THE GREAT ROW
#PullTogether
FUNDRAISING PACK
THANK YOU

Thank you for doing something amazing by signing up to complete The Great Row, every pound you raise will go towards our lifesaving cancer research. Cancer Research UK is the only charity funding research into over 200 types of cancer. We’ve seen amazing progress with survival rates doubling in the past 40 years and can now say that 1 in 2 people will survive their cancer. But we know we can’t stop there. It’s our ambition to reach 3 in 4 people surviving their cancer for 10 years or more within the next 20 years. By taking part in The Great Row you are helping us achieve that ambition.

We want you to have as much fun as possible with The Great Row so we hope this pack provides you with all the inspiration and information you need to help you with your fundraising.

Your money is helping children like eight-year-old Jakob Heinenon, pictured here with the Oxford and Cambridge rowers. Jakob, who finished over three years of chemotherapy after he was diagnosed with acute lymphoblastic leukaemia at just three years old, met some of the rowers at a recent training session.

“When Jakob was diagnosed, it was devastating. He had chemotherapy for so long that we had to find a way of making it a positive thing. He ended up loving going into hospital! He’s had chemotherapy for exactly half his life and now we’ve moved to monthly check-ups. He’s proud to call himself a survivor and I’m thrilled to support Cancer Research UK. Without research into new drugs and treatments I don’t know where we’d be.” - Jakob’s mother, Thury Agustsdottir
WHERE DOES THE MONEY GO

£10
buys a new bulb for our microscopes to illuminate new ways to beat cancer, sooner. This vital bit of kit lets our CRUK scientists look for crucial clues about cancer in precious samples at a fraction of the cost of a microscope!

£25
buys food for cells to grow them in the lab, allowing scientists to find out more than ever before about cancer.

£50
buys a scientific sieve to separate out big bits and small bits of DNA that will reveal vital clues.

£100
covers the cost of giving one patient the Cytosponge test and analysing their results in the lab to diagnose early stages of oesophageal cancer.
QUICK & EASY IDEAS

Bake sale
Organise a bake sale at work and brighten up your colleagues’ day with some delicious home bakes. Get your colleagues involved by turning it into a competition.

Fancy dress
Organise a fancy dress day at work and ask colleagues to make a donation to take part. Set a theme and offer a prize for the most creative outfit!

Office games
Organise a mini office Olympics, with a darts tournament, press up challenge or five-a-side. Ask for donations to take part and offer a prize to the winner/winning team.

Organise a sweepstake
Ask colleagues to make a donation to guess your final rowing time. Offer a prize or a proportion of the donations to the person who guesses the closest time.

ON A LARGER SCALE

Quiz night
The pub, village hall, local sports centre and your best mate’s garden are all venues suitable for hosting a quiz. Decide what is right (and available) to you and get working on those questions. Will the focus change by rounds or will your quiz be more niche, with all questions specific to a particular band, film or book? You host the night and then get your guests to make a donation to play.

Movie night
All you need is a great movie and some popcorn and ask your friends and family to make a donation to come round to your very own home cinema for the evening.

Come dine with me
Fancy yourself a great cook? Why not organise a week of dinner parties with your friends and family? Ask for a donation from each competitor and take it in turns to cook for each other. Offer the winner a prize and the rest of the proceeds go towards your fundraising target.

Games night
You don’t have to be a monopoly board master or play scrabble like Carol Vorderman to host a games night. You just need games, a place and people. It can be as simple as charades or if you have a screen and console to hand why not go down the gaming route, charging friends to play.

Tight on time?
Put on a lunchtime session at your office, for the price of a coffee your colleagues make a donation to play.
HOW TO BANK MONEY

Online fundraising
If you’re raising money via an online fundraising platform, all the money is automatically sent to Cancer Research UK. So you can just concentrate on celebrating your achievement. Once you’ve signed up, you will receive a link to set-up your page. Create your page and friends and family can then donate directly via your fundraising page, simple!

Don’t forget to Gift Aid it
Gift Aid increases the value of donations by 25% by allowing us to reclaim basic rate tax on a donation. For more information go to: cruk.org/support-us/donate/gift-aid-explained.
THANK YOU

If you need any advice or support, please e-mail Supporter.services@cancer.org.uk or call 0300 013 4798.