Relay For Life

Your fundraising guide



Get started today

Celebrating 30 years of Relay For Life in the UK

RELAY FOR LIFE®

CANCER RESEARCH UK

cruk.org/relay

Kickstart your Relay For Life fundraising



1. Build your team

Relay For Life is all about uniting friends, family and colleagues to fundraise, celebrate and honour people affected by cancer. The bigger the team, the greater the impact, raising more to help our life-saving work. So, why not ask around and get more people involved in an unforgettable experience?

2. Get fundraising

Rally your local community – start collecting life-changing donations by organising exciting fundraisers ahead of your Relay For Life event. See pages 3–5 for fundraising ideas and tips.

3. Spread the word

Make sure everyone knows about your Relay For Life! In your welcome email, you'll find downloadable fundraising resources to help you promote your event.

4. Go to team nights

Team get-togethers are a great way to get more information about your event, meet others taking part and share fundraising ideas. Contact your Relay For Life committee for more information!

5. Send your donations

The quicker you return the money you've raised, the sooner we can use it to help power breakthroughs. See page 7 for how to return your hard-earned donations.

6. Take a deep breath

It's time for you to bask in the glory of knowing you've helped in the fight to beat cancer. Get ready for an amazing Relay For Life event where you'll unite with your fellow heroes to celebrate survivorship and honour everybody affected by cancer.

Share your Relay For Life journey with the hashtag #RelayForLifeUK

Fundraising ideas for work or school

We've put together some fun and easy ideas to suit you.

More than three months to go?

You've got plenty of time to smash your fundraising targets. Why not host a large-scale fundraiser?

Share your skills

Use your skills for good by hosting a class or activity for your peers or colleagues. You could teach people to cook, host an exercise class or put on a concert featuring you and your friends. Sell tickets to raise money and help smash your fundraising target!

Top tip

Don't let distance stop you from fundraising – you can run virtual events or classes to get people involved from afar.

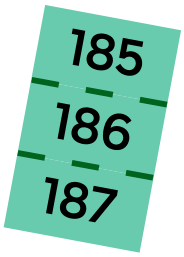
One to three months to go?

That's plenty of time to plan the following fundraisers.



Raffle

Ask friends or colleagues to donate things they don't need, then hold a raffle for a suggested donation.



International day

Whether you've travelled the world or just love a particular culture, ask your school or work colleagues to dress in the colours of their favourite country's flag and donate to take part. You could expand the idea by selling healthy snacks inspired by each country.

Quick wins

Tuck shop

Use simple, budget-friendly recipes to create snacks your friends and colleagues can buy – raising money while enjoying a treat.



Sweepstake



You'll find a downloadable sweepstake game on our website. Before your Relay For Life, ask people to donate to guess how many steps you'll take on the day. The winner could receive a prize of your choice.

Matched funding

Many companies offer to 'match' the money employees raise (sometimes up to a set amount). Speak to your line manager or HR team to find out if your employer does this.

Fundraising ideas for your community



Ideas to bring your whole community together.

Over three months to go?

You've got plenty of time to smash your fundraising goals. You could even host a large-scale fundraiser.



Seasonal carnival

Whether it's celebrating summer, Diwali or the festive season, there are so many ways to bring your community together. Set up fun stalls with games and treats and provide top entertainment. Attendees are guaranteed to have a great time, while helping you raise money for Relay For Life.

Top tip



Whatever fundraising you do, keep a collection box on hand so donating is quick and easy. Speak to your Relay For Life committee about collection materials.

One to three months to go?

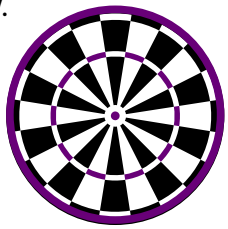
That's plenty of time to plan the following fundraisers.



Darts

Spread the word and organise a tournament or fun challenges like 'closest to the bullseye' and charge per throw.





Vintage fashion show



Combine style and sustainability by requesting clothing donations from your local community and organising your own fashion show at a local hall. Raise money by auctioning items at the end and charging people a small entry fee.

Quick wins

Auction a promise

Help your community in exchange for a donation. Whether it's gardening, cooking, music lessons or dog walking, use your skills to raise more.

Car wash

By grabbing a bucket, a sponge and a few friends, you can easily organise a car wash in your community.



Exercise club

Get ready to walk laps during your Relay For Life by joining a local walking or running club. You can tell your new friends you're taking part and they might want to join your team or donate.



Fundraising ideas to challenge yourself

Take on a personal challenge and see how much you can raise on your own.

More than three months to go?

You've got plenty of time to smash your fundraising target. You've even got time to arrange a large-scale fundraiser.

Give it up

If you've got a bad habit you've been meaning to kick, why not give it up and get sponsored to do it? If your habit is costly, you could donate the money you save and raise even more to help life-saving research.



Top tip



However you choose to fundraise, please make sure it's legal and safe. For advice on legal and safety issues, visit **cruk.org/fundraisesafely**

One to three months to go?

That's plenty of time to plan the following fundraisers.



Set the bar high

Do something out of your comfort zone to show how far you'd go to fundraise for Cancer Research UK. Take on something exhilarating like a skydive or abseil and get your friends and family to sponsor you. Or, keep your feet on the ground and do something just as brave for donations, like performing in public.

Get crafty



Have an eye for arts and crafts? Share your talent with friends and family by creating some masterpieces in return for a donation. Think seasonal and create personalised cards, summer holiday photo frames, Valentine's jewellery, homemade Hanukkah candles or even personalised school pencil cases.

Quick wins

Year to remember

Always wanted to learn something new? Take on the challenge of learning it and ask friends and family to sponsor you.



Stay silent

If you find being quiet a challenge, then raise funds with a sponsored silence. Just make sure you shout loud about why you're fundraising before and after the challenge!

Wax it

Getting waxed is a classic charity fundraising idea that's guaranteed to get results. Your friends are always willing to pay to hear you shout 'ouch!'

Your fundraising powers progress

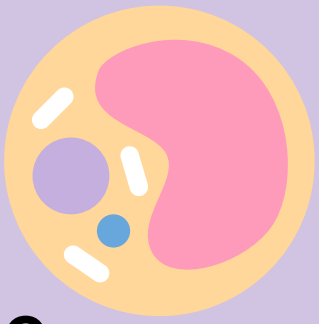
Did you know?

If you hit your target, don't be afraid to raise it. You can raise 51% more than people who don't.*

£3

could buy a box of 100 gloves, which keep our scientists' hands safe during experiments.





£40

could buy the nutrients that cells need to grow in the lab, allowing scientists to find out more about cancer than ever before.

£160

could buy a cell staining kit, which our scientists use to distinguish between different types of blood cells.



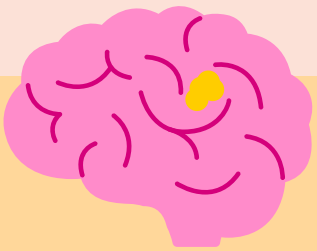
£450

could pay for a whole genome sequencing experiment to 'read' DNA so we can find out where cancer is 'editing' the words.



£1,300

could fund one day of Dr Steven Pollard's research, finding new ways to treat glioblastoma, a fast growing type of brain tumour.



£3,000

could fund one week of the PETReA trial, which is aiming to help doctors decide how to treat lymphoma.



*Based on analysis of our Giving Pages from January 2024-June 2024.

How to return your fundraising



JustGiving

The easiest and quickest way to send in your raised funds is through JustGiving. Collect all your hard-earned money, add them to your JustGiving fundraising page and watch that total go up.

Your Relay For Life committee

Take the funds you've raised to your next team night and your Relay For Life committee will send it to us directly.



Top tips for social media

Follow these quick steps to harness the power of social media and share your Relay successes.

1. Get visual

Use bright, clear pictures and short videos of yourself when you post about your fundraiser. Better still, wear your Relay For Life t-shirt in all your selfies!

2. Link to your JustGiving page

Make it easy for people to donate by including your JustGiving page link in each post or story.

3. It's a team effort

Tag other members of your team in your posts to help boost the number of people who will see it.

4. Use hashtags

Find hashtags that relate to fundraising:

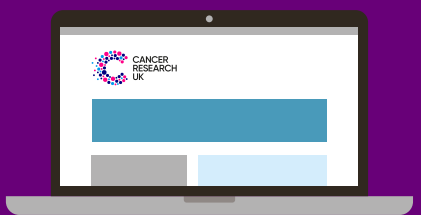
#CancerFundraiser and **#CancerResearchUK** are great places to start.



Want more fundraising ideas?

Check out our A–Z fundraising guide at **cruk.org/fundraising**

For more fundraising materials, get in touch with your local Relay For Life committee at **cruk.org/relay** or call **0300 123 1026**



A big thank you

We can't thank you enough for signing up to Relay For Life and raising money for Cancer Research UK. We're so happy to have you join the Relay family this year. Whether you're taking part within a team or joining us as a guest of honour, you're playing an invaluable part in our work to save and improve lives.

We're part of an international movement of more than four million people taking part in 6,000 Relay For Life events across the globe each year. Together, we remember loved ones, honour everyone affected by cancer and celebrate the progress we're making through research.

We exist to beat cancer. And to make breakthroughs tomorrow, we need your help today.

Thank you for your support!

For more information

Visit **cruk.org/relay**
or call **0300 123 1026**

Can't find what you're looking for?

Please talk to your Relay For Life committee. Their contact details can be found on your local Relay For Life event webpage.

Cancer Research UK

@CR_UK

@cr_uk



Franky's story

"My journey began at 17, when I was diagnosed with a rare form of womb cancer called uterine sarcoma.

Just three months before my A-levels, I had surgery to remove my uterus. I then began three years of hormone treatment to keep my ovaries functioning, with the hope that one day I might be able to start a family.

Now, at 29, I'm so grateful to be healthy and on my surrogacy journey.

Relay For Life is incredibly meaningful to me. I love the sense of community, hope and strength it brings."

Registered with FUNDRAISING REGULATOR

Relay For Life is organised by volunteers from a Relay For Life committee on behalf of Cancer Research UK. Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) Also operating in Northern Ireland]. The Cancer Research UK name and logo are registered trademarks of Cancer Research UK and the Relay For Life name and logo are registered trademarks of the American Cancer Society.