Ride for Research fundraising guide

Together we will beat cancer
Your Ride for Research Fundraising Guide

Ride for Research is an opportunity for horse riders across the country to jump into the saddle and take part in a sponsored horse ride to raise money for Cancer Research UK.

Cancer Research UK is the world’s leading charity dedicated to beating cancer through pioneering research. Every day nearly 990 people are diagnosed with cancer in the UK.

We will not stop our vital work until everyone is told they are going to be okay.

By taking part in Ride for Research, and raising as much money as you can, you’ll bring us a step closer to the day when all cancers are cured.

Let’s start fundraising!

Whether you choose to do your own ride, join your fellow equestrians in your nearest event or step up to the challenge to host your own, we’ve got some top tips to help you fundraise your way to life-saving research.

With just two or three of them you could raise over £200 to help us beat cancer.

At the office

Office treats (1–4 hours)
Mid-morning break anyone? Delight your colleagues with some baked treats for them in exchange for a donation!

Collect on your desk (1–2 hours)
A collection on your desk is the perfect way for your colleagues to show their support – see if you can get it full of spare change by the end of the month!

Match it
Ask your employer to match your fundraising and see if you can double your donations.

Promise auction (2–4 hours)
Ask everyone in your office to write down a promise of what they could do for someone. Auction off these promises to the highest bidder!
Fundraising events

Quiz night (2–4 hours)
Channel your inner quiz master, show off your general knowledge and get ready to win.

Black tie event (2–8 hours)
Find a venue and host a party – everyone loves the chance to dress up!

Come Dine with Me (2–8 hours)
Invite your friends and family over, cook a meal and ask them to pay for what it’s worth.

Fundraising boosters

Tack clean (1–3 hours)
Offer up your services to make some bucks.

Stalls at local fetes and fairs (1–4 hours)
Roll up, roll up! Whether it’s a Coconut Shy, a Tombola or Welly Wanging – these fete ideas are always a winner!

Clothes swapping (1–2 hours)
Get friends, family, and colleagues together, charge a fee and start swapping!

Raffle (1–2 hours)
Gather together some fabulous prizes and sell those tickets! Top tip: If you can’t spend lots of money on raffle prizes, see if local shops and businesses would donate some.

Top tips for hosts
There are many different avenues at your event that can help you boost your fundraising total. These are:
• Entry fees (as confirmed by Cancer Research UK)
• Sponsorship from various businesses in the local area
• Programme sales
• Advertising in programmes/schedules
• Catering
• Trade stands
• Parking costs

However you choose to fundraise, please make sure it’s legal and safe. There is further advice on legal and safety issues available at cruk.org/fundraisesafely
Promote yourself!

Social media 101

**Share everything**
Tell your Ride for Research story in words, pictures and video. Posts only get served to a handful of people so if it’s worth posting once, it’s worth posting again. Don’t forget to share it with us too! We’d love to see your fundraising in action.

**Exploit popular hashtags**
Millions search for #tbt (throwback Thursday), #photooftheday, include #RideforResearch and #CRUK, of course!

**Post at 5:30pm on a Wednesday**
Most people check their social media immediately after work. Not around? Use a scheduling tool.

**Fool the algorithms**
When your family and friends like/favourite/share everything you post, you’ll seem like big news so your posts will be served to more people.

**Sorry-for-my-selfie**
Why not take a selfie as you hit a milestone on your ride and share it on your social media? Don’t forget to add a link to your fundraising page.

Don’t forget!
One of the easiest ways to get those donations rolling in is by sharing your Cancer Research UK Giving page on social media.

**Become a local celebrity**
Have an inspiring personal or family story to tell, or organising an unusual piece of fundraising? Your local newspapers, magazines, radio station and community TV station would love to hear from you.

**Tell your story**
What you’re doing is really special. Approach your local school, Rotary or Lions Club, Pony Club, women’s groups, religious groups or place of worship, they are all looking for inspirational people to speak at assemblies and meetings. Offer to tell your story, and they might just fundraise for you in return.
How your fundraising helps

£5
Kits out one of our ground breaking research labs with essential chemicals
These are the bread and butter of day-to-day experiments helping to beat cancer right now.

£10
Buys a new bulb for our microscopes
This vital bit of kit lets our scientists look for crucial clues about cancer and illuminates new ways to beat it.

£20
Pays for a simple blood test
These allow researchers to analyse a patient’s DNA.

£50
Buys a scientific sieve
These separate out big bits and small bits of DNA to reveal vital clues about beating cancer.

£150
Funds a research nurse for 1 day
Research nurses are clinical experts, who raise awareness of our trials and support patients during their treatment.

£250
Buys 500 petri dishes
Scientists use these to grow and study cancer cells in.

£1000
Buys tiny molecules that can hone in on cancer cells
These help our scientists target cancer cells with smart drugs.

£2400
Buys a kit to analyse 16 blood samples
If you raise £2400, we could buy a kit to analyse 16 blood samples for circulating tumour cells to help develop innovative ways to personalise care for people with cancer.
How to return your fundraising

Every penny will bring us closer to the day when all cancers are cured. The sooner you send in the funds pledged by family and friends, or raised by you, the sooner we can get it working to beat cancer. Here’s how you can return your money:

Online
The easiest and quickest way to send us your fundraising is via your Online Giving Page. Collect your sponsorship and add it to your page, then sit back and relax – we’ll automatically receive the money.

Post
Send a cheque, payable to ‘Cancer Research UK’, along with your sponsorship form to: Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ. Please ensure you write ‘Ride for Research’ on the reverse of the cheque.

Visit [cruk.org/fundraising](http://cruk.org/fundraising) or call 0300 123 0887 for more tips on fundraising.

Clare’s story
Clare was diagnosed with an aggressive triple negative breast cancer in April 2017. Clare had just bought Frankie, an eight-year-old mare, whose affectionate nuzzling coincidentally led to her finding a lump in her breast.

Clare underwent surgery to remove the lump and had six months of chemotherapy. Shortly after, genetic testing showed that her cancer was caused by a faulty copy of the BRCA1 gene which carries an increased risk of breast and ovarian cancer.

Clare opted to have both breasts removed, followed by further surgery to remove her ovaries and fallopian tubes. Clare says Frankie was what got her through the experience as she was the perfect distraction.

Thanks in part to Cancer Research UK’s vital role in the discovery of the BRCA1 and BRCA2 gene faults, Clare is now on the path to recovery and is encouraging those taking part in Ride for Research to fundraise for life-saving research.

“I feel like I’ve been given a second chance. Without the money for research, people like me wouldn’t be alive.”

Cancer Research UK 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.