WHAT CAN YOU DO?

Top fundraising ideas to help beat breast cancer

youcanbeatbreastcancer.org
YOU CAN HELP US BEAT BREAST CANCER IN LOTS OF WAYS!

**AT WORK**
- **Sweepstake**: Request a sweepstake poster by calling 0870 160 20 40.

**DO YOUR OWN THING**
- **Give it up**: Get sponsored to give up one of your guilty pleasures like chocolate, shopping or swearing.

**DONATE A DAY’S WAGE**
Donate a day’s wage and ask your employer to match your donation, you’d be surprised at how many companies would be willing to do this.

**SPONSORED SILENCE**
Keep your lips sealed and get sponsored for it.

**SPONSORED WALK**
Join one of our sponsored walks across the UK to help beat breast cancer. Visit cruk.org/breastcancerevents to find a walk near you.

**BREAKFAST MORNINGS**
Offer to make and deliver breakfast and ask for donations.

**STREET PARTY**
Get your whole street involved in making food and drinks plus arts and crafts to sell.

**WITH YOUR LOCAL COMMUNITY**
- **Raffle**: Ask local businesses to donate prizes and organise your own raffle.

**WITH FRIENDS**
- **Pink Party**: Organise a night of pink fancy dress and raise extra cash by selling food and drinks.

**DO SOMETHING DIFFERENT**
- **Raffle**: Organise your own raffle.

**KARAOKE NIGHT**
Hold a battle of the microphone to see who has pop star potential.

**SWIM THE CHANNEL**
Swim the equivalent of the English channel in your local pool.

**SET A CHALLENGE**
Get sponsored to embark on an expedition.

**GET ACTIVE**
- **Shave it off**: Get sponsored to shave off your hair or your eyebrows.

**PAMPER DAY**
Offer your friends manicures, massages, pedicures and facials in return for a small donation.

**Zumbathon**
Get involved with an extended zumba event usually lasting 2-3 hours in your local area, visit cruk.org/events

**GET IT UP**
- **Get it up**: Get sponsored to shave off your hair or your eyebrows.

**SWEEPSTAKE**
Request a sweepstake poster by calling 0870 160 20 40.

**Empty your pockets**
Donate your loose change every night for a month.

**PINK BALL**
Throw a pink themed charity ball and raise money from tickets sales.

**DRESS IN PINK DAY**
Charge £2 per person to wear something pink to work.

**Shave it off**
Get sponsored to shave off your hair or your eyebrows.

**ZumBATHon**
Get involved with an extended zumba event usually lasting 2-3 hours in your local area, visit cruk.org/events

**Pink Party**
Organise a night of pink fancy dress and raise extra cash by selling food and drinks.

**PINK PARTY**
Organise a night of pink fancy dress and raise extra cash by selling food and drinks.

**Bake off**
Get sponsored to bake off your hair or your eyebrows.

**Host an evening of food and fun and ask friends to donate to the cost of meal.**

**Perk up afternoon tea by offering delicious homemade treats and ask your colleagues to make a donation.**

**Care sale**
Perk up afternoon tea by offering delicious homemade treats and ask your colleagues to make a donation.

**WEAR YOUR HAIR PINK**
Be brave and don a pink wig for the week!

**WEAR YOUR HAIR PINK**
Be brave and don a pink wig for the week!

**YOU CAN HELP US BEAT BREAST CANCER IN LOTS OF WAYS!**

Stay safe
However you choose to raise money, please make sure it’s legal and safe. We’ve put together a simple guide to legal and safety issues for you at cruk.org/fundraise-safely.
ONE DAY WE WILL BEAT BREAST CANCER.
YOU CAN HELP MAKE IT SOONER.

Visit youcanbeatbreastcancer.org or call 08701 60 20 40 for more tips on fundraising.
YOU CAN HELP BEAT CANCER
Fundraising pack

cruk.org/fundraising
Thank you for choosing to support us!

Cancer Research UK pioneers research to bring forward the day when all cancers are cured.

We are the world’s leading cancer charity dedicated to saving lives through research. Our groundbreaking work into the prevention, diagnosis and treatment of cancer has seen UK survival rates double in the last 40 years.

We don’t just do research. Every year we help millions of people get the information they need to understand the disease. And we campaign on key cancer issues including access to cancer drugs, screening and reducing the use of tobacco, keeping cancer at the top of the political agenda.

More than 1 in 3 people in the UK will develop cancer at some point in their lives. We don’t receive Government funding for our research so every step towards beating cancer relies on every pound donated by amazing people like you. We’re incredibly grateful for your energy and efforts, thank you so much for deciding to join us.

In this pack you’ll find top tips and advice to make your fundraising a success. Visit [cruk.org/fundraising](http://cruk.org/fundraising) for more information or call our fundraising hotline on [08701 60 20 40](tel:08701 60 20 40) where you’ll find one of our fundraising experts on hand to support you should you need it.
ONE DAY CANCER WILL BE BEATEN. WE CAN HELP MAKE IT SOONER.

We are continuously working hard on all aspects of cancer – from understanding the causes to developing and testing better ways to prevent, diagnose and treat it. We carry out our work in towns and cities all across the UK, at our own institutes and Cancer Research UK centres, as well as supporting grant-funded researchers in universities and medical schools. Ninety percent of the population lives within thirty miles of our research sites.

Our supporters fund half of all cancer research done in the UK – collectively we’re saving more lives every day.

- We take scientific research all the way from the laboratory bench to the patient’s bedside.
- We fund the work of more than 4000 scientists, doctors and nurses throughout the UK.
- Our scientists and doctors have contributed to most of the world’s top cancer drugs used today and our future work will ensure millions more people survive.
- We are studying cancer and cancer risk in over a million people in the UK.
- We are dedicated to continuing to reduce deaths from cancer.
- Our CancerHelp UK website has helped millions of people understand cancer, so they can make more informed decisions.

We’ve made great progress, but with over 200 different types of cancer there is still a lot to do. We can’t do it without you.
Ellie Cohen
Ellie was devastated when diagnosed with a rare form of cancer of the ovary called dysgerminoma when tests revealed an avocado-sized tumour. She was just 19 when she found out and was in her first year at university.

Making the best out of a very challenging situation though, brave Ellie, knowing she was going to lose her lovely long dark hair because of the chemo, shaved it into a statement Mohawk cut and managed to raise £3,000 for Cancer Research UK last year.

Remarkably just 12 months on – after chemotherapy and surgery at the Royal Marsden Hospital, she is now back at Nottingham University and has her sights set on a Master of Engineering degree.

Ellie is eternally grateful for the treatment she received and is passionate about raising awareness about cancer and furthering research by Cancer Research UK.

Jo Warsop, 34
Jo found a lump in her breast when she was 6 months pregnant and was diagnosed with breast cancer. In May 2009 she had a lumpectomy and had 34 lymph nodes removed. Jo was then induced at 37 weeks and her son Archie was born.

Just 12 days after giving birth she began an intensive course of treatment starting with chemotherapy. She then had radiotherapy followed by Tamoxifen – considered the most important drug in the history of breast cancer treatment. Jo is currently still using Tamoxifen and will continue using it until 2014.

Cancer Research UK is a major funder of breast cancer research in the UK. Our work has underpinned today’s treatment of the disease and helped save many thousands of lives. Eight out of 10 women in the UK now survive breast cancer beyond five years, compared with five out of 10 women in the 1970s.

‘Without Cancer Research UK I wouldn’t be here today. I hope my story will help other young people like me be more conscious of their health... Maybe someone will visit the doctor sooner rather than later to find out what is wrong

We are the only cancer charity fighting over 200 forms of cancer through our life-saving research, including the one that matters most to you.

‘Cancer Research UK has been so instrumental in my life that I want to give something back. Without all their amazing research, I might not ever have received the life saving treatment that I did. If we support their work we can ensure that millions more people like me have a fighting chance of survival.’

Jo has taken part in several Cancer Research UK events to help fund our life-saving work.
YOU CAN MAKE ALL THE DIFFERENCE. SEE WHERE YOUR MONEY GOES.

£45 could help keep our scientists safe. This would cover the cost of a lab coat and a pair of safety specs each to protect them against harmful chemicals and help ensure a safe environment for our research.

£1,800 could enable a man to take part in a study seeing if testosterone gel could help improve their quality of life after prostate cancer treatment.
enables one woman to take part in a clinical trial to improve survival for post-menopausal women with early-stage breast cancer. Over 130 women in the UK are diagnosed with breast cancer every day – we work tirelessly to find new ways to beat it.

£94

could buy two special safety cabinets to enable scientists to grow cells in labs and keep them safe from infection. Growing cells in sterile conditions is a cornerstone of research to beat cancer.

£12,000

enables a man to take part in a study looking at the best way to treat early-stage prostate cancer after surgery. This could help improve treatment for men with the disease in the future.

£457

could fund a week’s work for four Cancer Information Nurses, who offer an expert ear over the phone for anyone concerned about cancer. Deborah Parker, a breast cancer survivor says: ‘They do an excellent job, you know, they’re worth their weight in gold’

£5,360
FOR YOU, BECAUSE OF YOU, THANKS TO YOU.

‘The Fight 4 Life Cancer Research UK Charity Ball was to raise awareness of all types of cancer. I liked the idea of organising an event which allowed us to raise awareness, money and the roof whilst all enjoying a fantastic evening.’

Carmela Cook

‘I enjoyed fundraising as it made me feel good that I was doing something bold and brave for the good of others. I wanted to raise money for Cancer Research UK so others wouldn’t have to feel the pain of losing a loved one to cancer.’

Esther Fitton

BELLE OF THE BALL
Carmela Cook from Hunton Bridge was diagnosed with small cell cancer of the ovary in January 2009. That type of cancer, which is extremely rare, is more likely to affect younger women than the more common types of ovarian cancer. She has since had her tumour removed and underwent chemotherapy and radiotherapy. Now Carmela, 36, is looking to the future more positively. To help raise money and awareness, Carmela decided to organise the Fight 4 Life Cancer Research UK Charity Ball at Watford Hilton Hotel in November 2010. She sold 300 tickets and raised over £20,000. The following year she helped organise another ball at the Hunton Park hotel with her friend Anne Clarke.

SHAVING TO SAVE LIVES
Esther Fitton, a student in London aged 24 decided to do a head shave in May 2012. It was a personal fundraising challenge she had been wanting to do for almost 10 years as her family had been affected by cancer, she has sadly lost her great aunt and great uncle to this devastating disease. She managed to raise an incredible £800 for us in the end.
GREAT EXPEDITIONS

Three years ago Phil Purdy (50) from Brighouse, West Yorkshire scaled Cho Oyu – the sixth highest mountain in the world (8,201m) – and raised £100,000 to support research into bladder cancer. Following this success, Phil set himself the challenge of taking on the ultimate mountain challenge!

In March 2012 Phil set off to climb to the top of the world – Mount Everest. It took him 10 weeks to reach the peak (8,850 metres) and return safely to his family.

In doing so, Phil beat both of his previous records by reaching the summit of the highest mountain in the world and by raising a staggering £125,000 to fund 46 days of research into oesophageal and pancreatic cancer. You can read more about Phil’s fantastic achievements at:

http://everestchallenge2012.co.uk

‘It’s our ambition to climb Everest and it’s Cancer Research UK’s ambition to beat cancer. Both challenges take a great deal of stamina, team work and the support of many. By supporting Cancer Research UK we’re hoping to help some amazing research make a real difference and give others the chance to make and meet their own ambitions.’

Phil Purdy

COLLECTING FOR CANCER

Mike Foston initially signed up to do a bucket collection at Richmond Station. His mother had fortunately recovered from breast cancer and he felt he wanted to give something back. The first collection went well raising £250 and Mike was very motivated to do more so we asked if he might be interested in further collections. We discussed additional ideas with him and across the following 6 months he organised several more collections, obtaining the permits and asking for fundraising materials as and when he needed them. Mike wears his own costumes for each collection so that he stands out in the station. Every collection is conveniently worked around his job so that his fundraising suits him. Mike has now managed to raise an amazing £5,000 in under six months.

‘I’ve really appreciated Lloyds Banking Group (where I work) supporting me throughout my fundraising. Because I raised money during my spare time, Lloyds supported me via the Matched Giving Programme and I was able to claim £8 for every hour I fundraised. They also doubled the first £500 I raised under the programme. By simply asking my employer if they ran such a scheme I’ve been able to raise extra funds.’

Mike Foston
TOP FUNDRAISING HINTS AND TIPS

FIND THE IDEAL EVENT SPACE
Think carefully about the sort of space you’ll need. Indoor or outdoor? Big or small? What facilities do you need? And don’t forget to tell the venue it’s for charity – you may get a reduced rate.

GIVE YOURSELF TIME
Before you set the date, make sure you’ve given yourself plenty of time to get everything sorted, and for people to get it in their diaries. Pick a date that’s easy for people, like the weekend – or a Friday, if you’re doing something at work.

MAKE A BUDGET
Work out what you hope to raise, once you’ve covered your costs. If you need equipment, see if you can borrow it rather than buying stuff. You can also cut costs by asking local businesses to donate prizes.

SET YOUR TARGET AND SHARE IT
Once you’ve set your fundraising goal, tell everyone! Seeing how you’re progressing helps inspire people to give generously.

SPREAD THE WORD
Tell people why you’re doing your event. Your personal reasons will really help motivate your supporters. Facebook and Twitter are ideal for inviting and updating people. If possible, write a blog about your progress. It doesn’t have to be a masterpiece, it just keeps your supporters involved.
Get personal advice and support from our fundraising experts on 08701 60 20 40

For professional-looking posters, download our template at cru.k.org/fundraising. Brilliant for community noticeboards, cafés, shops windows or the office.

You can get masses of free materials from our website. Or call 08701 60 20 40.
MORE FUNDRAISING TIPS FOR YOU

GET IN THE PRESS
Your local media can be a huge help. They want stories about what’s going on in your area, and you want as much support as possible. Everybody wins! Just send a simple press release to the local paper, radio or TV stations — they’ll all be in your local directory. We’ve put a sample press release on our website at cru.k.org/fundraising. Make sure you include the donation details! If you’d like any help, just call us on 08701 60 20 40.

GIFT AID IT
Any UK tax payer who donates to you can include Gift Aid, which means the taxman adds 25% to their gift. That’s another £1 for every £4 you raise! It makes a huge difference. So please make sure any UK taxpayers tick the Gift Aid box on your sponsorship form, and include their full name and home address including postcode — we need this information to claim the Gift Aid.

DOUBLE UP
Lots of companies run a Matched Giving scheme, which could double the amount you raise. Find out if yours is one of them — and if not, why not suggest they do? It’s tax-efficient for them, too, which might help convince them!

STAY SAFE
Whatever you’re doing to raise money, please make sure it’s legal and safe. We’ve put together a simple guide to legal and safety issues, which you can download at cru.k.org/fundraise-safely.

WE’RE HERE TO HELP
Our fundraising experts love helping fundraisers like you. So don’t be shy, give them a call on 08701 60 20 40, or go to cru.k.org/fundraising.
RAISE MONEY ONLINE
Setting up an online fundraising page with JustGiving is a quick and easy way to collect donations. It'll save you hours of asking for sponsorship money and keeps your friends and family updated about your fundraising challenge. Plus it’s totally secure and enables people living anywhere in the world to donate to you at their own convenience.

Did you know that people tend to give more when they donate online too? If you set a target, your page will tell you how your fundraising has grown.

You may have already set up a JustGiving page whilst registering for this fundraising pack online, in which case you don’t need to do anything else except spread the word to your family and friends. If you haven't set up a JustGiving page and want more information, or you want to make the most of an existing page, simply go to justgiving.com/cancerresearchuk for further details.

HOW TO SET UP A UNIQUE TEXT CODE
You will need an active JustGiving online page before you can set up your unique text code, If you haven’t got a JustGiving page already you’ll find advice as mentioned in this section on how to do this. Once your page is set up, simply log in to your account at justgiving.com/cancerresearchuk to get started.

Once you’ve set up your unique text code, put it on all your fundraising materials such as flyers, t-shirts, posters and on your social media pages. Give it out to everyone you speak to!

For more information and to download your free text giving support pack go to justgiving.com/justtextgiving

DO YOU WANT TO RAISE MONEY IN TRIBUTE TO A LOVED ONE?
Using the Donate in Memory website, you can create a unique fundraising page to remember a loved one, personalised with photos and stories. Family and friends can make donations and share memories to create a lasting tribute that can be visited at any time. Visit donateinmemory.org

ARE YOU CELEBRATING SOMETHING?
Birthdays, anniversaries, weddings and Christmas are all great reasons to fundraise. With Give in Celebration giveincelebration.org you can set up and personalise an online fundraising page for any event and ask for donations instead of gifts. You can upload photos, leave a message and invite family and friends to make a donation.

RAISE MONEY BY TEXT
Using JustTextGiving is so quick and simple for anyone with a phone to donate. There’s no additional charge on top of the amount your sponsors want to donate either. Cancer Research UK receives your donation, plus 25% Gift Aid if your sponsors add it. You’re bound to attract more donations using JustTextGiving. All you need to do is set up your unique text code.
Questions about cancer?
If you have any questions about cancer or anyone asks you a question during an activity, then our information nurses are at hand to help you find the answer. To talk to them in confidence call 0808 800 4040 (freephone) from Monday to Friday between 9am to 5pm, or pass the number on.

Share your story
Your stories can really help to change lives and inspire others to fundraise and recognise the importance of the work we collectively do together. If you have a story to tell, and you don’t mind us using it in the media to inform others, please email mystory@cancer.org.uk. We would be really grateful to hear about your fundraising activity, and why you support Cancer Research UK.

We hope this pack inspires and helps you to have a successful and fun experience. You’ll find more information, inspirational stories, tips and advice at cruk.org/fundraising. But if you’d prefer to talk to our team, you can always call our fundraising hotline on 08701 60 20 40.

We are always happy to hear from you.
How to send your sponsorship money to Cancer Research UK

Once your fundraising activity is over and you’ve celebrated your success, thanked your supporters and collected your money, please send us the total amount that you’ve raised so we can put it straight towards our life-saving work. If you fundraise online this is all taken care of for you.

Cheque or postal order
Please send your cheques and postal orders made out to ‘Cancer Research UK’, along with the money return form included in this pack, and your sponsorship form if you used one, to:

Cancer Research UK,
PO Box 1561, Oxford, OX4 9GZ

Online fundraising
If you’re raising money online with Give in Celebration, Donate in Memory, or JustGiving, all the money is automatically sent to Cancer Research UK. So you can just concentrate on celebrating your achievement – and perhaps even thinking about your next one.
UNITED
WE ARE
STRONGER
THAN
CANCER

Visit cruk.org/fundraising or call 08701 60 20 40 for more fundraising tips.

Cancer Research is a registered charity in England and Wales (1089464), Scotland (SC041666) and the Isle of man (1103). Registered address: Cancer Research UK, Angel Building, 407 St John Street, London EC1V 4AD.
How to use your sponsorship form...

- Please ensure you fill out each section in full.
- Please ensure the details of each donation are recorded accurately by your sponsors in their own handwriting – forms in the same handwriting or printed are not valid for Gift Aid purposes!
- Please ensure each sponsor ticks the Gift Aid box next to their address below if eligible.
- In order for us to claim Gift Aid, we need each sponsor’s title, first name, surname, full home address, postcode, Gift Aid declaration and donation amount. (Please note, we cannot claim Gift Aid on business addresses or on multiple sponsors e.g. Mr & Mrs Jones.)

YOUR DETAILS

Full Name
Home address
Postcode
Telephone
Email

SPONSOR DETAILS (must be completed in your sponsor’s own handwriting to qualify for Gift Aid)

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<td>Mrs</td>
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<td>Samplename</td>
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- You can request additional forms by calling 08701 60 20 40
As a valued supporter of Cancer Research UK we will treat your details very carefully and will not pass them on to any other organisations.

Cancer Research UK would also like to contact you about our work and activities and how you may support us.

To receive this information electronically via email (or on your mobile phone) please tick the box:

- [ ] Email
- [ ] Mobile

If you would prefer not to receive this information by post or telephone please tick this box

By providing us with any personal data you consent to the terms and conditions of our Privacy Statement available at www.cancerresearchuk.org

If you change your mind you can unsubscribe at any time by contacting Supporter Services at Cancer Research UK, PO Box 1561, Oxford OX4 9GZ or email supporter.services@cancer.org.uk

Cancer Research is a registered charity in England and Wales (1089464), Scotland (SC041666) and the Isle of Man (1103).

Registered address: Cancer Research UK, Angel Building, 407 St John Street, London EC1V 4SD.

GFSF

Don’t forget to tick Gift Aid

Sponsor Details (must be completed in your sponsor’s own handwriting to qualify for Gift Aid)

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I’ve raised a total of £

Next Steps

- Simply collect your donations from your sponsors and send us a cheque made payable to Cancer Research UK (please do not send cash) along with this sponsorship form and the money return form provided in your pack to:
  
  **Cancer Research UK**
  
  **PO Box 1561, Oxford, OX4 9GZ**

- Please do not photocopy this form. You can request additional forms by calling 08701 60 20 40.

Remember the sooner you return your sponsorship money, the sooner we can start putting it towards our life-saving research.

Did you know you can collect sponsorship money online?

Setting up an online fundraising page with JustGiving is a quick and easy way to collect donations. It’ll save you time and keeps your sponsors updated about your fundraising challenge. Plus it’s totally secure and enables people living anywhere in the world to donate to you. To set up an online fundraising page or to make the most of an existing one visit [cruk.org/online-fundraising](http://cruk.org/online-fundraising) for more details.

**Thank you for your support**
## FUNDRAISING PLANNER

Keep track of your fundraising activities all year round with this fundraising calendar – it’s here to help you plan your next event and keep sight of your goals. If you would like some more fundraising ideas and tips visit [cruk.org/fundraising](http://cruk.org/fundraising).

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<td>Take on that challenge you’ve always wanted to do and stick to your new year resolution</td>
<td>Love is in the air! Hold a Valentine themed event</td>
<td>Celebrate Mother’s Day! Hold a tea party for all the mums in your local area</td>
<td>Time for a spring clean – auction off all those items that you no longer need around the house</td>
<td>Organise a sweepstake at work</td>
<td>Celebrate Father’s Day! Hold a sports tournament and ask for donations to take part. Best dad wins!</td>
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<td>Put your cooking skills to the test – organise a picnic or a BBQ party and charge for entry.</td>
<td>Let your employers know about your fundraising and see if they will match the total amount you raise</td>
<td>Say goodbye to summer and host a movie night. Ask for donations and sell popcorn and snacks to raise extra funds</td>
<td>Hold a Halloween fancy dress party! Raise extra money by dishing up pumpkin pies and Halloween cupcakes</td>
<td>Do a good deed – offer to do favours in return for donations</td>
<td>It’s party season! Organise a Christmas party and ask your guests for donations</td>
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For more information on how to fundraise for Cancer Research UK visit [cruk.org/fundraising](http://cruk.org/fundraising) or call 08701 60 20 40.

LET’S BEAT CANCER SOONER
Money return form

Please complete this form and send it back to us along with the money you have raised so we can make sure that the money you send is correctly allocated to you.

Please find enclosed a cheque(s) / Postal order for £_____________________

Please ensure that all cheques are made payable to Cancer Research UK.

Your name.................................................................

Address.........................................................................
...................................................................................
...................................................................................

Postcode........................................................................

If your activity was sponsored then please also include your completed sponsor form (to enable us to claim Gift Aid on your contribution)

Pleased send this completed form back to:
Cancer Research UK
PO Box 1561
Oxford
OX4 9GZ

If you have raised money via the www.justgiving.com/cancerresearchuk website this will come directly to the charity.

Thank you for your support.