Your challenge
starts here

cruk.org/sportchallenges

Together we will beat cancer
Don’t forget

Suggested donations can be made by your friends, family and workmates directly onto your online fundraising page or, if you receive any cash, you can either: bank it yourself and donate the value to your online fundraising page, or send a cheque made payable to:
Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ.

Please remember to return your sponsorship forms to enable us to claim Gift Aid and maximise your fundraising total.
Thank you

We can’t thank you enough for signing up to raise life-saving money for Cancer Research UK.

We’re so happy to have you as part of our CRUK Challengers team. You are our most powerful weapon to beat cancer.

Thanks to the generosity of people like you, we’re able to fund vital research. This has helped double cancer survival in the UK over the last 40 years. But we can’t stop there. By 2034, we want to see three quarters of people surviving all cancers.

But we can’t do this without you. We don’t receive any government funding for our research. Whether you’re raising £250 or £2500 for us as part of your challenge, every step we make towards beating cancer relies on every pound raised.
Ready?

We know fundraising can feel daunting, but it’s easier than you think. We’re here to help you kick-start your fundraising and reach your target.

Create or log onto your page: 
fundraise.cancerresearchuk.org

At Cancer Research UK, we have our own fundraising platform, so all the money you raise will go straight into research to beat cancer.

Edit your page

Personalise your page by telling people what your motivations are for doing your challenge and how they can support you. They won’t know how to support you if you don’t tell them, so don’t be shy!

Set a target

Keep yourself motivated with a fundraising goal. Make sure you add it onto your page, so your friends and family know too.

Upload your profile picture

This can increase your fundraising. Plus, every photo you post afterwards can raise 14% more per picture! So, why not take a selfie when you’re fundraising and training?

Share your page

Don’t be afraid to share your page on WhatsApp, Facebook and other social media channels to let everyone know about your challenge. You could even email your fundraising page to your workmates too.

Set up a fundraising page roughly 100 days before your challenge and you could raise, on average, £200 more than those who wait!

Share your page on pay day or on your birthday to encourage sponsorship!
If you set a target on your fundraising page, you can raise 46% more sponsorship. How much do you want to raise?

£50
- Could fund one of our cancer information nurses for two hours, offering confidential support to people affected by cancer

£100
- Could fund a trial for one day, testing a new surgical tool that can detect tumour or healthy tissue in real-time as it cuts

£350
- Could fund a trial for one day, looking for the best combination and dose of chemotherapy drugs to treat leukaemia

£500
- Could fund a lab technician for one week

£1000
- Could fund a trial of an improved radiotherapy technique for prostate cancer for one week

£2500
- Could fund the Add-Aspirin trial for one day, to find out whether aspirin could be used to stop cancer coming back after treatment

If you set a target on your fundraising page, you can raise 46% more sponsorship. How much do you want to raise?
Make sure you’re all set before you start fundraising and training. Take these two simple steps and you’ll be ready to go!

1 Make every pound count

Of every £1 you donate to Cancer Research UK, 80p is used to beat cancer. The remaining 20p goes towards raising vital funds for the future.

So, how can you increase the pounds?

Gift Aid

With every £1 donated with Gift Aid, Cancer Research UK gets an extra 25p from the government, at no extra cost to you.

£1  +25p

To find out how you can add Gift Aid to your donations, visit cruk.org/giftaid

Match funding

Many companies throughout the UK offer employees the chance to boost their fundraising efforts by ‘matching’ the money you raise. Some companies like to offer a maximum amount, and others will agree to match the total that you raise.

To find out whether your company offers match funding, you’ll need to speak directly with your line manager or HR department.
If this is your first challenge, then following CRUK Challengers is a great way to connect with other people who are doing the same event. We discuss training tips and fundraising ideas, and I get to find out about other challenges that Cancer Research UK offers.

Ryan, Warwickshire
Go!
Fundraising isn’t as hard as it seems, we promise! Here’s how you can fundraise.

Whip out your sweepstake poster and ask everyone to guess what time you’ll complete your challenge, in return for a donation.

Pull out your fundraising calendar to make your fundraising seasonal.

Our three favourites

Quiz night
Get quizzy and hold your own quiz night. Don’t forget to include a raffle to draw at the end of the night too!

Charity ball
Host a charity ball and give all your friends and family an excuse to dress up! Make sure you give yourself enough time, set a date and pick a suitable venue.

We’re always here if you’d like to contact us, to see if somebody from Cancer Research UK could speak at your event.

Bake sale
Hold a bake sale for your workmates and don’t forget to ask your friends and family to donate cakes to help too.
Bite-size fundraising ideas

If you have an hour

Add your fundraising page to your email signature to let your workmates know about your challenge.

Offer to walk your friends’ or neighbours’ dogs on your rest days, in return for a donation.

Organise a dress-down day at work and ask everyone to donate £1 each.

If you have an afternoon or evening

Organise a car wash either at work or for your neighbours at the weekend.

What will you wear for your challenge? Ask your friends and family to bid on what you should wear. The highest bidder wins!

Break up your training and hold your own exercise class for your friends and family to attend. If it’s a rest day, then why not hold a movie night instead?

Here are my top five fundraising tips! This has helped me raise over £80,000 for Cancer Research UK:

1. Plan ahead
2. Make your fundraising personal. Explain why you’re doing it!
3. Put on a few events, not just one
4. Ask for help! Get your friends and family on board, don’t try and do it all yourself
5. Use social media to promote your fundraising, advertise your events and keep everyone up-to-date with your successes

Debbie, Kent
High five!

Follow our high five tips to prevent injuries and eat healthily:

1. Prevent injuries
   - Warm up
   - Warm down
   - Don’t make big leaps in how far or fast you’re going – follow your training plan. If you start to feel pain and it doesn’t go away, make sure you talk to your GP before training again.

2. Nutrition
   Make sure you’ve got enough fuel, both on the day and for training. It’s important you’re getting all the nutrients you need and having a healthy balanced diet.

Low intensity
For lower intensity activities, you may not need to make many adjustments to your normal diet or routine. On the day, you’ll likely be burning more calories than usual, so pack some healthy snacks to keep your energy levels up.

Medium intensity
For medium intensity activities, making sure you’ve got enough energy for training and the main event is important. Carbohydrates are a good source of energy, and healthy examples include wholegrain bread, wholegrain pasta, and fruit and vegetables.

High intensity
The NHS advises if you’re exercising vigorously for more than an hour, you might want to think about food during the event as well as before. From a banana to a carbohydrate gel, there are lots of options to choose from for a quick energy boost during high intensity or endurance activities. Often, it’s a case of trying a few and finding out what works best for you. Training is a great time to give some of these a try and make sure you’re comfortable with what you want to use on the day.

What can I eat before exercising?
If you would like to eat something an hour or so before exercising, choose a snack that you’ll digest quickly, like porridge, a banana or a slice of wholegrain bread spread thinly with a nut butter.

For more information, visit cruk.org/sports-nutrition
3. Gear up
It’s important that you’re wearing the correct kit. Seek expert advice from your local sports shop if you’re unsure.

Remember to try out any new gear in your training and never wear anything new on race day to prevent chafing.

4. Hydrate
It’s important to make sure you’re well hydrated before and after exercise to replace the water you lose through sweating.

For moderate exercise that lasts under an hour, water is likely all you need to rehydrate. If you’re exercising vigorously and for longer than an hour, you might want to think about an isotonic drink, as well as water, to help you keep hydrated.

5. Rest day
You’ll be pleased to hear that rest days are as important as training days. Make sure you have at least one day off a week to let your body recuperate and recover.

“Do everything you can to avoid getting injured. Remember the main objective is to get to the start line fit and healthy. Second, it’s not just about the training. Nutrition, rest and recovery play a huge part too, so look after yourself. Finally, keep things in perspective. A challenge is just that, but not at the expense of everything. Always remember why you are doing this.”

Gower, London
Your final checklist

Transport and accommodation
Check when you need to be at the start line and how you’re going to get there. It’s a good idea to book any accommodation necessary well in advance to take away any stress out of the day.

Toilets
Always allow time for the queues at the toilets before your challenge.

Your kit
Set out any gear and equipment you need the day before. Is it raining? Take something waterproof. Cold? Wear layers. Sunny? Remember to cover up with clothes, a hat and sunglasses, plus use sunscreen on the bits you can’t cover!

One final push
A large amount of your donations will come in around the event. Don’t forget to countdown and share your page before your challenge, but most importantly, share a photo of you after the event with your well-deserved medal, reminding your friends and family that you’ve just done something amazing. To top it off, 20% of donations come in after the event, so it’s a win-win!

You’ve got this
Finally, good luck! Thank you once again for choosing to support Cancer Research UK. With your determination, drive and fundraising, together we will beat cancer.

Can’t find what you’re looking for?
Contact us for any branded materials or fundraising advice at sportsteam@cancer.org.uk or telephone 0300 123 5461