



Fundraising and Information Pack

Sheila's Story

Sheila, 85, makes every step count for CancerCare!

Sheila Mason is one keen walker taking part in Every Step Counts.

Sheila, 85, regularly heads out on solo expeditions and is a member of the outdoor club K Fellfarers.

"I've always loved the fresh air and exercise," Sheila says. "Staying active is the most important thing in life, whether you've had cancer or not."

Sheila was diagnosed with Non-Hodgkin lymphoma 15 years ago. She learnt she had the disease after a second operation on a melanoma on her knee.



Sheila recalls the moment she received the diagnosis: "He said that while the melanoma hadn't spread, I did have something called Non-Hodgkin lymphoma. I chose not to have treatment at the time. The doctor said to me that I should get on with enjoying my life. I fully took that advice and now I do just that!"

Sheila is a long-term supporter of CancerCare and she is one of our most consistent crafters. She creates a range of seasonal items for CancerCare to sell during the year, including bunnies, winter hats, festive gonks, doves and aprons.

Sheila first spotted CancerCare's Every Step Counts challenge advertised in our Kendal centre. Every Step Counts is a family-friendly walking challenge which is all about taking time out of our busy lives to explore the breath-taking landscape in and around the local area.

Sheila has completed some walks solo and she also has friends looking to tag along on her upcoming adventures. She has currently raised £500 for her efforts. Sheila takes her handmade bird, Chirpy, along with her on her walks. No two knitted birds are the same and each one has been lovingly crafted by CancerCare volunteers.

When asked how she stays active into her 80s, Sheila says: "Even when I feel a bit lonely or down, I would walk down to the shop just to see people. I've always tried to keep my life as normal as possible as I've gotten older. When you're on your own you've got to be positive. I have my family if I need them, but I also try to look after myself the very best I can."

Going Solo



Every Step Counts is the ideal challenge for the solo walker. Whether you're trying out a pair of walking boots for the very first time or you're a seasoned hiker with all 214 Wainwrights in the bag, Every Step Counts provides the perfect list of glorious walks to work through at your own pace. If you're really up for a test, you could even try running the routes.

We've 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 that suits you. If you complete three walks you will receive a bronze certificate, eight walks and a silver certificate will make its way to you and all 12 walks, a gold certificate. On three of the routes an electric tramper is available to book in advance.



Community Groups and Schools

If you're a member of a local sports club, Cubs, Scouts, Guides, Beavers, Rainbows, parish council, reading group or social circle, consider recruiting a few friends up to Every Step Counts. Enjoy a bit of friendly rivalry! You can request that your handmade birdie is crafted out of your group's colours, too!



Businesses

Whatever the size of your organisation there are loads of opportunities for you to get involved in Every Step Counts:

- Team building - if you're planning any away-days this summer, why not incorporate one of the 12 walks?
- Mental health meet-ups - there are numerous therapeutic benefits to walking and talking as a group. Take an hour or two out of the schedule to hike a route.
- Summer socials - take on one of the walks with an added bonus of not needing to think about where to go or what to do as it's all planned 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?

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.



Equipment list

There are some key pieces of equipment that you need to ensure you stay safe, visible and warm when you walk. This challenge is annual and you can walk in any season and weather. 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 photos from your walk and let us know how you found it! Send your photos to us at: fundraising@cancercare.org.uk or tag us on social media using the hashtag #EveryStepCountsCancerCare
- After you have completed three walks let the fundraising team know so we can congratulate you and send you your bronze certificate. After eight walks, again let us know, so we can send you your silver certificate. Finally, after you have completed all 12 walks, we can send you a virtual high five and that gold certificate to proud display.
- After you have completed The Every Step Counts Challenge we would love to hear for your reasons for participating, so do 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 and 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 and collected sponsor money 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

There is a £15.00 sign-up fee to take part in this challenge. Everyone who signs up will receive a walkers booklet, a handmade bird and certificate(s) via email on completion. Each addition pack costs £15.00 (booklet and bird) or an additional bird costs £5. 100% of the money generated through this challenge will go directly to CancerCare North Lancashire & South Cumbria.

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

There is no end date to this challenge you can sign up all year round. 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.

