

**Celebrate 40 years of CancerCare  
by taking the plunge and raising  
funds!**

**DARE 2  
DIP**

**for CancerCare**



**DARE, DIP, DONATE, NOMINATE.**


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**Tag us in your #D2DforCancerCare**

 @cancercarenorthlancashireandsouthcumbria

 @cancercarecharity

 @cancercarelocal

 @cancercarenorthlancashireandsouthcumbria

**DARE<sup>2</sup>  
DIP**  
for CancerCare



# Dare2Dip

**Welcome to a brand new cold water challenge!**



**Dare2Dip is a fun new cold-water challenge with a very serious message... if you are feeling brave, read on!**

## **What is it?**

This year we are asking YOU to take the plunge and do something amazing by diving head first out of your comfort zone and into some VERY chilly water, all for CancerCare!

Whatever you fancy, whether it's a brisk bathe in a local lake or a paddle in the sea, take part in the Dare2Dip Challenge and join our community of cold-water enthusiasts who love nothing more than to get soaked and shivery for CancerCare. [Suggested donation of £10 or whatever you can afford.](#)

## **A challenge for everyone!**

We want Dare2Dip to be as inclusive as possible so we'll also be taking our cold-water therapy pod out and about across North Lancashire and South Cumbria to enable local people, businesses, schools and community groups to join the fun wherever they are!

## **Dare2Dip Open Day**

Join us at Slynedales on Thursday 1st June 5:30pm for a dip!

# A "Baltic" boost for your business!

Whether you are a business or sports club; what way to build team spirit by dunking them in a barrel of icy water!? If you would like to showcase your caring credentials to your local community, our fundraising team will bring the pod to your business or event with everything you'll need to help you have as much fun as possible, not to mention get that all important video for social media! We'll feature the best videos on our Facebook and Instagram pages to spread the word far and wide!



## Fundraising

This year marks CancerCare's 40th Anniversary. Over the last four decades, we have helped tens of thousands of people find the strength to face the future after the devastation of a cancer diagnosis or death of a loved one. It costs nearly £2m each year to provide free professional therapy to local people and more than 90% of this comes from public donations.

Join our Dare2Dip and we'll give you all the tools you'll need from sponsorship forms to Facebook pages to help you raise as much money as you can. People never know when they may need us and it's our aim to ensure we are always there when they do. [Suggested donation of £10 or whatever you can afford](#)

## Challenge your friends!

We're looking to spread the frosty fun as far and wide as possible to create a real sense of community on social media, so, we'll be inviting all those taking part to nominate friends, family, businesses and groups across the area to ensure we get as many people involved as possible... all the way from Morecambe to Millom.

## Supported by cold water therapy experts

The event is in partnership with Project Cold, an organisation that runs cold water swimming and therapy events across North Lancashire and beyond. Project Cold's "Dip a Day" campaign saw dozens of people take part in open water swimming challenges throughout March which raised over £5,500 with Gift Aid for CancerCare.



# Dare2Dip

## GOING SOLO!

You don't have to be a hardcore open water swimmer, super fit athlete or a member of a sports club to take part in Dare2Dip

We want it to be as inclusive a challenge as possible so whatever your limit from soaking your feet in a basin of icy water to paddling in the sea off Morecambe Prom, we'd love to hear from you!

Stuff you could do:

- Fill the kids' paddling pool and enjoy a cold drink in the sun
- Have a quick blast in a cold shower
- Go for a swim in a local lake or river

We'll also be setting up our cold water therapy pod at a special Dare2Dip Day at our Slynedaes centre on Wednesday 5th July from 4:30-6:30pm, if you wanted to come along and give it a try under the watchful eye of our team. The possibilities are endless but if you need some inspiration, give us a shout and we'll help you come up with something "cool" to try!



## COMMUNITY GROUPS

If you are a member of a local sports club, parish council, reading group or social circle, we'd love you to be involved and help showcase your place in the local community.

If you are planning any summer socials - from BBQ fun days to garden parties we'd love to bring our cold water therapy pod to your event to help you cool down!

You can also enjoy a bit of friendly rivalry and challenge your friends to taking on a dip!

As well as being great fun, we'll be featuring everyone who takes part on our website and social media so it's also a fantastic way to raise your profile across North Lancashire and South Cumbria.



# Dare2Dip

## SCHOOLS/YOUTH GROUPS

Everyone looks forward to the school summer fair for a bit of fun in the sun, and if you are looking for a new and imaginative way to subject your "favourite" teacher to a soaking, we have just the thing!

We'd love to bring our cold water pod to your school event to give pupils and parents the joy of seeing school staff get very wet and very cold for a good cause!

Similarly, for any youth sports clubs or Cubs, Scouts, Guides, Beavers and Rainbows planning their summer camps or fun days. We'd love to join you for an afternoon to help you get some friendly "revenge" on your coaches and group leaders!

Also if you have any wacky ideas of your own, our team of FUNdraisers are on hand to help you make it happen!

## BUSINESSES

What better way for a local business to show they care about their community than by dunking their staff in freezing cold water?!

Whatever the size of your organisation there are loads of opportunities for you to get involved, such as:

- Team building - if you are planning any away-days this summer, why not incorporate some cold water action. There are also numerous therapeutic benefits to cold water dips!
- Summer socials - we'd love to bring our cold water therapy pod to your summer BBQ to help you cool down!
- Staff challenges - introduce a bit of friendly rivalry into the team by voting for a colleague to get dunked by donating money per vote!

As well as being great fun, we'll be featuring everyone who takes part on our website and social media so it's also a fantastic way to raise your profile across North Lancashire and South Cumbria.





# How to Dip?

Be creative! The crazier the better!



Suggested donation of £10 or whatever you can afford



It is always special when our clients show their appreciation for the help they received from CancerCare by taking part in our events or raising money for us.

Ruth Hitchon first came to CancerCare in 2018 when her husband Brian was diagnosed with bowel cancer. Ruth was referred for counselling and Brian also received complementary therapy. However, sadly, Brian's condition worsened and they received the devastating news that his cancer had spread and was untreatable.

"This was absolutely devastating for us as a family and was even harder going into a pandemic when Covid-19 hit. This was a very hard time as we were told Brian was terminal just two weeks after my daughter Emily gave birth to our grandchild," said Ruth. CancerCare supported Ruth after Brian sadly passed away in 2021 and then she returned to us in 2022 when she was diagnosed with breast cancer.

"I was really struggling with my own diagnosis knowing that my husband wasn't there to support me. I realised I needed support because I was finding it very difficult to process and felt extremely overwhelmed by it all.

"The support I received from CancerCare was outstanding and it was a safe place for me to offload my emotions and feelings by speaking to a counsellor. It always made me feel a lot more positive," said Ruth.

Ruth and daughter Emily decided to say "thank you" for the support we gave to her family by joining the Project Cold "Dip a Day in March" which saw dozens of people across the area immersing themselves in cold water to raise more than £4,000.

"We came across Project Cold's page on Instagram and saw they were working with CancerCare to raise money for the charity's 40th anniversary and we wanted to get involved and give something back for the amazing support we had received," said Ruth.

"Our advice to anyone considering taking part in cold water dipping is don't hesitate and just go for it! We can guarantee that after the first initial shock you will feel fabulous. Jefferson and Rick at Project Cold do a great job making you feel welcome and the group is very supportive and friendly!"

The Hitchons have well and truly been bitten by the fundraising bug and will be swapping cold for hot (very hot!) when they join us for our Sahara Desert Trek challenge next year!





## What equipment do I need?

Cold water therapy is a fantastic way to immerse yourself in nature, exercise your body and mind, and explore new areas. There are some key pieces of equipment that you need to ensure you stay safe, visible and warm when swimming in open water.

Whilst this list is not exhaustive, there may also be occasions when you can dip with less equipment, however, the following items are what we consider essential items for people new to a wild dip!

- Wetsuit
- Goggles
- Swim Cap/ Hat
- Buoy/Tow Float
- Robe/Towel
- Skin Glide
- Gloves
- Boots

The swimming cap or hat is always a good idea to keep your head warm. Wear a brightly coloured one, the more that can be seen above the water, the better. In the winter, you can get neoprene ones with a strap to go under your chin.

Any old towel will do, but a light microfibre towel is brilliant. They dry in no time and take up very little space in your bag. Bring some clothes to quickly change into as soon as possible after your dip.

We don't recommend dipping alone, but a plastic whistle is a great piece of equipment to take to attract attention if needed.

# Collecting Sponsorship



## JustGiving

Below is your personalised sponsor form but why not try using JustGiving.com too? It's easy, secure, helps you to spread the word further about what you're doing and it's less hassle for you as there's no cash to be collected after the event!

All you need to do is visit

<https://www.justgiving.com/campaign/Dare2Dip> and click

'Fundraise for us' or scan the QR code!

[Suggested donation of £10 or whatever you can afford](#)



Once you've done that, it's really simple to get started:

1. If you're new to JustGiving, enter your email address, fill in your details and create a password
  2. Choose your event (Dare2Dip) and click 'Select'
  3. Choose a web address for your fundraising page and click 'Create your page'
  4. Go to your account and personalise your page with a message, image and target
- If you need any help please feel free to contact the Fundraising Team at CancerCare on 01524 381 820 or [fundraising@cancercare.org.uk](mailto:fundraising@cancercare.org.uk)

## Employer Match Funding

Do you work for a company that offers match funding to employees who take part in fundraising challenges? Why not ask your employer if they can double whatever sponsorship you raise? It's definitely worth the ask!

# Collecting Sponsorship



## Gift Aid

Anyone who sponsors you and is a UK taxpayer can 'gift-aid' their donation by giving us permission to reclaim the tax they have paid on their donation from the government.

This means donations could be worth an extra 25% to us at no extra cost to the donor. So for every £10 donated, we receive £12.50!

To be eligible for Gift Aid, make sure your sponsors write their full name, home address and postcode and tick the 'Gift Aid' box on your sponsor form. See example below:

Full Name	Full Postal Address	Amount	Gift Aid It*
Joe Bloggs	12 Puddle Lane, Kendal, LA9 9PX	£10	✓

As soon as your challenge is complete please return your sponsor form and money to:  
Dare2Dip, CancerCare, Slynedales, Slyne Road, Lancaster LA2 6ST

Alternatively, you can drop it into one of our centres:

Slynedales, Slyne Road, Lancaster, LA2 6ST

Lakes Centre, Blackhall Road, Kendal, LA9 4BT.

76 Duke St, Barrow-in-Furness LA14 1RX

34 Northumberland St, Morecambe LA4 4AY

Cheques should be made payable to 'CancerCare'. Please do not send cash through the post.

# Please sponsor

## For the Dare2Dip Challenge



**If you are a UK taxpayer, Gift Aid can make your donation worth even more. For every £1 you give, CancerCare receives an extra 25p from the government.**

\*I am a UK taxpayer and I would like CancerCare to claim Gift Aid on this donation and all donations hereafter until I notify them otherwise. I understand that if I pay less Income Tax/or Capital Gains Tax than the amount of my Gift Aid claimed on all my donations in that tax year it is my responsibility to pay the difference. Suggested donation of £10 or whatever you can afford

*giftaid it*

Full Name	Full Home Address	Post Code	Gift Aid*	Sponsorship Amount	Date Collected
Joe Smith	My house, my street, my town	PO5 1CD	✓	£20.00	01/01/21

By providing us with your personal data, you consent to our privacy policy, available at [www.cancercare.org.uk](http://www.cancercare.org.uk)





# About CancerCare



CancerCare is an independent charity which has been providing free professional therapy to people dealing with the effects of cancer and bereavement for almost 40 years.

We have centres in Lancaster, Kendal, Morecambe and Barrow and offer a wide variety of services including one-to-one counselling, complementary treatments such as reflexology and aromatherapy, and creative and physical therapy groups including yoga.

CancerCare has a dedicated service for children and young people with specially trained counsellors who provide support for children bereaved for any reason, not just as a result of cancer. We also run a weekly young people's peer support group and provide a full range of activities during school holidays.

Every year we help thousands of people across the Morecambe Bay area cope with the devastating impact of cancer and bereavement.

Just over 90% of the income we need to help these people comes from fundraising and generous donations from local people who recognise how vital the services we provide are. Every penny of sponsorship that you raise by participating in the Dare2Dip will help to make a real difference to the lives of many local families whose lives have been turned upside down. Thank you!

# Terms & Conditions

**Keeping you safe is our top priority! Please have a read over our Terms and Conditions which we feel each participant should be aware of when taking on this challenge for CancerCare.**

1. The challenge is entirely at your own risk, so please assess your ability and safety before you take part. CancerCare shall not be liable for any injury, damage or loss to you or your property.
2. Please note that when borrowing CancerCare's Pod it needs to be returned in full working order with no damage. Participants will be liable for any damage caused and associated costs.
3. We do not advise undertaking an open water swim unsupervised. Please make sure you don't take on this challenge alone and remember 'safety in numbers'... plus it's more fun!
4. Please make sure you wear appropriate clothing and have lots of warm clothing for after your challenge and a warm drink – please see our recommended kit list for more details. Always take your mobile phone.
5. If you have underlying health conditions (i.e. heart disease, asthma, lung conditions) or any other medical conditions that might be affected by exposure to cold water, or if you are pregnant, then please seek medical advice before taking on the challenge.
6. Do not take part in the challenge under the influence of drugs or alcohol.
7. We do not recommend anyone under the age of 18 participate in the challenge unless supervised by an adult.
8. If you feel unwell, disorientated, or dizzy please seek medical attention immediately. Entering cold water can cause 'cold water shock' – we recommend reading this article for more information - <https://rnli.org/safety/know-the-risks/cold-water-shock> and <https://outdoorswimmer.com/featured/swimming-in-cold-water-a-guide-to-temperature/>
9. Never go beyond your comfort zone. If 30 seconds immersion daily is too much, start small and build up to a level that you can tolerate.
10. Be safe and check local advice when choosing where to swim. Check local conditions, tides, and RNLI reports. You are responsible for choosing a safe location and accessing your own ability. Choosing somewhere you are familiar with and can exit the water quickly is recommended. If you choose to swim in open water against our advice, ensure you are with someone qualified to ensure your safety and remember, if open water swimming other vehicles and boats may be using the water too. Wear bright colours so you are easy to see. We recommend that you plan your dip in daylight hours and avoid swimming in the dark. For further reading and guidance please visit on outdoor swimming please visit - <https://www.outdoorswimmingsociety.com/tips-on-winter-swimming/>
11. If swimming outdoors please consider and check the weather, be aware of quicksand, pollution, water quality, tide times and stay in depth.
12. In a coastal emergency, call 999.

Suggested donation of £10 or whatever you can afford