



# Bowelbabe Fund

for Cancer Research UK



## Your fundraising pack



## Contents

Fundraising made easy .....	4
Bringing your event to life .....	7
Boosting your Online Giving Page .....	8
Powering progress .....	10

# Thank you

By raising money for the Bowelbabe Fund for Cancer Research UK, you're supporting cutting-edge cancer research and giving more people more time with the people they love.

Thank you for continuing the incredible legacy of Dame Deborah James.





# Fundraising made easy



Smash your fundraising target so we can keep smashing those poo taboos. Here's how to make your fundraising flourish.

## Create your Online Giving Page

Donations to your Online Giving Page go directly to the Fund. If you've not set up your page yet, visit [fundraise.cancerresearchuk.org/unite/bowelbabe-fund-donations](https://fundraise.cancerresearchuk.org/unite/bowelbabe-fund-donations), where you'll also be able to connect to our superteam page.

## Set a target

Determined to give one big F\*\*\* YOU to cancer? Set a fundraising target to keep you and your supporters motivated!

## Make the first donation

Back yourself – the earlier you get that first gift, the more you're likely to raise.

## Tell your story

By personalising your fundraising page, you can raise 139% more than people who don't! So, let everyone know why you're fundraising, what it means to you and the difference their money can make.





## Classic fundraisers

They're classics for a reason... These tried-and-tested fundraisers are guaranteed to boost your donations!



### Get baking

Hold a bake sale for your workmates, friends and family. It doesn't have to be sweet treats – why not try savoury?



### Make it shine

Hold a car wash for your workmates or neighbours. If you have a young family, it's a great way to get them involved.

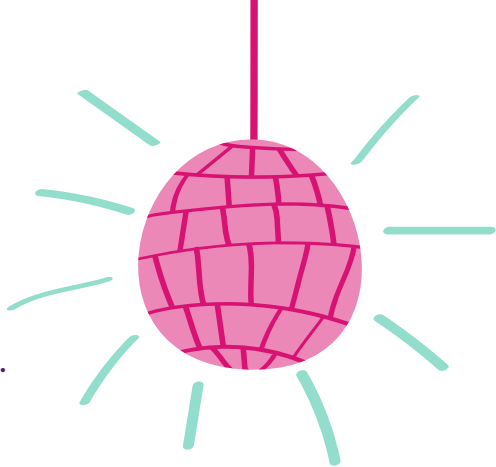


### Host a movie night

Create a cinema experience at home with a marathon of your favourite films. Why not add a theme with decorations and fancy dress?

# Go big

These ideas take time to plan but could take your fundraising to the next level.



## Out with the old

Sell clothes, books, toys and household items at a local car boot sale or through online marketplaces.



## Have a ball

Host a charity ball and give your loved ones an excuse to get glam! Speak to us to see if we could invite a member of our team to give an inspiring talk.



## Quiz night

Ask your local pub or community centre about hiring a room and charge each team a fee. For an extra fundraising boost, why not add a raffle as well?



## Hold a tournament

Pick a sport and set up a competition at your gym or sports club. You can even tie in other fundraisers like a bake sale or raffle for spectators.

## Getting to your fundraising finish line

### 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
- put on a bake sale
- hold a car wash
- host 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

# Bringing your event to life



## Finding and hiring a venue

Your activity needs a home! If you need to hire a venue, ask yourself these questions:

- ☐ Do they charge a hire fee?
- ☐ Is there enough space for guests?
- ☐ Is it convenient for guests to access?
- ☐ Do they offer catering?
- ☐ Do they have fire safety, security and first aid measures in place?



## Getting support from local businesses

Local businesses might want to support and sponsor your event. Call our Supporter Services team on **0300 123 1022** to ask for a letter of authority so you can show them you're fundraising for the Bowelbabe Fund for Cancer Research UK.

You can also write and send your own personal letter, letting them know what you're doing, what you're asking for and why they should get on board.

# Boosting your Online Giving Page



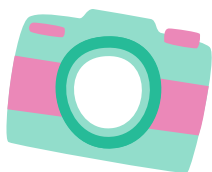
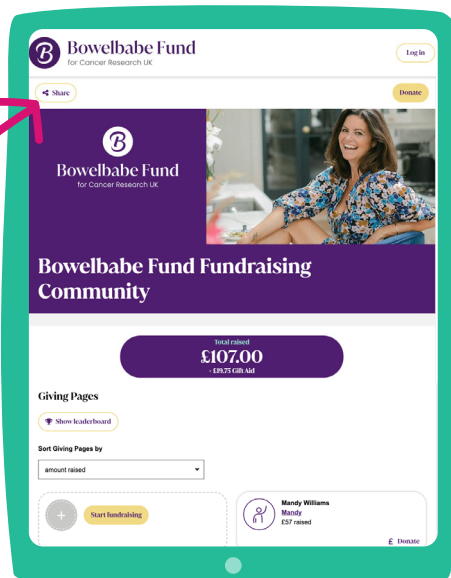
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## Boosting your Online Giving Page

Here are some top tips to get the most from your page.

### Share your page

On average, every time you do it's worth £60 and boosts your page value by 33%. Whether it's a glam shot or a sweaty post-run selfie, remember to tag **@bowelbabefund** and use **#TeamBowelbabe**.



### Add photos

A picture says a thousand words. So, whether it's photos of the people you're inspired to fundraise for or behind-the-scenes snaps of your hard work, they'll help supercharge your fundraising. On average, Online Giving Pages with images raise almost £100 more than those without.



### Add a video

Online Giving Pages with a video are twice as likely to get a donation!

### Paying in cash?

Bank it yourself and donate it to your Online Giving Page. Or send us a cheque payable to:

**The Bowelbabe Fund c/o  
Cancer Research UK, PO  
Box 1561, Oxford, OX4 9GZ**

If you used a sponsorship form, please include it so we can claim Gift Aid and make your gift go further.



### Connect your Strava or Fitbit

You can raise over six times more by connecting your Online Giving Page to Strava. Let your supporters track your progress and they'll be inspired to give when they see the effort you're putting in.

To find out how, visit [cruk.org/fitbit-connection](https://cruk.org/fitbit-connection) or [cruk.org/strava-connection](https://cruk.org/strava-connection)



# Powering progress

## Meet Gower

Gower Tan, a father of two from London, started his journey with Cancer Research UK in 2010. When he turned 40, he set himself a mission: to quit smoking and run the London Marathon for Cancer Research UK in memory of his father who died of lung cancer.

Fast forward to today and Gower's a Cancer Research UK Ambassador, has completed over 50 marathons and ultra-marathons and raised over £75,000. He's even landed himself in the Guinness Book of World Records! In 2021 he broke the world record for the fastest half marathon dressed as a scientist (male) and in 2022 added the record for fastest marathon dressed as a scientist (male). Now you see why he's earned his nickname 'the Forrest Gump of Herne Hill'!

And he's not stopping there. Every year he challenges himself to go further and faster, inspire others to support our mission to beat cancer.

We're so grateful for people like you and Gower for getting stuck in to give more people more time with the people they love.





## Meet Ellie

In 2022, Ellie from Peterborough, started getting pain in her abdomen. She says: “My partner and I had just bought a new house, we just got a new dog and I was doing a job I love. My life was really on track.”

So it came as a big shock when, at just 25 years old, she was diagnosed with stage 4 bowel cancer: “I never thought for a minute it could be cancer. I never thought cancer would happen to me, but it did.”

Ellie says that Deborah inspired her, as she does so many of us: “I followed Deborah James really closely. She showed me that you’re not a cancer patient all the time, and you can find happiness while living with cancer.

“We didn’t really understand any of the lingo and the doctors and the nurses. It was all quite daunting at the time, and she made it feel so much more digestible for us.”

After five surgeries and 23 rounds of chemotherapy, Ellie’s now 27 and doing well. As of August 2022, she was told her treatment had been successful and that there was no more evidence of the disease.

**“She was this beacon of hope who was truly empowering and inspiring. This positivity continues to shine with her legacy.”**



# Your fundraising drives discoveries



We exist to give more people affected by cancer more time with the people they love. And we do that by funding cutting-edge research, raising awareness of signs and symptoms and challenging stigmas around cancer.

**Here's just some of the work you're making possible.**





### Using AI to detect cancer

In 2023, we announced a £200k investment into Dr Oleg Blyuss' work building artificial intelligence (AI) tools to predict when someone has developed the earliest signs of bowel, pancreatic or lung cancer.



### Discovering how bowel cancer spreads

In 2023, we announced a £1m investment into Professor Trevor Graham's work making detailed measurements of tumours and using advanced mathematics to make sense of the data to discover how bowel cancer spreads.



### Understanding bowel cancer in younger adults

In 2024, we committed £5m to team PROSPECT, part of the Cancer Grand Challenges initiative to tackle some of cancer's toughest questions. This international team are uncovering the reasons behind the global rise in bowel cancer in people under 50.

**“To support some of the finest researchers on a global programme that could lead to a major shift in the identification – and eventually eradication – of this disease represents a perfect way for us to help achieve Deborah’s final hopes and dreams.”**

Deborah's family





# Thank you

for helping us continue Dame Deborah James' incredible legacy.

**“Your legacy is planting seeds that you will never see flower. Your legacy is knowing that you’ve done better for the next generation. Your legacy is having the rebellious hope that the actions you take today will create a better society tomorrow.”**

Dame Deborah James



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).