



CANCER
RESEARCH
UK



YOUR FUNDRAISING GUIDE

CHOOSE YOUR CHALLENGE



TIME'S UP FOR CANCER

This is it - it's time to raise cash and take down cancer.

Take on a fitness challenge for Stand Up To Cancer and help fund life-saving research. Whether you get sponsored to face your ultimate fear skydiving, or organise an epic obstacle course for your mates, any challenge will raise cash that will help save more lives, more quickly.

Use this handy guide featuring challenge ideas, seriously impressive science and our top tips on how to plan your fundraiser.

It's great to have you on board and together we can help speed up ground-breaking cancer research.



HOW TO GET FUNDRAISING

GET PLANNING

1

Pick your activity and choose a date to do your fundraiser. Keep reading for some ideas to get you going.

SHOUT ABOUT IT

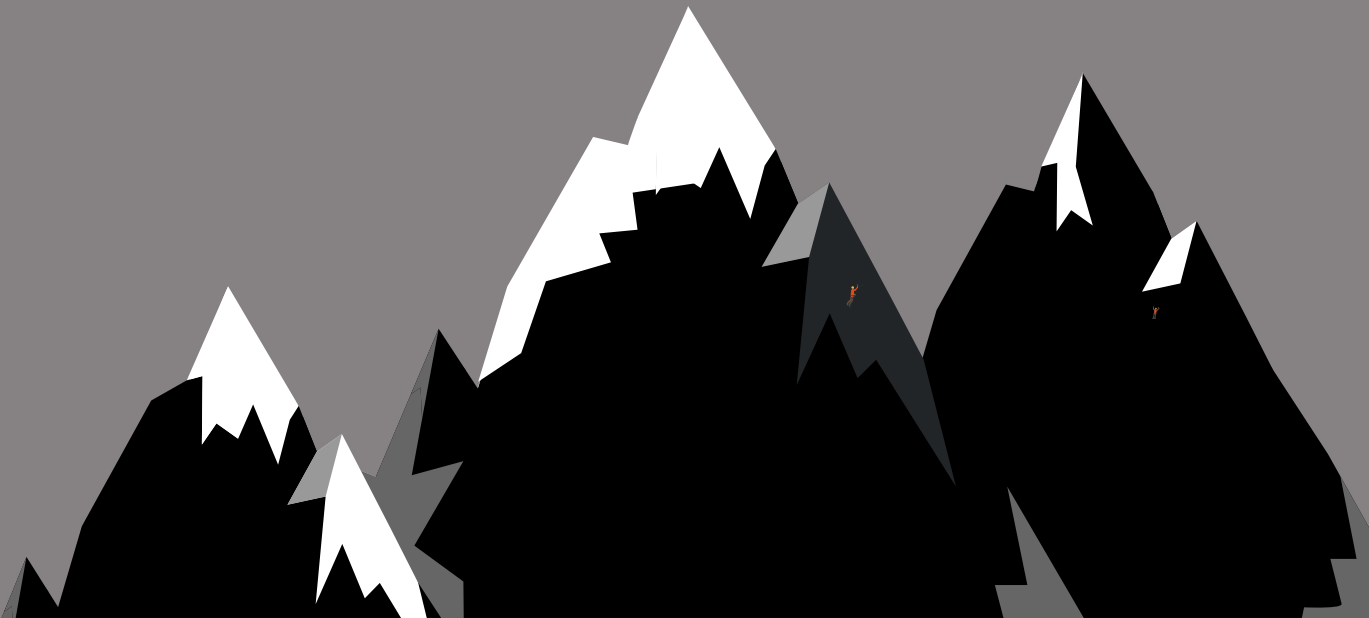
2

Let everyone know you're fundraising for Stand Up To Cancer. Share your Giving Page with friends and family and tell the world all over social. Tell us what you're up to by tagging [@SU2CUK](https://twitter.com/SU2CUK) on Twitter or [@standup2canceruk](https://www.instagram.com/standup2canceruk) on Instagram and use the hashtag #StandUpToCancer.

PAY IN YOUR CASH

3

Sending us your fundraising cash couldn't be easier. Pay in your money using your personalised Giving Page, emailed to you when you signed up, or at standuptocancer.org.uk/payin



CHOOSE YOUR CHALLENGE

UP FOR THE CHALLENGE BUT NOT SURE WHAT TO DO?

Here are some ideas on how you can raise some serious cancer-crushing cash. However you choose to move, get your mates to sponsor your efforts and see the life-saving pounds come rolling in.

1

MOVE IT MONTH



Push yourself to the limits and take part in a month-long exercise challenge. Exercise every day and get sponsored to help beat cancer. Run, squat, swim, cycle, you decide.

2

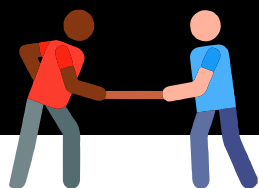
DARE TO ABSEIL



Adrenaline junkie or scared of heights? Set the bar high with a sponsored abseil. Find a local climbing centre to arrange your abseil and face your fear while getting payback on cancer.

3

TUG OF WAR



An old one but a good one. Get your friends, sports group or colleagues to team up and go head-to-head. Ask for a donation to take part and set a prize for the winning team.

4

MARATHON MISSION



A marathon doesn't have to mean running. Simply decide on an activity that will take you 26.2 miles. Football, table tennis or roller skating – anything goes.

CHOOSE YOUR CHALLENGE

5



OBSTACLE COURSE

Set-up the ultimate obstacle course for your friends and family and ask for a donation to take part. We're picturing tyre swings, mud pits and nets in your garden or local park. Check out our [risk assesment guide](#).

6

SKYDIVING



Face your fears and take your fundraising to new heights by doing a sponsored skydive. Book a slot at a nearby centre and ask your mates to donate to take your fundraising total sky high.

7



ZIP WIRE

One to get your adrenaline going. There are some amazing zip wire experiences around the UK to put your fears to the test. Each offer a different experience so do your research and find the challenge that is right for you.

SHARE YOUR STORY

Do you have a powerful reason for getting payback on cancer?

Your story could encourage more people to join the fight and Stand Up To Cancer.

Visit cruk.org.uk/share for more information.

JOIN AN ORGANISED CHALLENGE EVENT

We've also got a range of organised events available for adrenaline seekers. Take on one of these epic challenges and have the experience of a lifetime all in the name of raising cancer-crushing cash.

Ultra Adventures - See the world as you trek a famous route such as the Inca Trail or Machu Picchu, or take on the world's tallest freestanding mountain, Mount Kilimanjaro.

Ultra White Collar Boxing - Strike a blow against cancer as you step into the ring and learn to box with 8 weeks of free training.

Prudential Ride London-Surrey 100 - Experience iconic landmarks, epic climbs and an electric atmosphere as you cycle through fully closed roads from London to Surrey.

Great Wall of China Trek - Take on the Great Wall, climbing over 10,000 steps over the course of the week for a thrilling challenge of twists, turns and up and downs.

Tough Mudder - Get adrenaline highs on our ultimate obstacle course, designed to push you to your limits as you battle your way through mud pits, ice and tunnels.



RESEARCH THAT'S REWRITING THE RULES



PROF. SEB PERRIER

A MOLECULAR 'FREEZE RAY' TO BEAT SHAPESHIFTING CANCER CELLS

Cancer cells are shape shifters. They bend and twist to adapt to their surroundings, using this special ability to squeeze themselves into new locations, and to spread and grow elsewhere in the body. And if a cancer does manage to spread, it's usually much harder to treat.

One of our top scientists has been spying on cancer cells' behaviour and has pinpointed 14 genes that are behind this morphing power. Armed with this information, he's now working on ways to block or interfere with these genes – like a molecular freeze ray to trap the cancer cells in one shape.

Robbing cancer cells of their shape-shifting ability could help stop them from spreading around the body – boosting people's chance of beating their cancer.

PAY IN YOUR MONEY

Here are all the ways you can collect sponsorship online or pay in your money:



The quickest and easiest way to collect sponsorship is online, using your Giving Page. This was automatically set up when you signed up online - you can find the link in our first email to you.



Pay in online with a debit or credit card at standuptocancer.org.uk/payin



Call 0300 123 9024 to make a payment by credit or debit card.

Standard geographic charges from BT landlines will apply. Calls from other network operators and mobiles may cost more.

Every penny you raise for **Stand Up To Cancer** will fund life-saving research.



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IT'S PAYBACK TIME FOR THOSE YOU LOVE.

SU2C.ORG.UK

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