

Big Hike

2025

Your
fundraising
guide



Big steps to beat cancer



CANCER
RESEARCH
UK

Together we are
beating cancer

Thank you

Welcome to our Big Hike team. Thank you for taking big steps to beat cancer.

We're the world's leading cancer charity, dedicated to saving and improving lives with our research, influence and information. **In the last 50 years, our pioneering work has helped double cancer survival in the UK.** And today it's continuing to save lives, here and around the world.

We want a future where everybody lives longer, better lives, free from the fear of cancer. And step by step, day by day, our researchers are making this vision a reality thanks to you and your fundraising. In this guide, you'll find plenty of tips on how to reach your goals and have fun doing it.

Together we are beating cancer.

In the last 50 years, our work has helped double cancer survival in the UK.



The first step – your online Giving page

The best way to start raising funds to fuel research is with your online Giving page.

1. Create yours at fundraise.cancerresearchuk.org

We make it easy with our very own fundraising platform so more of the money you raise goes to beating cancer. Find your page or start one today.

The sooner, the better

By setting up a fundraising page around 100 days before your walk, you could raise on average £200 more than people who wait.

2. Share your story

Let everyone know why you're stepping into the great outdoors and the difference their money can make. Then watch those donations roll in.

3. Set a target

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

4. Add photos

A picture says a thousand words. Whether you share photos of the loved ones who've inspired you or snaps from your training walks, they'll help supercharge your fundraising. And don't shy away from the muddy boots and rain – whatever the weather, we hike together.



5. Connect your Strava or Fitbit

Inspire your supporters as they track your progress.

To find out how visit cruk.org/fitbit-connection or cruk.org/strava-connection

6. Share your page

On average, every time you do, it's worth **£60** and boosts your page value by **33%**.

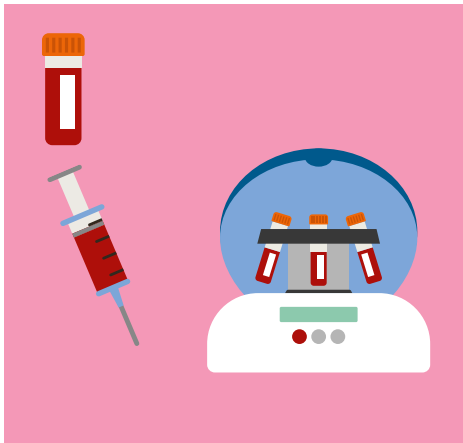
Top tip

Share your page on payday or your birthday to encourage sponsorship!



The difference your money makes

Every kilometre you walk and pound you raise is helping us drive discoveries. Here's what your money could buy.



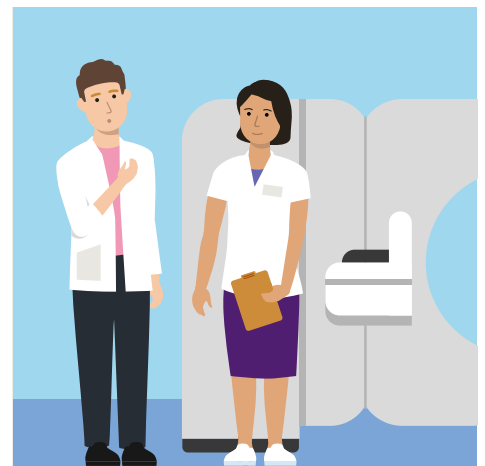
£115

could pay for a Wright-Giemsa cell staining kit, which our scientists use to distinguish between different types of blood cells.



£220

could fund our team of nine cancer nurses for one hour as they support people affected by cancer.

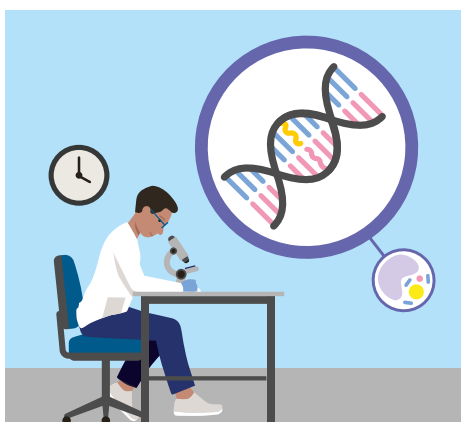


£300

could fund Dr Jennifer Morton's work spotting pancreatic cancer early for one day.

£500

could fund one day of our PETReA trial, which aims to help doctors decide how to treat lymphoma.



£1,000

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



£1,800

could buy a 3D printer, which our scientists can use to invent new and bespoke equipment that doesn't exist in the lab. This helps our scientists carry out groundbreaking experiments to help us beat cancer.



Getting the most from your experience

Across the country, Big Hikers are getting ready to ramble, amble or stride. Take these steps to make the most of your experience.

Fundraising made easy

Big Hike is all about the stunning scenery and supporting life-saving science. In 2024, Big Hikers raised £1,081,047 for our work for people affected by cancer. And the more we raise, the further and faster we can go towards a better future for people affected by cancer. Here are three ways to do just that.

Gift Aid

With Gift Aid, the government lets us claim an extra 25p for every £1 donated. Encourage your supporters to Gift Aid if eligible and their donation can be worth more!

Matched Funding

Some employers will consider 'matching' the money you raise. Ask your manager or HR department if they'd consider helping beat cancer.

Team up

Encourage your friends, family and workmates to join team Big Hike! Meet them at the finish line with a well-earned cuppa!

Join our Big Hike community

Connect to team Big Hike on Facebook and use **#BigHike** on socials. Share top tips and motivate each other in your collective effort to power progress for people affected by cancer.



Big Hikers 2025



@CR_UK



@cr_uk



Connect to Fitbit



Connect to Strava

Big Hike, big fun

Here are some fun ways to boost your fundraising.

Auction a promise

You have lots of talents to share. Why not help your friends in exchange for a donation? Whether it's gardening, cooking music lessons or dog walking, use your skills to raise more.

Host a game night

Big Hike isn't about being competitive, but that doesn't mean your fundraising can't be! Invite your friends and family over, dig out your favourite board game, deck of cards or console and it's game on! A movie night works too, you could even do fancy dress.

Get baking

Everyone loves a coffee morning. Hold a bake sale for your work or social club. And it doesn't have to be sweet treats – why not try savoury?

Paying in cash?

The easiest way to pay in cash donations is by banking it yourself through your online Giving page. If you need to, you can send a cheque.

Please make it payable to:

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

On the back, please add 'Big Hike' and your unique reference number. Remember to include your sponsorship form so we can claim any Gift Aid and make the donations go further for research.



Enjoying your Big Hike

We want team Big Hike to share enjoyable, memorable experiences. Here are some ways to prepare for the day and feel great.

1. Find what feels good

- ✓ Remember to warm up and cool down.
- ✓ Stick to your training plan, there's no need to rush.
- ✗ If you feel any aches or pains that don't go away, speak to your GP before heading for your next walk

2. Eat well

To fuel research with your Big Hike you have to fuel yourself. Make sure you're eating well and getting all the nutrients you need both on the day and in your training.



3. Be comfortable

Are your shoes ready to stroll through the stunning scenery? And have you got the right layers for the changeable great British summertime? Go to your local sports shop and check you have what you need for your Big Hike.

Remember to try out any new gear in training and not on Big Hike day. And check the weather forecast so you can protect yourself with suncream, a rain mac – or both!

4. Stay hydrated

Make sure that you've had plenty of water and have some with you! We have refilling stations around the route so you can keep your bottle filled and replace the water you're losing with your big steps to beat cancer.



5. Rest is important

Rest days are as important as training days. Make sure you have at least one day off a week to let your body recover, especially after longer walks or hillier hikes.



Find your training plan

From sunny strolling to rainy rambling, it's time to get ready for your Big Hike. Check out our training plans at cruk.org/big-hike-training-support



Let's go

Across the UK, team Big Hike is ready for magnificent woodlands, picturesque villages, majestic mountains, stunning lochs and pretty waterfalls.

Thank you for supporting our work to save and improve lives. Every step is helping drive discoveries.

Now you're all set, there's only one thing left to do.... **Enjoy it!**

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Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247).