



Bowelbabe Fund

for Cancer Research UK



February 2026 Dance 20 Minutes a Day for Bowelbabe Fund

Your fundraising guide

Introduction

By joining the Dance 20 Minutes a Day for Bowelbabe Fund challenge, you're supporting the Bowelbabe Fund for Cancer Research UK. We fund cutting-edge research into early detection and personalised medicine, raise awareness of signs and symptoms and tackle the stigmas around cancer.

Known as Bowelbabe, Dame Deborah James was an inspiration to us all. Her story and incredible work to raise awareness of cancer has touched so many lives.

By raising money for the Fund, you're supporting causes and projects that Deborah really cared about, such as clinical trials and research.

Thank you for continuing Deborah's incredible legacy.



Deborah's story

Deborah was diagnosed with bowel cancer in 2016 at the age of 35. She was a tireless campaigner and fundraiser, sharing her cancer experience with unflinching honesty to raise awareness and smash taboos around talking about poo and the symptoms of bowel cancer.

In May 2022, Deborah announced that the time had come to stop treatment and receive palliative care at home with her family. However, defiant to the last, she was determined to still give one last big F*** YOU to cancer. That's why, together with her family, she set up the Bowelbabe Fund for Cancer Research UK. On June 28 2022, Deborah's family announced that she had died peacefully, surrounded by her loved ones.

Thanks to the continued generosity of the public and partners, the Fund has now raised over £19m. This incredible amount is helping give more people more time with the people they love by funding research into early detection and personalised medicine and raising awareness of the signs and symptoms of cancer, including working in partnership with organisations such as Bowel Cancer UK, the Royal Marsden Cancer Charity and the Institute of Cancer Research, London.

Deborah's commitment to campaigning, fundraising and raising awareness of cancer has moved so many of us and will continue for years to come.

Ready, set, dance!

Simple steps to get your challenge off the ground and give one big F*** YOU to cancer!



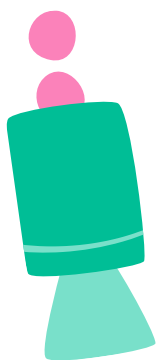
1. Spread the word

Let everyone know about your challenge and encourage others to join in too.



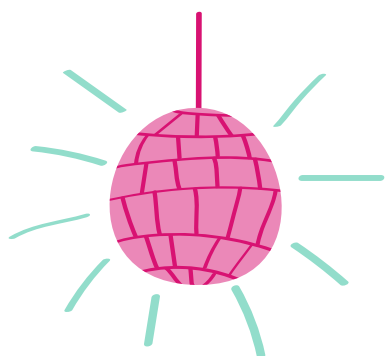
2. Plan your month

Think about when you'll complete your 20 minutes of dance a day, whether it's a morning dance session or an evening kitchen disco!



3. Get fundraising

Use the tips and tools in this pack to start collecting sponsorship. The money you raise will give more people affected by cancer more time with the people they love.



4. Show off your dancing

Show your supporters your progress by sharing pictures or videos of your 20 minutes of dancing a day together with the link to your online Giving Page. Show your friends and family you're dancing for a brighter future.

Fundraising ideas

We want to make sure your incredible effort raises as much as it deserves. That's why we've put together these handy fundraising tips to kickstart your challenge.

Kickstarters

Set a target

Keep yourself motivated with a fundraising goal. If you set a target on your online Giving Page, you can raise 46% more sponsorship.

Tell your story

Our most successful fundraisers often have really personal online Giving Pages. Kit yours out with the story of why you've decided to take part, regular updates, photos and, of course, a thank you to your lovely donors!

Make the first move

Show potential supporters you're committed by making a contribution to your own online Giving Page to kick off donations.

Team up

Encourage your friends and family to sign up to the challenge too and make fundraising a real team effort.

Promote yourself online

Share your online Giving Page and official challenge badge across your social media for instant results.

Join our Facebook Group

Meet other dancers, share top tips and motivate each other throughout the month by joining our [Dance 20 Minutes a Day for Bowelbabe Fund Facebook Group](#).

At work

Ask your employer

Dancing 20 minutes a day across the month will make you feel more energised at work. What's your company prepared to donate to their happier and healthier employee? See if they'll make a donation or match the funds you raise.

Virtual collections

Send an email to your work colleagues to let them know you're dancing 20 minutes every day in February to raise money for cutting-edge research. Remember to include a link to your online Giving Page!



Fundraising boosters

Use these ideas to give your fundraising a lift and smash your target.



1. Film a video

Video yourself during one of your dancing sessions to let friends and family know you're supporting the Bowelbabe Fund for Cancer Research UK and share it across your social media.



2. Organise a dance class

Show your friends and family a dance routine you've learnt and ask for a donation in return.



3. Pasta party

Dancers need fuel, so why not host a pasta party fundraiser? It's simple – you cook for your friends in exchange for a donation. Plus, you'll be fuelled for your next big day of dancing.



4. Wrap-up event

"I'll donate when you've done it" – the words no fundraiser wants to hear! Hold doubters to their word with a wrap-up event at the end of your month and lap up those last-minute donations.



Training guide

Adapt the challenge to suit you

People of all fitness levels are taking part in this challenge. The important thing is that you're doing something that challenges you. This will vary from person to person, so tailor the challenge however you like. It should be tough, but doable. However you choose to complete your 20 minutes of dancing a day, you'll be helping to stick two fingers up to cancer.

Ease your way in

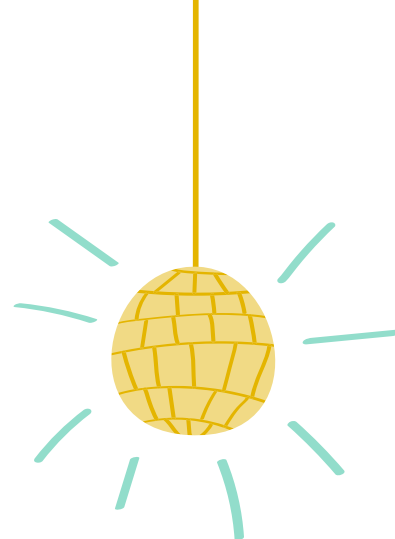
Remember to stretch before and after every dance session. Why not find out what time of day or style of dance works for you before the challenge begins.

Tick off your dancing

Use your challenge calendar to tick off your 20 minutes a day of dancing to help you keep track of your progress.

Team up

Dancing with friends is a fun way to keep you motivated to complete your 20 minutes of dancing every day. Why not encourage others to join in the challenge too!



Fuel those miles

You'll likely be burning more calories than usual. Make sure you've got enough fuel to keep dancing by eating a healthy and nutritious diet. For more information, visit cruk.org/diet

Get the gear

Make sure you have some comfortable clothes for dancing in.

Keep hydrated

Make sure you drink enough water before, during and after your dancing sessions.



Dance 20 Minutes a Day for Bowelbabe Fund Calendar

Keep track of your dance
sessions in February.



Bowelbabe Fund
for Cancer Research UK



1
Time to
start
dancing.

2	3	4 World Cancer Day 2026	5	6	7	8
9	10	11 Try a new dance routine.	12	13	14 Halfway through! 	15
16	17	18	19	20	21 Keep on dancing! Only one week to go.	22
23	24	25	26	27	28 You've done it! Put your feet up, hero!	

Visit cruk.org/bbfdancechallenge



Dance 20 Minutes a Day for Bowelbabe Fund Totaliser

Name

is completing
20 minutes of
dancing every day
this February to
continue Dame
Deborah James's
incredible legacy.

Donate to their online
Giving Page to help them
smash their target.

Your online Giving Page URL

Visit [cruk.org/
bbfdancechallenge](https://cruk.org/bbfdancechallenge)



Bowelbabe Fund
for Cancer Research UK

Target

£ _____

Total

£ _____

Week 4

£ _____

Week 3

£ _____

Week 2

£ _____

Week 1

£ _____

Please support the Bowelbabe Fund for Cancer Research UK, raising money to fund clinical trials, research and cancer information and awareness, as well as other initiatives to combat cancer and support people affected by cancer. The Bowelbabe 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.

Dance 20 Minutes a Day for Bowelbabe Fund Sweepstake



Bowelbabe Fund
for Cancer Research UK

Step 1: Get ready

Source a prize for your sweepstake and fill out the details at the top and bottom of the poster.

Step 2: Get set

Ask your friends, family and colleagues if they'd like to guess the number of songs you'll dance to that week for a suggested donation. Then get them to fill out their guess and name in a box.

Step 3: Go!

Remember to keep track of the number of songs you dance to! Then announce the winner on the date you've mentioned on your poster.

Step 4: Return your donations

Return your donations in the form of a cheque (payable to the Bowelbabe Fund for Cancer Research UK) or postal order to: **Dance 20 Minutes a Day for Bowelbabe Fund, Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ.** Please add the code **N25U3H** to the back of the cheque and include your name and address so we can add it to your fundraising total. If you would prefer to collect your donations digitally, please share your online Giving Page with sweepstake participants.



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Dance 20 Minutes a Day for Bowelbabe Fund Sweepstake



How many songs will _____ dance to this week?
Please donate £ _____ to have a guess and support the Bowelbabe Fund for Cancer Research UK. The person with the closest guess to the total number of songs will win _____



No.	Name	No.	Name	No.	Name
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Visit cruk.org/bbfdancechallenge

No donation is necessary.

1. To enter, pick a box and fill out your name and predicted number of songs in the box.
2. Closing date _____ Winner will be revealed by _____
(Please write the closing date and when you will announce the winner here.)
3. The person whose guess is closest to the number of songs will win the prize listed above. If the song total is exactly between two guesses, the prize will be given to the lower guess of the two.
4. All money raised will be donated to the Bowelbabe Fund for Cancer Research UK.
5. The promoter to collect and send money to Dance 20 Minutes a Day for Bowelbabe Fund, Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ. Please include the code N25U3H on the back of the cheque.
6. The promoter is _____
(Please write the name and address of the person organising this sweepstake here.)
7. Cancer Research UK is not the promoter and does not accept any responsibility for your sweepstake.
8. For use in the UK only.

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Dance 20 Minutes a Day for Bowelbabe Fund Finisher 2026

This February

Your name

danced a total of

Total minutes count

minutes

raising £

**to give more people more time
with the people they love.**



Thank you for your support!

The funds you've raised will help drive cutting-edge research into early detection and personalised medicine, raise awareness of signs and symptoms, and tackle the stigmas around cancer with unflinching honesty.

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Sponsorship form

Please sponsor me by filling in all your details below. 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. For more details, check out our Privacy Policy at cruk.org/privacy

If you change your mind, you can tell us anytime by contacting **0300 123 3379** or emailing preferences@cancer.org.uk

Your details

Title:	First name:	Last name:
Address:		
	Postcode:	Telephone:

Please use blue or black pen and write in CAPITAL letters. All fields are mandatory.

Title	First name	Last name	Postcode	Home 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

- Simply collect your donations from your sponsors and send us a cheque made payable to Cancer Research UK along with this sponsorship form to: Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ (please don't send cash).
- Please include the code N25U3H on the back of the cheque.
- Please don't photocopy this form. If you need additional forms please print a separate form.

Visit cruk.org/bbfdancechallenge

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