



**Shine
Night
Walk**

**Get ready to
light up the streets!**

shinewalk.org
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**CANCER
RESEARCH
UK**

Together we are
beating cancer



Thank you!

We're so happy you're joining us on our Shine Night Walk, where you'll fill the city streets with your hope, light and laughter. Together we are beating cancer, one step at a time.

Thanks to the generosity of supporters like you, we're able to fund vital research that's helped double cancer survival in the UK in the last 50 years. But we can't stop there. With your help, we can find new ways to prevent, diagnose and treat the disease, so more people can spend more time with their loved ones.

You power our progress. Whether you raise £100 or £1,000 as part of your challenge, you're helping us get closer to a world where everybody lives longer, better lives, free from the fear of cancer.



Remember

Your friends, family and workmates can make donations directly to your online Giving Page. If you receive any cash donations, you can bank it yourself and either donate it to your Giving Page or send us a cheque.

Please make cheques payable to '**Cancer Research UK**' and write '**Cancer Research UK's Shine Night Walk**' and your **walking number** or **Unique Reference Number** on the reverse. Send to: **Cancer Research UK, PO Box 1561, Oxford OX4 9GZ.**

Please remember to return any offline sponsorship money and forms to us to enable us to claim Gift Aid and maximise your fundraising total.

Stacey's story

Stacey, a dance teacher from Leicester, was 35 when she was first diagnosed with cervical cancer after a routine smear test in 2020. A year later, following chemotherapy and radiotherapy, she rang the bell to mark the end of her treatment and was able to return to normal life with her fiancé, Stuart, and their three children.

But in September 2023, Stacey was readmitted to hospital with leg pain and mobility issues. Then, just two weeks later, Stuart was also admitted to hospital and told he had cancer in his oesophagus, liver and spleen. The following week, Stacey got the crushing news that her cancer had returned in her pelvis.

Stuart, a truck driver and part-time DJ, died three weeks after his diagnosis on 22 October. He was 47.

"It was all a whirlwind," says Stacey. "We didn't have time to accept what was happening to us and my world shattered. I couldn't pick myself up at all. It's taken an immense amount of



strength, and I still have good days and bad days. I'm very fortunate to have an incredible family who did whatever they could to help until I was strong enough."

A year later and despite her own ongoing cancer treatment, Stacey completed the Leicester 10k Shine Night Walk in memory of Stuart and raised vital funds to help beat cancer.

"I'm back to work now and trying to move forward the best way I can," she says. "Doing events like Shine is a way of raising awareness, coping and feeling like I'm doing some good. No one thinks it's going to happen to them, but it does. In the blink of an eye things can change and that's why I support Cancer Research UK and do whatever I can to help other families."



"No one thinks it's going to happen to them, but it does."



If you have a personal experience of cancer and would like to share your story, please visit cruk.org/share

Ready?

We know fundraising can feel daunting, but it's easier than you think. Here's how to kickstart your fundraising and reach your target.



Create or log in to your Cancer Research UK Giving Page at fundraise.cancerresearchuk.org

Using our fundraising platform means more of the money you raise goes straight to research.



Personalise your page

Tell people why you're doing your challenge and how they can support you.



Set a target

Keep yourself motivated with a fundraising goal. And make sure you add it to your page so your friends and family know what you're aiming for.



Share your photos

A profile picture and posts about your fundraising and training can double the amount you raise. So get snapping!



Share your page

Let everyone know about your challenge on your social media channels. You could email your workmates too.

Set

Follow these three simple steps to boost your total.

giftaid it 1. Gift Aid it

With Gift Aid, for every £1 donated we get an extra 25p from the Government at no extra cost to you.

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



2. Match funding

Many companies throughout the UK offer employees the chance to boost their fundraising efforts by 'matching' the money they raise (sometimes up to a maximum amount). To find out whether your company offers match funding, speak to your line manager or HR department.



3. Join your online community

Become a member of our Facebook group and use the hashtag **#ShineWalk** on X and Instagram to meet other people taking part in Shine Night Walk and be inspired by their fundraising and training tips.

Tip

Share your Giving Page on payday or on your birthday to catch potential sponsors when they're feeling generous.



Facebook

Shine Night Walk Super Shiners

Instagram

X

#ShineWalk

Go!

Here are some simple fundraising ideas to raise even more cash for life-saving research.

Give it up

We all have bad habits. So, if you have one you've been meaning to kick, why not get sponsored to do it? If your habit is costly, you could donate the money you save.



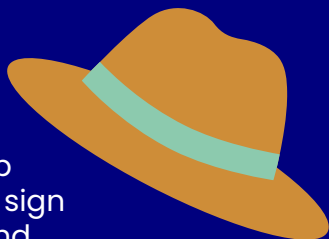
Tuck shop

If you're the type of person who gives your colleagues lunchbox envy, then it's time to set up shop. Cook up something cheap to sell in the office in exchange for donations.



Vintage sale

Have you got enough vintage clothes to set up your own stall? Why not sign up for a car boot sale and donate the proceeds.



Tip

<<Supporter forename>>, did you know that by adding a video to your Giving Page, you could raise up to three times more?*

* Based on analysis of Cancer Research UK's Giving Pages
1 Jan 30–Jun 2024



Karaoke night

Love it or hate it, karaoke is a tried and tested crowd pleaser. Try to borrow a machine rather than renting one and get your friends and family to donate to sing their hearts out!



Need more inspiration?

You can find more fundraising materials inside this pack and at shinewalk.org



The power of your fundraising

Setting a target on your Giving Page can help you raise almost 150% more than people who don't.*

How much do you want to raise?



£1,600

could buy a diamond knife, which is used to cut ultra-thin slices of cells so they can be studied under a microscope.

£1,000

could fund one of our amazing cancer nurses for a week as they support people affected by cancer.

£500

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

£360

could buy a microscope camera, which allows our scientists to take images of cancer cells in tumour tissue and share them with researchers across the world.

£190

could buy 600 Petri dishes, which our scientists use to grow and study cancer cells.

£60

could buy a microscope lens, so our scientists can focus on the small details that could help us beat cancer.

* Based on analysis of Cancer Research UK's Giving Pages 1 Jan 30–Jun 2024

Your countdown to Shine

12 weeks to go

It's time to start training. Walking a marathon, half marathon or 10k overnight is a challenge. Visit shinewalk.org to download your training plan and check out our top tips to help you prepare for the night.



8 weeks to go

Now's the time to kickstart your fundraising. Check out our fundraising materials at shinewalk.org and make a plan. Why not use the sweepstake fundraising game we've created for a quick win?

4 weeks to go

You're just a month away. Start planning how and when you're getting to your event and home again. Also, use our checklist on the back of your letter to make sure you have all the kit you need.



6 weeks to go

Make sure you've shared your Cancer Research UK Giving Page with all your friends, family and colleagues. It's the easiest way to collect and keep track of donations. And you can keep everyone updated on your training progress by linking your page to Strava or Fitbit.

1 day to go

It's time to pack your bag, charge your phone, have a good night's sleep and get ready to light up the streets!



The big night !

Grab your glowsticks and neon paint and put on your t-shirt, walking number and back sign. It's time to head to your starting venue. Don't forget your water bottle – there'll be opportunities to refill it along the way.



The next day

You did it! We're sure there were lots of special moments from the night. Remember to share your photos on social media and tag us using [#ShineWalk](https://twitter.com/ShineWalk)

1 week after

Collect those last donations and return your sponsorship form. Read more about how to do this on page 2.



High five!

Follow our five top tips to help you prepare for your event.



1. Avoid injuries

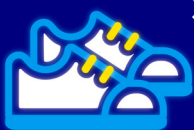
When you're training, don't make big leaps in how far or fast you're walking. Follow your training plan and remember to warm up and cool down. If you start to feel pain and it doesn't go away, talk to your GP before training again.



2. Fuel up

Make sure you're getting all the nutrients you need to power you through your training and on the night. 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.

Get more advice at [cruk.org/sports-nutrition](https://www.cruk.org/sports-nutrition)



3. Gear up

Remember to try out any new gear during your training and never wear anything new on the event night to prevent chafing. If you're not sure what to wear, ask for advice from your local sports shop.



4. Hydrate

Make sure you drink plenty of water before and after exercise to replace what you lose through sweating.



5. Take rest days

You'll be pleased to hear that rest days are as important as training days. Have at least one day off a week to let your body recover.

Find your training plan at [shinewalk.org](https://www.shinewalk.org)

Good luck! You've got this.

Thank you once again for choosing to support Cancer Research UK.



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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