



Fundraising and Information Pack

Henry's Story



A Community Fundraising success for Henry!

In 2019, Henry Clark and his wife decided to start learning some new skills so enrolled on a barbering course. Whilst doing this his wife noticed he had a large mole on his neck that had previously been a freckle. Henry was urged to get this checked out at the doctors, which then led to his diagnosis of Melanoma.

Henry then had 4 surgeries remove affected tissue around the area as well as ease some of his painful scars. On 23rd December, Henry was informed that the cancer had returned at stage 3, and had spread to his lymph nodes. Henry underwent a huge reconstructive procedure and a skin graft.

Having felt overwhelmed with the affect his cancer journey was having on him, Henry got in touch with us at CancerCare looking for some support. We were able to provide Henry with some complementary counselling with Helen, who Henry developed a strong connection with, and it was a space for him to talk freely about his worries and concerns.

CancerCare offered support to Henry, his wife, his children and other family members, as we know that a cancer diagnosis affects family, and friends as well. Once Henry was cancer free, healed enough physically and discharged from treatment, he decided he wanted to pay something back to CancerCare. We were so thrilled when Henry got in touch to say he was going to climb Mount Snowdown with some friends and colleagues to raise money for us. They did the climb in the pouring rain and smashed their target, raising an amazing £1,400 (including GiftAid).

Thank you Henry. By fundraising, CancerCare can continue to support those affected by cancer or bereavement.

Going Solo



You don't have to be a hardcore walker, super fit athlete or a member of a sports club to take part in our Every Step Counts challenge! We would love everyone to try this challenge, you can take on 1 walk or all 12! We have planned 12 walks across our geographical patch for you to enjoy. You can choose to do as many walks as you like, at a time to suit you. If you complete 3 walks you will receive a bronze certificate, 8 walks, a silver certificate and all 12 walks, a gold certificate. On three of the routes an electric Trampler is available to book in advance.



Community Groups & Schools



If you are a member of a local sports club, Cubs, Scouts, Guides, Beavers, Rainbows, Parish Council, Reading Group or Social Circles, we'd love you to be involved. You can also enjoy a bit of friendly rivalry and challenge your friends to taking on this challenge.

Businesses



The campaign 'Every Step Counts' aim is to raise £10,000 for CancerCare. The challenge is all about taking time out of our busy lives, to enjoy the beauty of nature and to explore the breath-taking Bay landscape. What better way for a local business to show they care about their community than taking on this challenge, which will take us one step closer to being there for people in our community who need us the most.

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

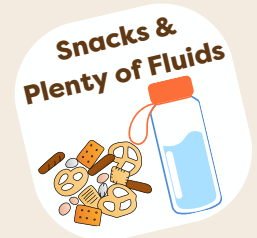
- Team building - if you are planning any away-days this summer, why not incorporate one of our 12 walks? Maybe even one per month. There are numerous therapeutic benefits to walking and talking as a group.
- Summer socials - take on one of our 12 walks with an added bonus of not needing to think about where to go or what to do as we have planned the walk and route for you.
- Staff challenges - introduce a bit of friendly rivalry to the team with our walks; who can complete all 12 walks in the quickest time, fastest pace, best photo with your bird or best scenic photo.

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.



What equipment do I need?

This challenge 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 you walk. As this challenge is annual and you can walk in any season this equipment list is an example of what you may find useful. Whilst this list is not exhaustive, there may also be occasions where you can walk with less equipment.



Fundraise For Us

All fundraising is greatly appreciated and 100% of your fundraising goes directly to CancerCare, supporting YOUR local community. To set up a JustGiving Page to fundraise on your challenge you can do so here: <https://www.justgiving.com/campaign/cancercare-everystepcounts>.

What do I do after I have completed a walk?

- Send us your fantastic photos from your walk and let us know how you found it! We would love to hear updates from you. Send your photos to us at: fundraising@cancercare.org.uk or tag them on social media with #EveryStepCountsCancerCare
- After you have completed your first 3 walks let the fundraising team know so we can congratulate you and send you your bronze certificate. After 8 walks, again let us know, so we can send you your silver certificate and finally after you have completed all 12 walks so we can send you a virtual high five and that glorious gold certificate to proud display.
- After you have completed The Every Step Counts Challenge we would love to hear your feedback so keep in touch. If you have raised any offline sponsorship or would like a collection bucket please let us know and we will be more than happy to help.

Every Step Counts Walking Challenge!

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 www.justgiving.com/cancercare and click 'Fundraise for us'.

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 (Every Step Counts Virtual Walking Challenge) 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.

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!

Companies that already match-fund donations include:

Barclays Bank, BAE Systems, Boots, GlaxoSmithKline, Heinz, Lloyds Bank & Marks & Spencer.

Every Step Counts Walking Challenge!

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	✓

Please return your sponsor form & collected sponsor money by 31st March 2025 or as soon as you have completed your walks to:

Every Step Counts, 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 Every Step Counts 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.

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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

Every Step Counts Walking Challenge!

Terms & Conditions

CHALLENGE FEE

The cost of this challenge is £15.00 and is non-refundable and non-transferrable. Everyone who signs up will receive a walkers booklet, a hand made bird and certificate(s) via email on completion. If you would like more than one bird / booklet, then a person / family needs to pay an additional £15.00. 100% of the money generated through this challenge will go directly to CancerCare and supporting people in our community.

REGISTRATION

All participants must register to take part by signing up online via Try Booking or completing a paper registration form at one of our centres.

CLOSING DATE

This is an annual challenge and you can sign up anytime, up and until April 2025. You can take part in the walks in any order at a time to suit you.

MEDICAL CONDITIONS AND WALKERS SAFETY

It is your responsibility to make sure you are fit to complete the walks. CancerCare does not take any responsibility for your safety or belongings on the walk. If you are in any doubt, please consult your GP.

PHOTOGRAPHS

Please send all photographs to fundraising@cancercare.org.uk for this event. By submitting your photographs you agree that we can use these photos for promotional purposes by CancerCare. If you don't want us to share your photos that is absolutely fine, please just let us know, but we would love to see the images on the walks with the birds.

DOGS

Dogs are allowed on the majority of the walks at the participants' own risk and must be kept on a lead where specified.

ENVIRONMENT

Please respect the environment by keeping to paths, always take your rubbish with you, clean up after your dogs and use the closing gates appropriately.

