

The Keepy-Uppy Challenge for the Bobby Moore Fund Your fundraising guide





Thank you

By joining the Keepy-Uppy Challenge for the Bobby Moore Fund and taking on 100 keepy-uppies a day during the men's world cup this year, you're tackling bowel cancer.

Do it your way! You can do your keepy-uppies in one session, get the full 100 or just do as many as you can, do it every day or just on England match days – however you do it, you're powering progress.

Bobby Moore was just 51 years old when he died. Shortly after his death in 1993, Bobby's widow Stephanie Moore OBE set up the Bobby Moore Fund as a restricted fund of Cancer Research UK to raise money for pioneering bowel cancer research.

Since Bobby's death (in 1993), the generosity of our supporters has enabled us to raise over £30 million and mortality rates for bowel cancer have fallen by more than 30%.

But bowel cancer is still the second most common cause of cancer death in the UK. We need to continue our mission to tackle it, so people can live longer, better lives free from the fear of bowel cancer.

This challenge is not affiliated with or endorsed by FIFA, the FIFA World Cup 2026, or any national football federation.

[*cruk.org/stats](https://www.cruk.org/stats)

Challenge tips

Time to get the ball rolling. Decide how you want to tackle the challenge, whether that's solo, in a team or at work with your colleagues.



Team up

Make it a real team effort and tackle this challenge with your friends and family. Whether you complete your daily keepy-uppies together or individually, encourage others to join in the challenge too!

Plan your keepy-uppies

Use your challenge calendar to plan how you'll be completing your daily keepy-uppies and tick them off. Decide if you'll complete them all in one go or break them up throughout the day.

Have your kit at the ready

Find an object to complete your keepy-uppies. If you don't have a football, why not use another ball or get creative with a roll of socks, balloon or toilet roll! Don't forget to rock your Bobby Moore Fund challenge t-shirt too.

Keep hydrated

Raising money to support bowel cancer research can be sweaty work. Make sure you drink enough water after completing your keepy-uppies.

Workout at work

Why not complete your keepy-uppies at work and wear your official challenge tee with pride to inspire your colleagues to donate to your online Giving Page.



Did you know?

9 in 10



Bowel cancer is the fourth most common cancer in the UK. When it's diagnosed at the earliest stage, more than 9 in 10 people will survive their disease for five years or more compared with 1 in 10 people at the latest stage.



Keeping a healthy weight can reduce the risk of

13 types of cancer

including bowel cancer.

There are around

42,900

new bowel cancer cases every year in the UK.

54%

of bowel cancers in the UK are preventable.



Fundraising ideas

Make every keepy-uppy count with our handy fundraising tips and ideas to bring in life-saving donations.



Kickstarters

Make a donation

Show potential supporters that you're committed and kick off donations with a contribution to your own fundraising page.

Promote yourself online!

Share your fundraising page and official challenge badge across your social networks to encourage your friends and family to donate.

Snap a selfie

Take a pic in your challenge t-shirt and share across your social media to shout about your challenge.

Create your team

Encourage your friends to sign up too and help motivate each other to complete your challenge and raise money to support life-saving research.

Fundraising boosters

Film a video

Film a video of yourself completing your challenge to let friends and family know why you're supporting the Bobby Moore Fund and share across social media using the hashtag #BMFKeepyUppyChallenge.

Throw a football viewing party

Get your mates together, grab some snacks and stick the footy on. Why not ask for a donation in return for hosting the match too?

Host a quiz

Host a quiz and ask for a donation for tickets. Make sure some questions are football-related to remind people what you're doing.

Ask your employer

Doing something good does you good. What's your company prepared to donate to their new happier, healthier employee? See if they'll match the funds that you raise or make a donation.



Promote your fundraising on TikTok

1

Record a video of your keepy-
uppies in your free Bobby Moore
Fund challenge t-shirt



2

Upload onto your tiktok account with
the hashtag [#BMFKeepyUppyChallenge](#).
More people will see it this way!

3

Tag friends and family in the
comments who you think should
also take on the challenge!



Keepy-Uppy Challenge Calendar



Keep track of your daily keepy-uppies during the men's world cup

			Football at the ready. Time to clock up those keepy-uppies.	11	12	13	Scotland vs Haiti	14	
15	16	England vs Croatia	You're one week in!	18	Scotland vs Morocco	19	20	21	
22	England vs Ghana	23	Scotland vs Brazil	24	25	England vs Panama	26	27	28
Halfway there!		July							
29	30	1	2	3	4	5			
6	7	8	9	10	11	12			
13	14	15	16	17	18	19	Last day – hopefully lots to celebrate!		

Visit cruk.org/keepyuppies



Sign up as a team

Recruit your friends, family or work colleagues to join you in tackling the challenge by following the four steps below.

1. All your team members will need to **sign up to the Keepy-Uppy Challenge** so they each have their own online Giving Page.
2. Once everyone's signed up, log in to your account.
3. Scroll down and hit the 'Create new team' button and follow the instructions.
4. Once you've created your team, you can send the team page URL to friends and family so they can join!

How are you going to tackle the challenge together?

Use the calendar on the next page to divvy up your keepy-uppies across the month. Input every team member's name.

Why not get competitive and see who can do the most keepy-uppies in one go?



Sign up as a team



			Name: Amount: 11	Name: Amount: 12	Name: Amount: 13	Name: Amount: 14
Name: Amount: 15	Name: Amount: 16	Name: Amount: 17	Name: Amount: 18	Name: Amount: 19	Name: Amount: 20	Name: Amount: 21
Name: Amount: 22	Name: Amount: 23	Name: Amount: 24	Name: Amount: 25	Name: Amount: 26	Name: Amount: 27	Name: Amount: 28
Name: Amount: 29	Name: Amount: 30	Name: Amount: 1	Name: Amount: 2	Name: Amount: 3	Name: Amount: 4	Name: Amount: 5
Name: Amount: 6	Name: Amount: 7	Name: Amount: 8	Name: Amount: 9	Name: Amount: 10	Name: Amount: 11	Name: Amount: 12
Name: Amount: 13	Name: Amount: 14	Name: Amount: 15	Name: Amount: 16	Name: Amount: 17	Name: Amount: 18	Name: Amount: 19

Keepy-Uppy Challenge Totaliser



Name

.....
is completing keepy-uppies every day during the men's world cup to tackle bowel cancer.
Help them smash their target by donating to their online Giving Page:

Your online Giving Page URL

Week 1

..... keepy-uppies £

Week 2

..... keepy-uppies £

Week 3

..... keepy-uppies £

Week 4

..... keepy-uppies £

Target £

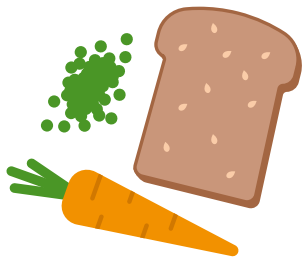
Total £

Visit cruk.org/keepyuppies

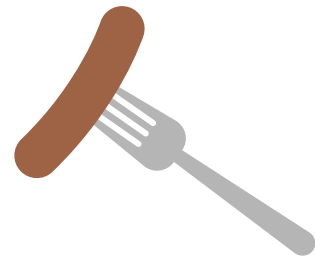


Six key ways to reduce the risk of **bowel cancer**

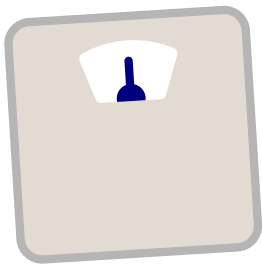
More than half of all UK bowel cancer cases could be prevented



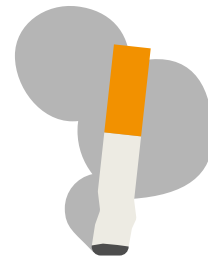
Eat a high-fibre diet



Cut down on processed and red meat



Keep a healthy weight



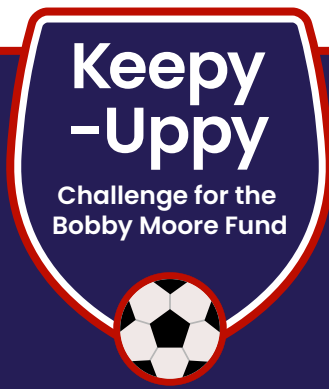
Be smoke free



Drink less alcohol



Be more active



Finisher 2026

Your name

.....

completed keepy-uppies
during the men's world cup
and raised

Amount raised

.....

to support life-saving
bowel cancer research

Thank you for your support!

Every pound raised for every keepy-uppy
will help us to tackle bowel cancer

Visit cruk.org/keepyuppies



Keepy-Uppy Challenge Sponsorship form



Please make sure you fill out each section accurately and in full.

If any of your sponsors would like to add Gift Aid to their donation, please encourage them to donate online where they'll be given the option to include Gift Aid during the process.

Your details are safe with us. Check out our Privacy Policy at cruk.org/privacy for more details.

Your details

Title: _____ First name: _____ Last name: _____

Address: _____

Postcode: _____ Telephone: _____

Please use blue or black pen and write in CAPITAL letters.

We kindly ask that you only return the sponsor form to us if you are paying by cheque.

Title	First name	Last name	Postcode	Home address – not your work address	Amount	Date collected
MISS	ANNE	EXAMPLE	ABI 2CD	12 EXAMPLE TERRACE, LONDON	£20.00	DD/MM/YYYY
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /

I've raised a total of £

Next steps

- Collect your donations from your sponsors and send this sponsorship form, along with a cheque made payable to Cancer Research UK, to CRUK 2RP, PO Box 81666, London, E15 9LJ (please don't send cash).
- Please don't photocopy this form. If you need additional forms please print separately.

Visit cruk.org/keepyuppies

The Bobby Moore Fund for Cancer Research UK is a restricted fund within Cancer Research UK. Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247) and is registered with the Fundraising Regulator. Registered address: 2 Redman Place, London, E20 1JQ . © Cancer Research UK 2026.



Keepy-Uppy Challenge Pledge card



I'm getting involved during this year's men's world cup because...

Add your story of why you're taking part and share across socials alongside your online Giving Page.

