



Your fundraising guide



CANCER
RESEARCH
UK

Together we are
beating cancer

Ready, set, walk!

Simple steps to get your challenge off the ground:



Spread the word

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



Plan your month

Think about how you'll cover the 31 miles across March. Whether that's exploring new walking routes, giving your dog extra walks or ditching the car whenever possible.



Get fundraising

Use the tips and tools in your pack to start collecting sponsorship. Our life-saving research is only possible thanks to amazing supporters like you.



Track your miles

Show your supporters your progress by connecting your online Giving Page to Strava. If you don't have Strava, you can still post your mile count on your online Giving Page to encourage donations.





Fundraising ideas

We want your incredible effort to raise as much as it deserves. Use these tips and ideas to kickstart your fundraising.

Kickstarters



Set a target

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

Make the first move

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

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!



Team up

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

Promote yourself online

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



Join our Facebook community

Meet other walkers, share top tips and motivate each other through the month by joining our [Walk All Over Cancer Facebook group](#).

At work

Ask your employer

Increasing the miles you walk 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.



Let your colleagues know

Send an email to your work colleagues to let them know you're walking 31 miles in March to help fund life-saving research. **Tip:** why not add your online Giving Page link to your email signature?

Fundraising boosters

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



Film a video

Video yourself out on your walks to let friends and family know you're supporting Cancer Research UK and share across your social media.



Organise a walking tour

Show your friends and family a great new walking route that you've discovered and ask for a donation in return!



Dinner party

Walkers need fuel, so why not host a dinner party fundraiser? It's simple – you cook for your friends in exchange for a donation. Plus, you'll be fuelled for your next big walk.



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.



Use your miles for good

Why not offer to use your miles to help friends and family? You could walk their dogs or collect their shopping in return for a donation.

Walk All Over Cancer Training guide

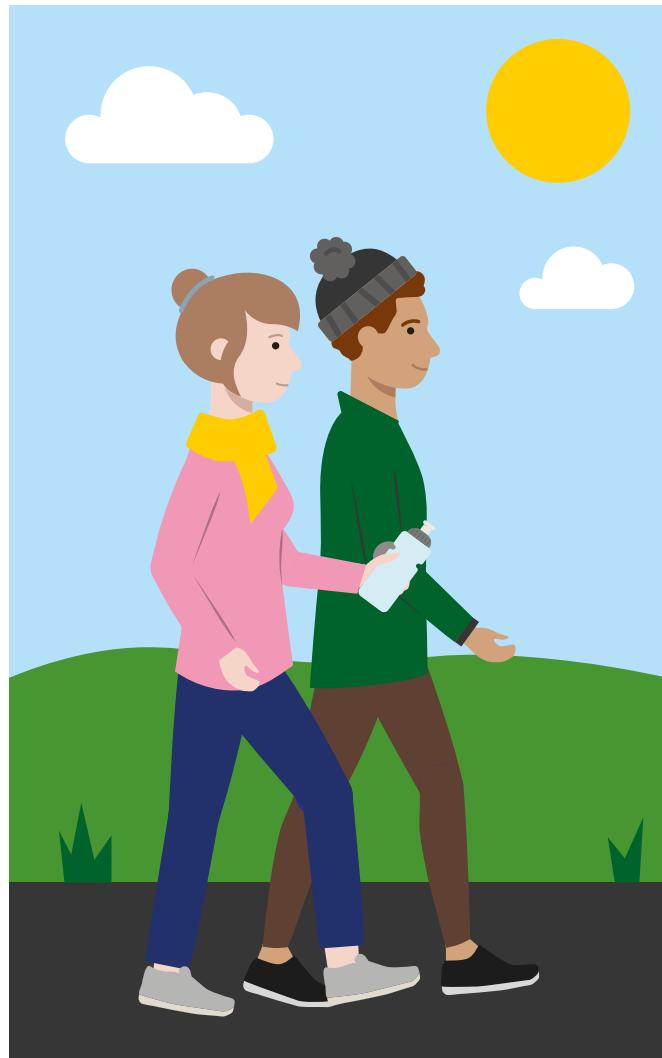


Adapt the challenge to suit you

People of all fitness levels are taking on 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 break down the 31 miles, you'll be helping us to power progress.

Ease your way in

Gradually build up your miles throughout the month. Why not find out what pace, distance and time of day works for you before the challenge begins?



Make a plan

Use your challenge calendar to plan where and when you'll be completing your 31 miles, whether that's one big walk a day or lots of shorter walks.

Team up

Walking in a group will inspire you to push harder and go further than you might otherwise do on your own. Whether you cover the miles together or individually, 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 clock up those miles by eating a healthy and nutritious diet. For more information, visit cruk.org/diet

Gear up

Make sure you have a comfortable pair of trainers or walking boots. Wearing the wrong type of shoe is the most common cause of injury.

Track every mile

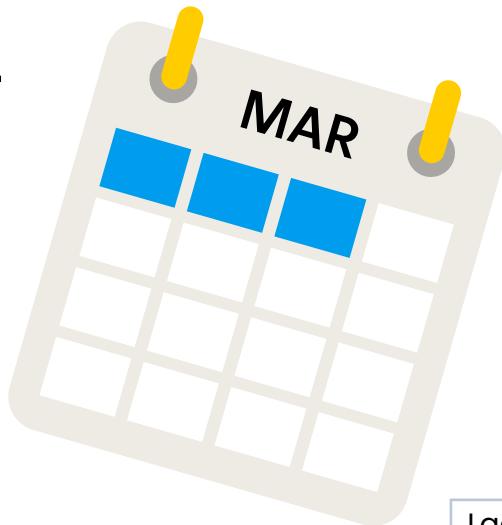
Show off your progress to your supporters by tracking every mile with a tracking app. We recommend Strava as you can link your walks to your online Giving Page.

Keep hydrated

Make sure you drink enough water before and after your walks.



Walk All Over Cancer Calendar



Keep track of your miles in March



Lace up!
Time
to start
walking.

1

					Going out? Save money and walk home.		
2	3	4	5	6	7	8	
	Try a new walking route.					You're halfway! Keep on walking.	
9	10	11	12	13	14	15	
							
16	17	18	19	20	21	22	
	Only one week to go!						
23	24	25	26	27	28	29	
	You've done it! Put your feet up, hero.						
30	31						



Visit cruk.org/walkallovercancer

Together we are
beating cancer

Walk All Over Cancer **Totaliser**

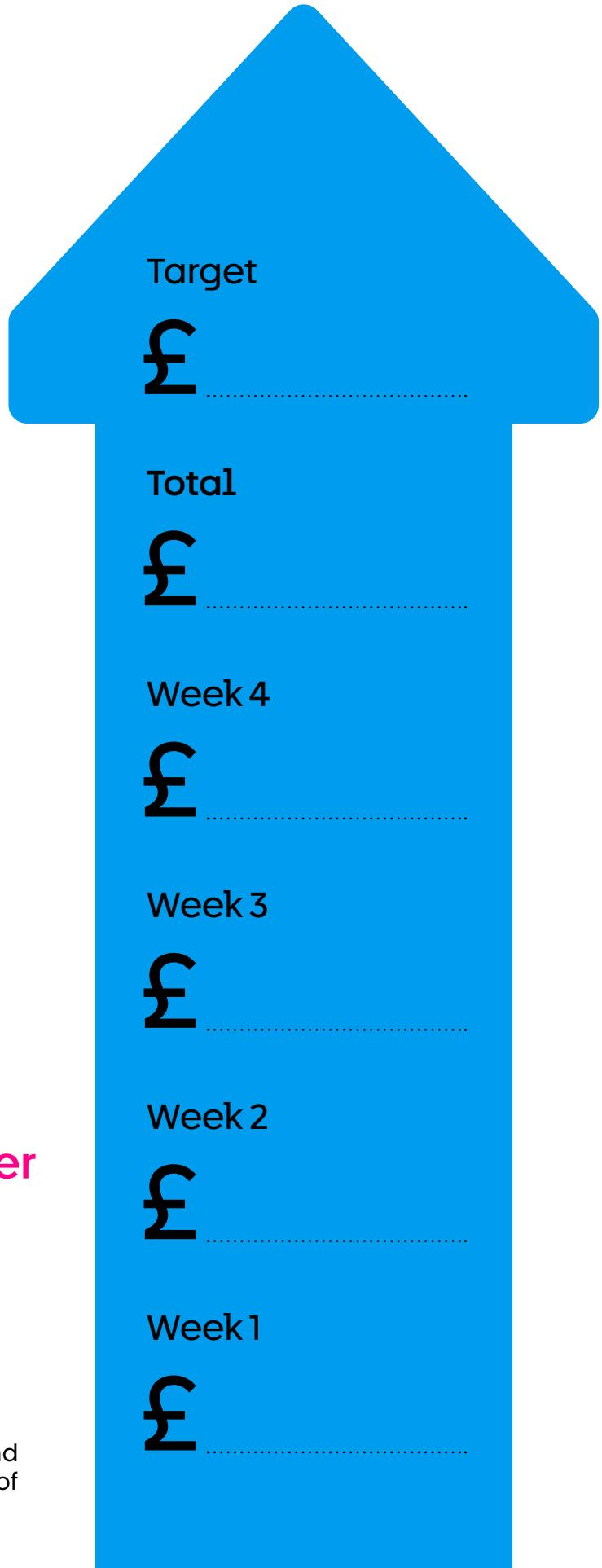
Name

.....
**is walking 31 miles
this March to power
progress for people
affected by cancer.**

Help them smash
their target by
donating to their
online Giving Page.

Your online Giving Page URL

.....
**Visit
cruk.org/walkallovercancer**



Walk All Over Cancer Sweepstake

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 how many hours you'll spend walking across the month, in return 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 your walk times! Then announce the winner on the date you've mentioned on your poster.

Step 4: Send us your donations

Return your donations in the form of a cheque (payable to Cancer Research UK) or postal order to: Walk All Over Cancer, Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ

Remember to include your name and address so we can add it to your fundraising total. If you'd prefer to collect your donations digitally, please share your online Giving Page with sweepstake participants.



Walk All
Over Cancer
March 2026

Walk All Over Cancer Sweepstake



How many hours will
take to complete this challenge?

Please donate* £ to take a guess and support Cancer Research UK.
The person with the closest guess to the total number of hours will win

.....
Hours Name

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Hours Name

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Hours Name

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Visit cruk.org/walkallovercancer

*No donation is necessary.

1. To enter, write your name and predicted number of hours in a 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 walker's number of hours will win the prize listed above.
If the correct number of hours is exactly between two guesses, the prize will be given to the guess with the lower number of hours.
4. All money raised will be donated to Cancer Research UK.
5. The promoter to collect and send money to: Walk All Over Cancer, Cancer Research UK,
PO Box 1561, Oxford, OX4 9GZ.
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. Sweepstake for use in the UK only, to be run by and for the participation of people aged 18 or over only.



I'm fundraising for **Cancer Research UK**

Event

When

Where

Details

In aid of



Together we are
beating cancer

Walk All Over Cancer



Finisher 2026

This March

Your name

walked a total of

Total mile count

miles

raising

Amount raised

to help fund life-saving cancer research

Thank you for your support!

Every pound raised for every mile completed will help us bring about a world where everybody lives longer, better lives, free from the fear of cancer.



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

Together we are
beating cancer

Walk All Over Cancer Sponsorship form



Please make sure to 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. All fields are mandatory.

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 Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ (please don't send cash).
- Please don't photocopy this form. If you need additional forms please print separately.

Visit cruk.org/walkallovercancer

Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247). Registered address: 2 Redman Place London E20 1JQ. © Cancer Research UK 2025.





CANCER
RESEARCH
UK

Thank you for powering progress

Over the past 50 years,
our work has helped double
cancer survival in the UK.

We're the world's leading cancer charity, dedicated to saving and improving lives with our research. Our vision is a world where everybody lives longer, better lives, free from the fear of cancer. And, backed by your support, step by step, our researchers are making this vision a reality.

The difference your money makes



£65

could buy special
restriction enzymes

These act like molecular scissors to cut up the long strands of DNA in our cells, helping us to learn about more than 200 types of cancer.



£170

could fund one day of
the ABC-07 clinical trial

This is testing innovative radiotherapy techniques for treating people with rare bile duct cancer.

More than

8 in 10

people who receive cancer drugs in the UK receive a drug developed by us, or with us.*

1 million

Thanks to progress in cancer prevention, diagnosis and treatment, more than **a million lives have been saved** from the disease in the UK since the mid-1980s.**

90%

Our research led to the development of the HPV vaccine, which is expected to **prevent almost 90% of cervical cancer cases** in the UK.



£200

could fund our team of nine
cancer nurses for one hour

Our expert team of cancer information nurses are on hand to offer confidential support and guidance to people affected by cancer.

*Estimated based on Cancer Research UK analysis of England data

**cruk.org/millionlives

Visit cruk.org/walkallovercancer

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beating cancer