



Get inspired

Tips and ideas to help you start your fundraising

Together we will beat cancer



CANCER
RESEARCH
UK



Professor Richard Gilbertson,
Director of the Cancer Research UK
Cambridge Centre

Brain tumours are the ninth most common cancers in the UK, with around 12,300 new cases in the UK each year. Professor Richard Gilbertson and his team at the University of Cambridge are working to better understand how brain tumours develop and how they differ from each other at the genetic level. This work is paving the way for the development of new drugs that target the DNA mistakes in different types of medulloblastoma and ependymoma – two of the most common brain tumours in children. This research would not be possible without fundraisers, like you.

Based on the average annual number of new cases of brain, other CNS and intracranial tumours (ICD10 C70-72, C75.1-C75.3, D32-D33, D35.2-D35.4, D42-D43, D44.3-D44.5) diagnosed in the UK between 2016 and 2018.

The first step to fundraising is choosing your idea!

In this booklet you'll find a whole host of fundraising tips and also see what our fundraisers have done for us in the past. Use our handy fundraising key to help choose your perfect activity.

Remember, however much you raise, you're making a real difference.

Thank you for joining the only team fighting over 200 types of cancer. You're helping save lives.

Fundraising ideas key

Our helpful key will let you decide on the activity best suited to you.



How long the fundraiser takes



How much the fundraiser can raise



How much prep the fundraiser needs



How active the fundraiser is

Fundraise with your friends...

Board game tournament



Dust off those retro board games that have been hiding at the back of the cupboard, host a tournament evening with your friends and ask them to donate to play. Make sure to keep a leaderboard and note down the points for each game, eventually crowning the winner of the board games!

Sponsored headshave



This is a big one! Getting your friends there to support you or even joining you will make it so much easier...and more fun! Be sure to tell all your friends about the big day, invite them to watch and get that sponsorship money rolling in.

Hold a raffle



A raffle is a great fundraiser to add onto any of the ideas in this booklet. Contact local businesses to ask for prize donations and make sure to show off your prizes to sell all your raffle tickets.





Tip

Remember our team of fundraising experts are always on hand to help with planning your event. Contact them at 0300 123 1166

Coffee morning



What better way to catch up with your friends and raise money at the same time? Ask your friends to bring delicious treats for you all to enjoy together for a small donation. You could even theme your coffee morning to the time of year. How about spooky snacks for Halloween or hold an Easter extravaganza?

...or family

Outdoor movie night



Create your own outdoor cinema experience with your family. Choose the film and theme your night around it with decorations, snacks and fancy dress. Ask movie goers to buy tickets to raise some serious cash. How about putting on an old Wild West film and getting all your guests to come as cowgirls and cowboys?

Sports day



Get to see who the most competitive members of the family are in a fundraising sports day. For those who want a serious competition, get an Olympic line up with 100m, long jump and hurdles. If you wanted something a bit less competitive, a silly sports day could be your thing instead – with an egg and spoon race, three-legged race and a tug of war. Sell tickets to enter a team or just to watch and raise those funds!



Tip

Make sure your event is safe as well as fun. We've got everything you need to know on our website cruk.org/safety

...at college or university

Brunch party



Put a twist on the classic coffee morning and instead eat all the avocado you could dream of at a brunch party. Create a menu for your friends to choose from and charge them a small fee to eat your delicious creation!

Open Mic Night



Invite your musical friends to show off their skills with an open mic night. Check with local pubs and cafes about hiring a venue and spread the word on social media. Raise money by charging an entrance fee and nervous performers could even get motivated by being sponsored to take part!

Fancy dress night



If you can't have a fancy-dress night at university or college, when can you? Pick a good theme and ask everyone to pay a donation to dress up.



Tip

Why not try to get your student union involved in the fundraising? Who knows what local connections they have which could give your fundraiser a boost!



Quiz night



Everyone loves some healthy competition, which is why hosting a quiz night is the perfect way to bring everyone together. Speak to your local pubs or community centres about hiring a venue and spread the word on local community boards. To raise money, just charge a fee to enter a quiz team. You could even put on a raffle at the same time to really boost your fundraising total.

...with a social club

Charity dinner dance or ball



If you fancy being fancy for an evening and dressing up to the nines, why not go all out and put on a charity dinner dance or ball! Sell tickets and hold raffles and games throughout the evening to really raise those big bucks. You could talk to local press and radio to help promote your event.

Sarah's Equinox Ball

In 2013, Sarah's husband lost both his mum and dad to cancer within two weeks. "It hit us hard and so we decided, more out of a distraction, that we wanted to do something to give back."

"We decided to do a one-off charity ball called the Equinox ball and raise as much as we could, with a goal of £20,000. The event ended up raising £38,000 in total and the support we got was phenomenal. Everyone was asking us to do it again the next year and 5 years later, there's been an Equinox ball every year since."

"In one of my speeches on the night of the ball, I asked anyone who has had cancer or knows someone who has had cancer to stand up. In a room full of 400 people, they all stood up. That's why I think the ball is so successful and I'm so passionate about it, because everyone is affected by cancer in some way. The Equinox ball is part of the Doncaster social calendar now and the whole community really gets involved. You know you're making a difference and that's why I continue to fundraise for Cancer Research UK."

Since the Equinox ball started in 2013 and from other fundraising throughout the year, Sarah has raised £264,000 for Cancer Research UK and another local charity.



Something glamorous

Sarah's top tip:

We got local businesses involved in the ball by asking for sponsors and prizes. We ended up raising a lot of money through this so make sure to use your local connections and networks.



Tip

Ask your employer about matched giving and see if you can double your donations!

...at work

Sweepstake



An old fundraising favourite, we've included a sweepstake within your fundraising kit to put up in the office. You could also make your own sweepstake – how about guessing the baby weight if a colleague is pregnant? Or adding some healthy competition alongside popular television programmes? Make sure to send an email out to your colleagues to let them know about the fundraiser and the difference their money can make.

Take on a challenge



The ultimate way to test your team's strength! Whether you give up sugary treats, fizzy drinks or even swearing – see if your team can last a whole month letting go of those bad habits.

Bake sale



A bake sale always goes down well in the office. Why not try something a bit different and do a savoury bake sale instead? Make sure to price your items up before to make it easier on the day and don't forget to put up your collection box on the table.

Visit cruk.org/fundraisinghub for some extra baking resources.



...with the kids

Superhero day



All our fundraisers are superheroes so why not become one for the day! Choose your super power, create your super outfit and get sponsored to do it.

Workin' at the car wash!



A fun one for all the kids to do together. Grab a sponge and make buckets of cash.



Tip

Why not use our personalised posters on www.cruk.org/fundraisinghub to let people know about your car wash?

Sponsored bicycle ride or walk



Sponsored walks or bicycle rides are great for all the family and all ages. Why not choose a route you haven't done before? Maybe a coastal setting or through the woods. Remember your four-legged friends, they can be great fundraisers too.



Turn your hobbies into fundraising

Mike and Fiona turned their skills and hobbies into amazing fundraisers.

Whatever you decide to do to raise money, remember you're bringing us a step closer to beating cancer.

Fiona is a regular walker and decided to put her steps to good use to raise money for our life-saving research.

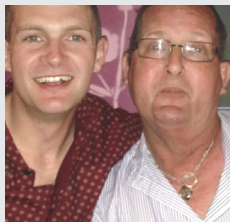
Fiona was told she had stage 2 breast cancer after a mammogram in 2017. Following a biopsy a few years later, she was told her cancer had returned and is now stage 4. She has had chemotherapy, radiotherapy and a double mastectomy, but despite her fatigue Fiona takes her dog Lola out for a walk most days.

"I've always found walking really beneficial. During lock-down I used to nip out from work and get my steps in by walking around the building as much as I could. It was ironic that I took part not knowing that I'd need treatment for cancer myself by the end of 2020.

But I know research is vital and, also I think early detection helped me both times. My diagnosis is not all doom and gloom. I allow myself to look forward to the future now and once my treatment is finished and we can all travel again I'm planning a trip back to Australia. Thanks to the work of Cancer Research UK there will be a cure one day."



Something simple



Mike's fishing fundraiser

"My dad used to take me to fishing matches each week when I was a kid. I always think of him when I'm fishing." Mike, a keen fisherman from Penrith, started fundraising in memory of his dad, Keith, who died from a brain tumour in 2015. He decided to use his hobby

and start 'A Bite Out of Cancer' in 2017, asking supporters to donate £1 for every pound of their catch – he's raised over £26,000 for life-saving research. Mike shares his progress on his YouTube and Instagram pages, updating followers with his fishing trips around the UK.



Something fishy





Bridie's story

Bridie is one of our dedicated fundraisers, who spends her free time raising awareness and donations as part of her 'Know Your Melons' group.

The Newcastle mum of three fundraises in memory of her dad, who died of bowel cancer, but following her friend's breast cancer diagnosis, in 2014, Bridie set up the Know Your Melons Breast Cancer awareness group to encourage people to check their breasts for signs and symptoms of cancer. The group encourages people to carve a melon instead of a pumpkin in October for Breast Cancer Awareness Month and has the tagline "I know my melons, do you know yours?"

Bridie has raised over £43,000 by fundraising and run the Great North Run six times.

"I really hated running but it's all for life-saving research so every step is worth it. For every person we lose to cancer it spurs me on even more. I promise them that I'll keep fundraising and I'll do whatever I can so that eventually we can find a cure."



Fundraising top tips:

- Choose something that will challenge you.
- Make sure to get your friends and family involved to help you raise and collect money.
- Whatever you choose to do, just be positive and go for it!



We love hearing about all of your amazing fundraising stories.

To show us what you've done, simply use **#CRUKFundraiser** on social media with pictures of your event. We can't wait to see them!

Still stuck for an idea?

Fundraising with friends and family

Do you want to do some sort of active fundraising?



Yes I want to get active



Do you want to add some competition?



Yes let's get competitive



Sports day

See page 6



No not this time



Sponsored cycle/run

See page 11



No I'd rather do something else



Are you and your group foodies?



Yes we love cooking!



Brunch party

See page 7



No not our cup of tea



Quiz night

See page 9

Don't worry if you still haven't decided what to do, just answer the questions below to find your perfect fundraising match

Fundraising on your own

Do you want to take on a challenge?



Yes bring on the challenge!



Do you like heights?



Yes love them



Skydive



No way!



**Head shave/
wacky wig day**

See page 4



No let's play it safe



Do you want to fundraise at work?



Yes I'd like to



Sweepstake

See page 10



No thanks



Give something up

See page 10



Deborah's story

Mum-of-two Deborah was diagnosed with breast cancer in January 2007 after noticing a

lump. She was invited to take part in the TACT-2 trial, supported by Cancer Research UK which was comparing different chemotherapy treatments to try to reduce some of the side effects and improve the long-term benefits. She is now back to full health.

"Early detection is the key and I really want to do what I can to get that message across."

Deborah would like to thank Cancer Research UK supporters for their vital fundraising, which makes trials such as TACT-2 possible.

“ Early detection is the key and I really want to do what I can to get that message across ”



Registered with
**FUNDRAISING
REGULATOR**

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GFIDEA



Donation form



- Please use this form if you are asking people to make a donation at an event, for example a coffee morning, bake sale or any other kind of cash collection.
- Please ensure the details of each donation are recorded accurately in your donor's own handwriting – forms in the same handwriting or printed are not valid for **Gift Aid** purposes.
- Please ensure each donor ticks the **Gift Aid** box next to their home address below if eligible.
- Please note we cannot claim **Gift Aid** donations from companies rather than individuals, multiple donors (e.g. Mr & Mrs Jones), donations made on behalf of someone else, or any payment where something is given in return for the money (e.g. sweepstakes, proceeds from sales or collections).
- There are alternative ways to return the money you've fundraised. Get in touch with our friendly team by ringing us on **0300 123 1166** or emailing us on **supporter.services@cancer.org.uk** address and we can

Your details

Title	
First Name	
Surname	
Address	
Postcode	
Telephone	
How did you fundraise?	

Gift Aid – very important

Boost your donation by 25p for every £1 you donate

I want to Gift Aid my donation and any donations I make in the future or have in the past 4 years, to Cancer Research UK. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that year, it is my responsibility to pay any difference.

Please let us know if you want to cancel this declaration, change your name or home address, or no longer pay sufficient tax on your income.

giftaid it

Tick here for Gift Aid

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

Full name + Home address + Postcode + Date collected + ✓ = Gift Aid



Title	First name	Surname	Postcode	Home address NOT YOUR WORK ADDRESS (This is essential for Gift Aid)	Amount	Is this your personal money?	Gift Aid	Date collected
MISS	ANNE	EXAMPLE	AB1 2CD	12 EXAMPLE TERRACE, LONDON	£20.00	<input checked="" type="radio"/> Y <input type="radio"/> N	<input checked="" type="checkbox"/>	DD/MM/YYYY
					£	Y / N		/ /
					£	Y / N		/ /
					£	Y / N		/ /
					£	Y / N		/ /
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					£	Y / N		/ /
					£	Y / N		/ /

Sponsorship form



**CANCER
RESEARCH
UK**

- Please use this form if you're asking people to sponsor you to do something, for example a run, bike ride or head shave.
- Please ensure the details of each donation are recorded accurately in your donor's own handwriting – forms in the same handwriting or printed are not valid for **Gift Aid** purposes.
- Please ensure each donor ticks the **Gift Aid** box next to their home address below if eligible.
- Please note we cannot claim **Gift Aid** donations from companies rather than individuals, multiple donors (e.g. Mr & Mrs Jones), donations made on behalf of someone else, or any payment where something is given in return for the money (e.g. sweepstakes, proceeds from sales or collections).
- There are alternative ways to return the money you've fundraised. Get in touch with our friendly team by ringing us on **0300 123 1166** or emailing us on **supporter.services@cancer.org.uk** address and we can help.

Your details

Title	
First Name	
Surname	
Address	
Postcode	
Telephone	
How did you fundraise?	

Gift Aid – very important

Boost your donation by 25p for every £1 you donate

I want to Gift Aid my donation and any donations I make in the future or have in the past 4 years, to Cancer Research UK. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that year, it is my responsibility to pay any difference.

Please let us know if you want to cancel this declaration, change your name or home address, or no longer pay sufficient tax on your income.

giftaid it

**Tick here
for Gift Aid**

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

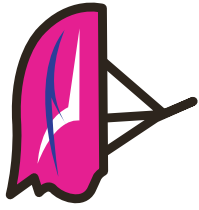
Full name + Home address + Postcode + Date collected + ✓ = Gift Aid



Title	First name	Surname	Postcode	Home address NOT YOUR WORK ADDRESS (This is essential for Gift Aid)	Amount	Gift Aid	Date collected
MISS	ANNE	EXAMPLE	AB1 2CD	12 EXAMPLE TERRACE, LONDON	£20.00	✓	DD/MM/YYYY
					£		/ /
					£		/ /
					£		/ /
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					£		/ /
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					£		/ /

Fold this corner over and stick down to hide the winning number

1. _____



Cycle

2. _____



Walk

3. _____



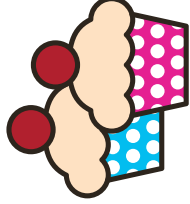
Swim

4. _____



Run

5. _____



Bake

6. _____



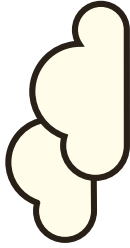
Karaoke

7. _____



Headshave

8. _____



Skydive

9. _____



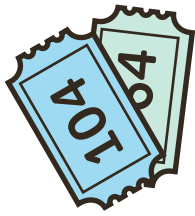
Bingo

10. _____



Dinner night

11. _____



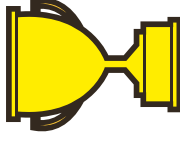
Raffle

12. _____



Abseil

13. _____



Sports day

14. _____



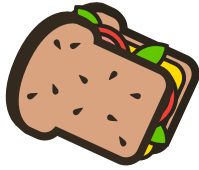
Craft sale

15. _____



Dog show

16. _____



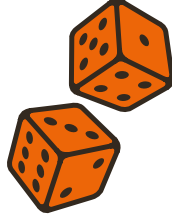
Brunch party

17. _____



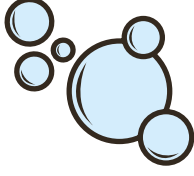
Go-cart race

18. _____



Games night

19. _____



Car wash

20. _____



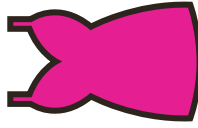
Give something up

21. _____



Rubber duck race

22. _____



Charity ball

23. _____



Fancy dress

24. _____



Quiz night

25. _____



Give something up

Sweepstake

Which fundraising activity will you choose?

Suggested donation to enter £.....*

Choose your favourite fundraiser and you might win a prize!

How the game works:

1. As the sweepstake organiser, choose the winning fundraiser and write it on the top right corner of the poster.
2. Fold and stick the top right corner of the poster over to hide the winning fundraiser.
3. Stick the poster up at your place of work, or where your friends/family can see it.
4. Ask everyone to choose their fundraiser and write their name and number under their choice.
5. Once the game is full, fold back the top right corner to reveal the winning fundraiser and the name under the fundraiser is the winner!

The winning prize can be a percentage of money raised or a non-monetary prize of your choice.

To return your money, simply return the form and donations received to: Cancer Research UK, PO Box 1561, Oxford OX4 9GZ

Please make any cheques payable to 'Cancer Research UK'

* No donation necessary

Join the only team fighting over 200 different types of cancer and become a CRUK fundraiser today. Visit cruk.org/fundraising or call 0300 123 1166.



1. To enter, write your name next to any of the fundraising activities above. 2. All monies raised will be donated to Cancer Research UK. No donation necessary to enter. 3. Closing date: (promoter to write the date) or once all 25 options have been selected. 4. The winner will be selected at random and announced on/by (promoter to write the date) by (promoter to write the method, e.g. phone/email). 5. The promoter is (enter name and address of the promoter). 6. Cancer Research UK is not the promoter and does not accept any responsibility for this promotion. 7. For use in UK only. 8. Be sure to fill out your donation form to accompany this. Please make your cheque payable to Cancer Research UK. 9. Please note that the data collected on this form will be securely held by Cancer Research UK in line with current data protection legislation. Find out more about how Cancer Research UK use your information at cruk.org/privacy. 10. Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247). 11. The Cancer Research UK name and logo is a registered trademark of Cancer Research UK.



Together we will beat cancer

Your 7 simple steps to fundraising



1. Choose a day

Now you've decided on your fundraising idea, it's time to start planning! Make sure you check the diaries before you put on your event to ensure your date and time doesn't clash with anything.



2. Pick a venue

Whether you're holding a quiz in a pub, a coffee morning in a community hall, or a secret cinema in your garden, use those contacts and networks to get the best location for your event.

If you're getting active with your fundraiser, like a sponsored walk or cycle, make sure to plan your route before you go and print it on a map for everyone. It might be a good idea to try the route out first to see how long it takes!



3. Set a target

You will have been asked to set your fundraising target when you set up your Giving Page (don't worry, you can change this whenever you want).

A target can help motivate you and encourage your friends to donate. Remember though, no matter how much you fundraise, you're bringing us one step closer to beating cancer.

Did you know?
Pages with a
target raise 46%
more than those
that don't!



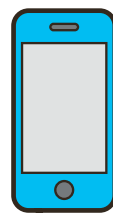
4. Your Giving Page

The easiest way to raise and return money to us is through your Giving Page. Make sure to personalise your page with pictures, why you're fundraising and any updates you have as you go. Is your kitchen a tip after baking for hours? Take a selfie and prove your fundraising determination!



5. Play it safe

Be sure to carry out a quick health and safety check. You'll find plenty of safety guidance on our website at cruk.org/safety or you can give us a call on 0300 123 1166 if you have any further queries.



6. The power of social media

The best way to tell people about your fundraiser quickly and easily is through social media. Here's some top tips to help you out:

- Create a Facebook event for your fundraiser and invite all your friends and family.
- Follow local groups, businesses and high-profile people in your community and tell them about your fundraiser. They could end up helping promote it, donating or even contributing some prizes or gifts.
- It can be tricky asking for donations and sponsors, so use badges to help do the job! Share on Facebook, Twitter or Instagram. You could even pop it on your story with a link to your Giving Page. These can be found in our emails to you or on cruk.org/fundraisinghub



7. Return your money

If all your donations are on your Giving Page, you don't need to worry about a thing. If you'd rather not go online, that's totally fine. You can send us your hard-earned donations by postal order or cheque. Remember to include your name, address and Supporter URN (you can find this on the letter enclosed), so we know it's from you. Make your postal order and cheques payable to 'Cancer Research UK' and send them to us at: Cancer Research UK, PO Box 1561, Oxford OX4 9GZ

Tip – kick off your fundraising and show your commitment by being the first to donate to your Page. Once you share your Page, it'll encourage others to do the same.



My fundraising to-do list

Note down everything you need to do on this handy to do list and pop it on your fridge or notice board.

It'll help you keep track of what you've already done and what's still left to do before your fundraiser.



<input checked="" type="checkbox"/>	Registered for my fundraising pack	<input type="checkbox"/>	
<input type="checkbox"/>	Choose a date for my fundraiser	<input type="checkbox"/>	
<input type="checkbox"/>	Sort out a venue	<input type="checkbox"/>	
<input type="checkbox"/>	Personalise my Giving Page	<input type="checkbox"/>	
<input type="checkbox"/>	Share my fundraising badge on Facebook/Instagram	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	

Thanks to you, we're able to accelerate progress and bring forward the day when all cancers are cured

My target
£