligible to enter free of charge and given an opportunity to donate (do not specify a minimum donation). The prizes can then be awarded to the winner at an event or on a given date.

Disclaimer: This information is provided as general guidance only. For specific queries on fundraising contact the **Bobby Moore Fund**.

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