

# Your ultimate fundraising guide



[cruk.org/events](https://cruk.org/events)



#TeamCRUK

Together we are  
beating cancer





# Ready?

My event: .....

Date: .....

Fundraising target: .....


# Thank you

**Welcome to Team Cancer Research UK! We're so excited you've signed up for a challenge and are raising money for our life-saving work. From all of us, thank you.**

We couldn't make the progress we do without you – so we're here to support you all the way to the finish line with training and fundraising tips.

In this guide, you'll find lots of help and advice, and if you need any more support you can contact us on the details below:

 **[sportsteam@cancer.org.uk](mailto:sportsteam@cancer.org.uk)**

 **0300 123 5461**

Our vision is a world where everybody lives longer, better lives, free from the fear of cancer. We've made huge progress already, playing a leading role in advances such as radiotherapy. But we have much further to go – and it's your support that will help get us there.

Every step we take towards beating cancer is powered by your donations. So, whether you're raising £250 or £2,500, you're supporting our vital work to improve the lives of people affected by cancer, now and in the future.

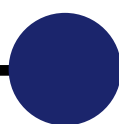
We hope you remember this when you're standing at the start line. Thank you so much.

**Together we are beating cancer.**



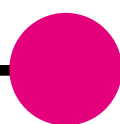
**1902**

**Our story begins with the Imperial Cancer Research Fund.**



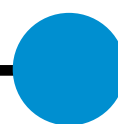
**1960s**

**Our researchers pioneer chemotherapy, which has since helped save millions of lives.**



**1970s**

**Around 1 in 4 people in the UK survive their cancer for 10 years or more.**



**2018**

**Now 2 in 4 people in the UK survive their cancer, thanks in part to amazing supporters like you.**

**These are huge wins. By taking part in a Sports event, you'll help us have more of them.**





Dev and his late wife.



Dev,  
sporting  
all his  
medals

“

At 81, I recently completed my 20th London Marathon in memory of my wife, Celia, who died of breast cancer in 1998. I've raised £50,000 for Cancer Research UK, clocking up 500 marathon miles, and each marathon I run is for Celia and everybody affected by cancer. I'll keep going as long as I can.

I first crossed the London Marathon finish line in 1997, the year Celia was diagnosed with breast cancer. We've seen so much progress in treatments since then, and if that research had been carried out sooner, perhaps Celia and my father, who also lost his life to cancer, could have been saved. It's nice to know the money I've raised is going to help people in the future.

To prepare for a marathon, each week I do a 20-mile walk. If I can do that, I know I'll be able to achieve just over 26 miles on the day with the crowd giving me a boost. I always make sure I have my name on my running top so that people can cheer me on! ”

# Fundraising made easy

Follow these simple steps to get your fundraising off to a flying start:



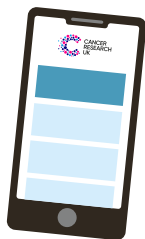
## Create your Giving Page

A Giving Page is one of the easiest ways to collect donations. If you haven't created yours already, visit [fundraise.cancerresearchuk.org](https://fundraise.cancerresearchuk.org) or scan the QR code. Once set up, all the money you raise will go straight towards our life-saving work. If you'd prefer to use a different fundraising platform, that's great too!\*



## Set a target

Setting a fundraising target can help you stay motivated, while inspiring family and friends to support you. If you've taken one of our charity places in your event, you'll have a minimum fundraising target to achieve, so your target should be equal to, or higher than, this.



## Let everyone know your progress

Keep family and friends updated by sharing posts and images on your fundraising page. Adding a post and image could help you to raise double the amount compared to people who don't!



## Make the first donation

Kick-start your fundraising by making the first donation. Making the first donation encourages others to follow your lead. Fundraisers who do this can raise up to 20% more.



## Spread the word!

You've signed up to do something amazing, so make sure to shout about it on your social media channels with photos and videos! We've got some handy digital badges you can use too! Don't forget to tag us in any posts and include the hashtag **#TeamCRUK**

## Don't forget

Donations can be made by your friends, family and workmates directly onto your online fundraising page. 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 form if you use one, so we can claim Gift Aid and make your donations go further.**

\*Please note: third party fundraising platforms may incur a fee for their services, so we cannot guarantee 100% of the funds raised will go directly to Cancer Research UK.

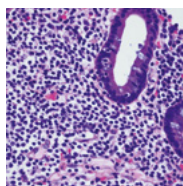
## Connect to Strava

Did you know, you could triple your fundraising total by connecting to Strava? Link your Giving Page to your Strava account to track training miles and shout about your progress. It's a great way to show family and friends how much effort you're putting into your challenge, which means they might be more likely to donate.

If you're using a different platform to fundraise, check if you can connect your page to Strava to help boost your fundraising.

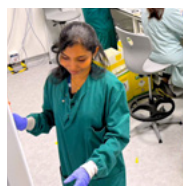


# How your fundraising powers life-saving research



**£100**

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



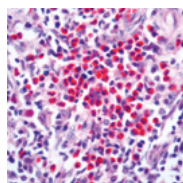
**£850**

could buy a personal radiation detector to help keep our scientists safe while they're carrying out potentially dangerous experiments.



**£250**

could fund two research nurses for one day. Our research nurses are clinical experts who raise awareness of our clinical trials and support and monitor patients during their treatment.



**£2,500**

could fund the PETReA trial for five days. This trial aims to help doctors decide how best to treat lymphoma.



**£500**

could fund a research assistant for almost a whole week. Research assistants carry out vital experiments in the lab, helping us to find the next breakthrough in cancer research.



**£5,000**

could fund the Add-Aspirin trial for five days. This clinical trial is investigating whether aspirin could stop cancer coming back after treatment.



# Set

You're nearly ready to start fundraising and training. Just two more steps to go!

## 1. Make every pound count

For every £1 you donate to Cancer Research UK, we make sure at least 80p is available to beat cancer. The rest goes towards raising vital funds for the future.

Here's how you can make the money you raise go even further:

### Gift Aid *giftaid it*

For every £1 donated with Gift Aid, Cancer Research UK receives an extra 25p from the Government, at no extra cost to you. Encourage your family and friends to Gift Aid their donations through your online fundraising page.

To find out more, go to [cruk.org/giftaid](https://cruk.org/giftaid)

### Match funding

Many companies 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 you raise.


Ask your line manager or HR department if your company offers match funding.

## 2. Join our online community

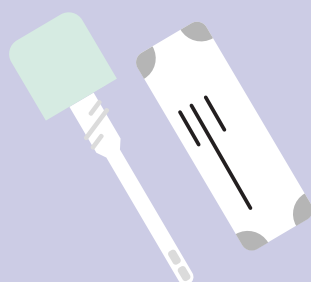
Follow us on our social channels to hear our latest research breakthroughs and inspirational stories from other fundraisers.

 **Cancer Research UK**

 **@CR\_UK**

 **cr\_uk**

Our research and campaigning helped bring bowel cancer screening to the UK, saving lives by spotting the disease early, when treatment is more likely to be successful.



## Running in memory of mum

Sarah, Race to the Stones 50k challenge



"I wanted to show my thanks for all the support my Mum was given and do something in her memory.

The race day was scorching hot and the Ridgeway is not very forgiving, so I was lucky enough to see my amazing family who were volunteering for Cancer Research UK. They gave me the strength and determination to make it over the finish line.

The feeling of stepping over the line was a mixture of elation and tears, but it was worth all the pain to know that I'd completed my first ultra in memory of my Mum."



# Go!

From quick wins to big showstoppers, here's some inspiration and advice to help you smash your target.

## Quick wins

Easy to set up – perfect to kickstart your fundraising.

### Run a sweepstake

We've included a fun sweepstake in this pack, which you can use to raise money at work or your social clubs. Just think of a prize and let everyone know the winner!

### Move to the music

Make a training and race day playlist and ask your family and friends to make a donation to add a song. You'll raise more money and the tunes will give you a boost.

### Ask for sponsorship

Share your fundraising page through your social media channels and over email with family, friends and colleagues.



### Guess the...

From guess the number of sweets in the jar, to guess the dog breed – this is a really fun way to involve friends and colleagues in your fundraising! Just make sure you have a prize for the winner and ask everyone to donate.

“

Fundraising for Cancer Research UK helped reignite the passion for running I had as a kid. With the incredible fundraising and training support they provide, I've completed events ranging from the Cancer Research UK London Winter Run 10k, dozens of marathons from Havana to Tokyo, Boston and London through to 100 mile ultra marathons and more, raising over £90,000 to date. In 2021, I completed the legendary Marathon des Sables, running for 6 days across the Sahara in temperatures reaching above 50°C, raising over £10,000. I also mentor other first-time marathoners running for Cancer Research UK which hugely inspires me.

Whether your challenge is one mile or one hundred miles, one hour or one day, taking on a sports event or challenge knowing you are supporting the life-saving work Cancer Research UK undertake, is truly rewarding.”



Gower,  
breaking  
records to  
help fund  
breakthroughs

### Gower, Fundraiser and Campaigns Ambassador

Gower set a Guinness World Record for the fastest marathon dressed as a scientist (male), 2022 TCS London Marathon and the fastest half marathon dressed as a scientist (male), 2022 Great North Run.



# Classic fundraisers

Tried and tested – guaranteed to give your fundraising a boost!

## Get baking

Hold a bake sale for your workmates or social club. It doesn't have to be all sweet treats – why not try a savoury bake sale instead?



## Host a movie night

Create your own cinema experience at home with a marathon of your favourite films. Add to the theme with decorations, fancy dress, and healthy snacks. If your home has a garden, you could even host it outside if the weather's good!

## Grab a sponge

Organise a car wash at work or for your neighbours at the weekend. If you have a young family, it's a great way to involve them in your fundraising too.

## Let the games begin

Dust off those board games or plug in your console and hold a games night. Host a tournament with family and friends and ask them to donate to play. Provide plenty of healthy snacks and keep a leaderboard.

# Push the boat out

These take time to plan – but could help you smash your fundraising target!

## Out with the old

Sell any unwanted clothes, books, toys and household items at a local car boot sale or through an online marketplace.



## Questions at the ready

Everyone loves a quiz night! Speak to your local pubs or community centres about hiring a venue and charge a fee to enter a team. Theme your quiz or keep it general knowledge. For an extra boost for your fundraising, why not hold a raffle as well?

## Have a ball

Host a charity ball and give all your family and friends an excuse to dress up! We're always here if you'd like to contact us to see if somebody from Cancer Research UK could speak at your event.

## Hold a tournament

Perfect for sports fans! Pick a sport and set up a tournament in a gym or at a sports club. Tie in other fundraising activities on the day like a bake sale for spectators or a raffle to get you to fundraising gold!

Take a look at your training and fundraising planner to help you.  
You can also use our A to Z of fundraising ideas at: [cruk.org/fundraising-ideas](https://cruk.org/fundraising-ideas)

# A path to your fundraising finish line

Each charity place purchased from Cancer Research UK is a vital source of fundraising. We invest in places in some of the world's top events to help us grow our fundraising to beat cancer. Therefore, we ask all charity place participants to do their best to meet their minimum fundraising pledge. If you've paid an entry fee to Cancer Research UK and have accepted a minimum pledge, but are concerned about reaching your target, please contact us as soon as possible – we're here to support you.

## If you're raising £250

- Ask for sponsorship
- Run a sweepstake
- Put on a bake sale

## If you're raising £500

- Ask for sponsorship
- Run a sweepstake
- Do a car wash
- Put on a games night

## If you're raising £1,000+

- Ask for sponsorship
- Run a sweepstake
- Put on a bake sale
- Ask your employer about matched giving
- Throw a charity ball

# Training tips

Here are some top training and nutrition tips to help you keep healthy and injury free:

## 1. Look after yourself

**To reduce the risk of injuries, follow these easy steps:**

- Always warm up and warm down.
- Listen to your body – if you start to feel pain and it doesn't go away, consider talking to your GP before training again.

## 2. Follow a training plan

We've worked with expert coaches at Runningwithus to create training plans to help you at [cruk.org/training-tips](https://cruk.org/training-tips)

## 3. Eat healthily

Make sure you're eating well and getting enough energy from your food, both on the day and for training. It's important you get all the nutrients you need and have a healthy, balanced diet. You can read more about what makes a healthy diet here: [cruk.org/healthy-diet](https://cruk.org/healthy-diet)

### **What can I eat before exercising?**

If you'd like to eat something an hour or so before exercising, choose a snack that you'll digest quickly, like a banana.



### **Low intensity activity**

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 activity**

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, healthy examples include wholegrain bread and brown pasta.

### **High intensity activity**

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. 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 eat on the day.

For more information, visit [cruk.org/sports-nutrition](https://cruk.org/sports-nutrition)





## 4. Gear up



Wear the right kit – ask for advice from your local sports shop if you're unsure.



Try out any new gear during training and never wear anything new on event day – comfort is key.



Consider the weather – enjoy the sun safely by protecting your skin. Use shade, clothing, and sunscreen with an SPF of 30 or higher and a four or five star rating.

## 5. Hydrate



Keep 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 more vigorously and for longer, an isotonic drink will help to keep you hydrated.

## 6. Take rest days



Rest days are just as important as training days! Make sure you have at least one day off a week to let your body recover.

## 7. Tapering



Tapering is about significantly reducing the intensity and distance of your training in the final weeks before your event. This is vital for your preparation!



It's an opportunity to fully recover from training, so you can complete your challenge to the best of your ability.



Depending on your activity, you may want to taper one to three weeks before event day.

### Find your training plan

We have the training plan you need to set off and finish strong: [cruk.org/training-tips](https://cruk.org/training-tips)

## Training top tip

“When you're planning your training, don't focus on mileage and needing to hit a specific target. Instead, you want to think about the length of time that you are doing the activity for and gradually increase the time over weeks.”

Nick and Siobhan, expert running coaches at Runningwithus



# Your race day checklist

You've trained hard, you've raised money for our life-saving work and now the big day is here.

## ☐ 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 well in advance to take any stress out of the day. If you plan to use public transport, check ahead for any planned closures or any changes to normal timetables around the event.

## ☐ Water and snacks

Pack any snacks that you plan to have before and during your challenge. Keep hydrated in the lead up to the start by sipping water.

## ☐ Toilets

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

## ☐ Check the weather

Is rain forecast? Take something waterproof. Will it be cold? Wear layers. Is the sun strong? Remember to cover up with a t-shirt, hat and sunglasses and use sunscreen with at least SPF30 and 4 or 5 stars on the bits you can't cover!

## ☐ Your kit

Set out any gear and equipment you need the day before. Pack some safety pins to attach your race number and your back sign if you'd like to dedicate your challenge to a loved one. If you're wearing a Cancer Research UK top or vest, don't forget to iron on your name so that everyone can cheer you along the course – it'll give you a big boost!

## ☐ One final push

A large amount of your donations will come in around the date of your event. Don't forget to count down and share your fundraising page before your challenge, but most importantly, share a photo of you after the event with your well-deserved medal.

## ☐ You've got this

Finally, good luck! And thank you once again for choosing to support Cancer Research UK. With your determination, drive and fundraising, together we are beating cancer.

## Got a question?

Contact us for any fundraising help and support at [sportsteam@cancer.org.uk](mailto:sportsteam@cancer.org.uk) or call **0300 123 5461**.

Registered with



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