



CancerCare

Fundraising Pack

Your essential guide on fundraising for CancerCare

No one knows when they may need our help

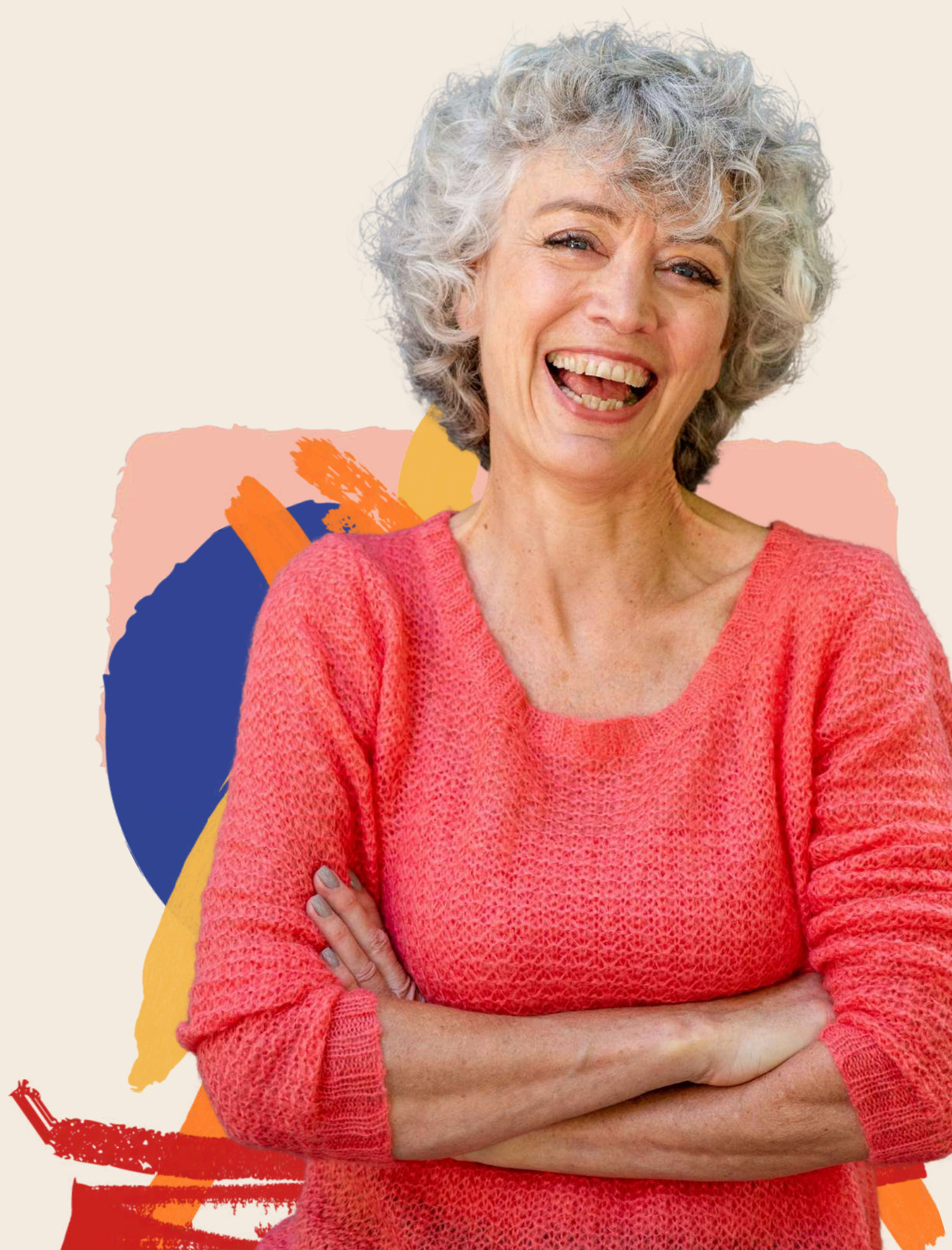
From humble beginnings in a Lancaster community centre, CancerCare has grown hugely over the last 40 years to meet the needs of the community we serve.

We provide a vast array of services for local people. These are tailor-made to meet individual needs, whether that is via professional one-to-one counselling, through the creative escape of an art class or the collective experience of joining one of our support groups.

However, these services come at a cost. Whilst we provide them free of charge to our clients, it costs us approx £150,000* each month to run our centres, pay our therapists and provide our outreach services in the community.

More than 90% of the money we need comes from public donations, fundraising events and the kind people who leave gifts for us in their Wills. Without this support we simply wouldn't be here. No one knows when they might need our help and if you would like to help us continue to be there for our community and those you love, whenever the need arises, please read on see how you can make a difference.

*Refers to period between
2023 - 2024



Fundraise for us

From bake-offs to boot sales, head shaves to sky dives. Our fundraisers go to extraordinary lengths to ensure we have the money we need to help our local communities, and we love you all!

If you have an idea, no matter how small, for a fundraising event we can help you turn it into reality. Our fundraising team have years of experience and will be there every step of the way to equip you with everything you'll need to make it a success, from guidance on how to run your fundraiser to sponsorship forms and Facebook pages!



Let your imagination run wild!

More than 90% of the money we need to continue to run our services and ensure our doors are always open for those going through unimaginably tough times comes from amazing people - like you! But what can you do to support CancerCare? Read on to find out more!

Get active

Do a sponsored run, walk, bike ride, scooter or even skydive!

Raise some dough

Bake and sell your homemade cookies or cakes!

Get creative

Sell your artwork, have a read-a-thon or wear crazy hair for CancerCare!

Get online

Host an open mic night, murder mystery quiz, movie night, dinner party or dog show, or come up with your own fundraising challenge!

Whatever you do...

Fill up a swear jar, hold a sponsored silence, do a scavenger hunt, give up takeaways or chocolate for a month and donate the money you save. Wax your hairy partner, plan a sponsored walk or have a clear-out and host a tabletop sale.

Whatever you do, make sure you let us know so we can share it on our social media channels!

#cancercare



Turn your idea into reality!

1

Set your challenge

Make a plan. What are you doing? How are you doing it? How long are you doing it for?

2

Set your target

Any amount of money you raise for us makes a huge difference.

3

Set up JustGiving

Set up a fundraising page so people know how to support you. See page 10 if you need help with this.

4

Spread the word

Tell your friends, family, colleagues and the CancerCare team that you are raising money for us.





5

Get started

You're now ready; you'll be making a huge difference to the lives of local people!

6

Submit your money

You can return it through the post, online, on the phone or at a centre in person.

7

Hit your target

That's it - you've smashed it. Time for you to celebrate!



The difference your donation makes

£5

Could provide the materials
needed to make a memory box
with a child who has lost
someone they love

£10

Could cover the cost of
volunteer transport to pick up
a client who is too poorly to
drive themselves to the centre

£15

Helps to cover the cost of
buying milk to welcome our
guests with a cup of tea or
coffee for one whole week



£30

Could cover one
aromatherapy
session

£55

Could cover a two-hour
group therapy session

£100

Could cover the cost of three
counselling sessions for a
client who is coping with the
affects of cancer or
bereavement

Online Sponsorship: A how to guide

The two most popular ways to collect sponsorship online are via JustGiving and Facebook Fundraising. The money comes directly to CancerCare meaning your contribution can be put to good use straight away.

JustGiving™

Go to www.justgiving.com/cancercare

1. Click 'Fundraise for Us'
2. If you're new to JustGiving, enter your email address, fill in your details and choose a password.
3. Select the most relevant option or click 'Personal Challenge' if you're planning your own fundraising activity!
4. Click 'Create Your Page' and edit your page with your 'story', a fundraising target and an image.
5. Share your page on social media to start collecting that all-important sponsorship!

facebook

Go to www.facebook.com/fund/CancerCareCharity

1. Log in to your Facebook account
2. Set a target for your fundraiser. You can always increase this if you hit the target quickly!
3. Set an end date for your fundraising page.
4. Enter a descriptive title for your fundraiser and tell your friends what you are doing to raise money and why.
5. Choose an eye-catching cover photo for your fundraiser - maybe a photo of yourself!
6. Click 'Create' and share with your friends and family to maximise awareness and smash your targets!



Tell the world

Local media

Why not contact the local press to tell them about your fundraising efforts? They love uplifting stories about local good causes like CancerCare. If you're contacting a newspaper or website, remember to send them a great photo too

The CancerCare team would also be happy to chat to you about your fundraiser to create a story for our own social media channels and marketing materials. You can get in touch with our dedicated marketing team via email: marketing@cancercare.org.uk

Here are some contacts to get you started

- Lancaster Guardian - guardian@jpress.co.uk
- The Visitor - visitor@jpress.co.uk
- The Westmorland Gazette - newsdesk@kendal.newsquest.co.uk
- The Mail - news.em@newsquest.co.uk
- Beyond Radio - studio@beyondradio.co.uk
- Cando FM - contact@candofm.co.uk
- BBC Radio Lancashire - lancashire@bbc.co.uk
- BBC Cumbria - radiocumbria@bbc.co.uk
- BBC North West Tonight - nwt@bbc.co.uk

Social media

Promoting on social media is fast, free and a great way to let others know about what you're doing! Post photos, updates and your JustGiving link on your social media pages for all your friends to see. Don't forget to tag us so that we can share some of your posts too.



@CancerCareCharity



@CancerCareLocal



@CancerCareCharity



**@CancerCareNorth
LancashireandSouthCumbria**

Make your money go further

We want to help you smash your fundraising target and raise as much money as possible in support of local families affected by cancer and bereavement. Here are some really easy ways to boost your fundraising.

Gift Aid

If your supporters are UK taxpayers, they can boost their donation by 25% at no extra cost to them! This makes a huge difference to us, so please do encourage your taxpaying donors to fill in their full name, home address (including postcode) and tick the 'Gift Aid' box on your sponsorship form (or on your JustGiving page).

Matched funding

Lots of employers have schemes where they can match sponsorship for good causes. Remind them that it's tax efficient for them and they will be supporting local families affected by cancer. You could double your money so it's definitely worth the ask. If they are able to do so, please let our fundraising team know so they can look out for it.

Little extras

There are lots of other things you can do to help you reach your fundraising target. For example, if you're collecting sponsorship for a bike ride, you could hold a cake sale at work in the weeks leading up to the big day. Speak to the CancerCare fundraising team for more ideas.

The legal stuff, and useful tips

If you're holding your fundraising activity in a public place, you must get permission first, either from the property owner or the local authority.

Photos

If you're planning to take photos of other people at your event, please make attendees aware. You can mention this on your posters/flyers/publicity information and/or on a display sign at your event.

First aid

If you're planning an event that will involve lots of people, make sure you have appropriate first aid support. The CancerCare fundraising team can advise on this.

Insurance

If your event will involve the general public, it's important to have Public Liability Insurance in place. Check first if your venue already has this (as this will often be the case). If you're holding an event at home or on private property check that your insurance covers this too. Unfortunately, CancerCare's Public Liability Insurance does not cover events organised by our supporters.

Public collections and raffles

If you are planning an event that involves collecting funds in public or planning a raffle as part of your fundraising, please speak to the CancerCare fundraising team first as you may need a license. You can also request collection tins or buckets from our team.

Under 18s

If you're aged under 18, you'll need to get permission from a parent or guardian in order to raise money for CancerCare.



Fundraising with food

To keep everyone safe, check the Food Standards Agency guidelines on preparing, handling, cooking and storing food at food.gov.uk

Data protection

Only collect information that you need. Keep it safe, do not share it and only keep it for as long as you need. After that, make sure you dispose of the information safely, by shredding paper copies and/or deleting electronic files. The fundraising team can advise on this too.

Sending money to us

By post

Make your cheque payable to CancerCare and post to: CancerCare, Slynedales, Slyne Road, Lancaster, LA2 6ST

Online

Visit www.cancercare.org.uk and click the 'Donate Now' button to pay in, then send us your sponsorship forms by post.

Over the phone

Give us a call on 01524 381820 Monday to Friday from 9am to 5pm and pay in using your debit or credit card.

Come and see us

You're always welcome to visit any of our four centres to deliver your fundraising money in person, or just pop in so we can share a picture of what you're up to. It's best to give us a call first so that we can make sure a member of our team is free to meet you and say thank you in person! We can also arrange for photographs to be taken in celebration of your achievement.

JustGiving

If you have set up a fundraising page at www.justgiving.com/cancercare, the funds raised will be sent to us by them.

Start making a difference!

You're good to go! Let us know what you're up to and ask us if you need any help.

Email: fundraising@cancercare.org.uk

Website: www.cancercare.org.uk

Our Centres

Lancaster 01524 381820
Slynedales, Slyne Road, LA2 6ST

Morecambe 01524 381820
34 Northumberland Street, LA4 4AY

Kendal 01539 735800
Lakes Centre, Blackhall Road, LA9 4BT

Barrow 01229 836926
76 Duke Street, LA14 1RX

CancerCare

Registered Charity Number: 1120048



Registered with
FUNDRAISING
REGULATOR