



# Together Against Cancer

## FUNDRAISING GUIDE



Together  
Against  
Cancer

# THANK YOU FOR SUPPORTING US

At Together Against Cancer, we know we can support everybody with cancer through our services. For some, it may be a friendly voice at the end of the phone, for others they may feel more confident and empowered by attending one of our wellbeing events or using our complementary therapies alongside conventional treatment.

This guide is full of ideas and helpful advice about how you can fundraise for TAC to help people living with cancer.

If you need any more help, we are always available by phone or email so please get in touch.

Email: [fundraising@togetheragainstcancer.org.uk](mailto:fundraising@togetheragainstcancer.org.uk)

Telephone: 0116 246 0195



# FUND, FUND AND FUND

All our services are free of charge to people living with cancer. Without vital funding we CANNOT support over 4,000 visitors per year to our Wellness Centre.

## £5 FUNDS

a 20-minute phone call from a desperate carer, a frightened newly diagnosed person or someone whose cancer was returned. Funding a call can change a life.

## £10 FUNDS

20-minutes of Scar Therapy, addressing the physical or mental trauma of cancer surgery and aggressive treatments. Reduce someone's pain and increase their confidence.

## £20 FUNDS

a one-to-one session of counselling or coaching to help people emotionally, physically and to empower them to take their life back. You can positively change a life.

## £25 FUNDS

a complementary therapist to visit someone living with cancer in their home, who for medical reasons is unable to visit our centre. Give a lifeline to the housebound.

## £35 FUNDS

a full day wellbeing workshop at the TAC Wellness Centre for a person with cancer. Being well with cancer is life changing. Give a person tools to enhance their wellbeing.

## £50 FUNDS ★

a cooking session to be filmed for the TAC Healing Hub (online support where 1000s of people can view educational videos on making healthy smoothies, breakfasts, main meals and desserts.) You will be encouraging people living with cancer to make healthier choices.

## £500 FUNDS ★★

a wellbeing workshop day in the Wellness Centre for 15 people. Developing knowledge and learning tools to empower and build their resilience.

## £1,500 FUNDS ★★★

a year of yoga, one session every week. This gentle exercise will help to reduce pain, stress, and inflammation to support healing.

## £4,000 FUNDS ★★★★★

a wellbeing coach to provide four sessions every week for a year. Providing over 190 individual sessions to people with cancer helping them to stay positive and optimistic.

## £7,000 FUNDS ★★★★★★

a complementary therapist at our centre for two days a week for a year. We offer many therapies helping 100s of people suffering emotional and physical effects of cancer such as: Oncology Massage, Scar Therapy, Reflexology or Reiki.

# SUCCESS, SUCCESS AND SUCCESS

From running a marathon to holding a curry night, there are so many ways in which you can successfully support Together Against Cancer, here are 5 steps to success:

## 1. Decide what to do

There's a fundraising event for everyone, but the hardest part of fundraising can be deciding what to do. Some people prefer to fundraise alone, whilst others love to fundraise as part of a group. Ask yourself - what are you good at? How can you challenge yourself? Is there something you've always wanted to try, but haven't?

For inspiration and ideas look at page 5.

## 2. Plan, plan and plan

Even simple events need planning and preparation. The more planning you do, the easier the event will be. Think about how you will fundraise - will you charge an entrance fee for the event? Find sponsors for an activity you are doing? Or will you raise funds by selling things such as snacks/drinks etc? Now is the time to set up your JustGiving page to collect online donations. If you receive any cash, you can add this to the final total as offline donations.

## 3. Get support

Ask your local shops, pubs and restaurants if they can donate items or vouchers as prizes for a raffle, quiz or auction. There's some great advice about how to approach businesses for donations here: <http://knowhownonprofit.org/how-to/how-to-approach-local-businesses-for-donations>. Most businesses are happy to help as it's good marketing for them, but don't be disappointed or knocked back if it's a no, just thank them and try somewhere else. You may need a Letter of Authorisation if you approach a business, please speak to us and we will produce one for you.

## 4. Getting the word out

Once you have everything planned, it's time to drum up interest amongst friends, family, colleagues, clubs and organisations you are involved with. The more people you tell, the more donations you are likely to get. Share your fundraiser and/or online JustGiving page on social media. If you want to go big, then contact your local newspaper or radio as they may like to run a feature about your event or activity. We can help you with writing an editorial or include your event on our social media.

## 5. Pay in funds

There are various ways to pay in your money. Further information on page 12.

## ★★★ Congratulations ★★★

All your hard work and dedication has paid off, you've paid your money in and now is the time to congratulate yourself. Don't forget to update your fundraising page on JustGiving, so all those who supported your fundraiser can see how it went.

We want to thank you and your helpers too, so please let us know what you did. We want to promote the wonderful work you and your helpers did and the lives you will have impacted. We will also send you a certificate of fundraising for your office or place of work or simply to show people, so please don't forget to tell us all about your amazing event.



# Fundraising Ideas

Afternoon tea  
Antiques fair  
Arts and crafts stall  
Auction  
BBQ  
Battle of the Bands  
Book sale  
Bingo  
Bring and buy  
Bake sale  
Coffee morning  
Concert  
Carol singing  
Competition  
Dance event  
Darts tournament  
Dog-walking  
Dress down day  
Eighties night  
Exhibition  
Expert talk  
Fashion show  
Football tournament  
Fancy dress

Film night  
Games night  
Gardening  
Give something up  
Head-shaving  
Hair braiding  
International food night  
Italian evening  
Jazz night  
Jewellery-making  
Jumble sale  
Karaoke night  
Kite-flying day  
Late night walk  
Line dancing  
Masquerade ball  
Murder mystery  
Non-uniform day  
Nearly-new sale  
Obstacle course  
Odd jobs for donations  
Old clothes sale  
Plant sale  
Pub games night

Quiz night  
Race night  
Recipe book sale  
Raffle  
Rugby sweepstake  
School sports day  
Scrabble tournament  
Skydiving  
Swear box  
Sponsored silence  
Tombola  
Treasure hunt  
Talent competition  
Valet service  
Variety show  
Vegetarian or Vegan night  
'Who's the baby?' photo quiz  
Wine tasting  
Word search  
X-Factor party  
Xmas fayre  
Yoga marathon  
Zumbathon





# TOP TIPS, TOP TIPS AND TOP TIPS

- **Ask your employer:** Ask your company if it has a matched-giving scheme, which means it'll match your fundraising pound for pound. And don't forget to involve your workmates in your fundraising activities.
- **Set a Target:** Try setting yourself a fundraising target. It's easier if you divide your fundraising target and work towards an amount each month instead of one big sum.
- **Don't give up:** Persistence really pays off! There's nothing wrong with sending out reminders a couple of weeks after your first request for donations. Keep people updated with how your preparations are going and get everyone involved.
- **Safe and legal:** You will be responsible for your own fundraising event, so have a look at our tips on keeping your event safe and legal.

**“This is the most wonderful space for anyone living with a cancer diagnosis, or caring for someone with cancer.. it is incredibly welcoming, as is every person you meet there, full of knowledge, inspiration and care”**



# PLAN, PLAN, AND PLAN



## What?

- What will your fundraising event be? Pick something you enjoy doing.
- Check out the A-Z of ideas on page 5.
- Keep it simple, especially if this is your first fundraiser.
- Set a date and/or time - you might do an event over several days.
- If you are hiring space for an event, ask for a charity discount or if they will donate the space to your fundraiser.
- Look at multi-level fundraising to maximise the money you raise. If you are holding a fashion show and charging admission, host a raffle or sell table space to a few businesses that fit the theme of your fundraiser.
- Check if your employer offers match-funding as this could double what you raise.

## Where?

- Will your fundraiser be indoors or outdoors?
- Do you need to hire a venue and if you do, can you negotiate a charity discount or get it for free?
- Make sure the venue is easy to access and has sufficient parking. Can it be accessed by public transport?
- Check the venue's public liability insurance and make sure it covers the owner's liability risks.

## When?

- Avoid clashes with bank holidays, local and national events
- Allow enough time to plan the event and prepare everything you might need to make it a success.

## Who?

- Think about who might help you to organise the event
- Don't be afraid to ask friends and family for their help, especially if they have skills that would come in useful
- Do you know anyone with great social media skills?
- Do you know anyone with connections to local media (Radio or Newspapers)?
- Ask for help on social media, local community, or local support groups. Remember, many hands make light work.

## Why?

- Tell everyone you are fundraising for Together Against Cancer
- Let them know about what we do and how valuable their support is.

# GET SUPPORT, GET SUPPORT AND GET SUPPORT

- Depending on the type of fundraiser you plan to do, you might want to ask for support from local businesses, pubs, restaurants etc.
- If you are including a raffle, don't be shy about asking for raffle prizes.
- You will need to be able to talk about what Together Against Cancer do and what you are fundraising for. For example, general funds to cover charity expenses, or specific areas such as complementary therapies etc.
- Look at your support connections: work, family, friends, local neighbourhood groups, your extended network and social media.
- Make sure you approach the right person, ask for the store/company Manager, the person responsible for Corporate Social Responsibility (CSR) or the Community Co-ordinator, for support.
- It is often easier to persuade a local business to give you something tangible, such as items to auction or win in a raffle. Often, donations in shops are at the discretion of the manager.
- Other forms of non-monetary support might involve putting up a poster advertising your event or posting on the company social media. This is a great form of publicity.
- Think about what you are prepared to offer in return. If appropriate, you may want to offer a public acknowledgement or publicity opportunities. This is seldom the reason companies give support, but it is worth bearing in mind just in case you are asked.
- You might want to consider listing them on your fundraising site or giving them a shout-out on social media. Businesses love this, it's positive publicity and shows customers they are doing their bit.
- Depending on what you ask for, you will either call in to local businesses outlining what you are doing, what it is you are asking for, and why a company should think about supporting you, or send them a letter asking for support.
- If you are asking for something more substantial, it's a good idea to follow this up with a phone call and/or suggest a meeting to discuss how any partnership or sponsorship might work. If the relationships are becoming time consuming or complicated, we have a Corporate Fundraiser who will be happy to help you.
- Remember to say, 'thank you' and let the company/business know how their support has made a difference. This not only prepares the ground for any future donations, but also helps to ensure the reputation of the charity and fundraising in general. Please let us know so we can thank them too.

More details on how to approach businesses for donations is available at

<https://knowhow.ncvo.org.uk/how-to/how-to-approach-local-businesses-for-donations>





# PROMOTE, PROMOTE AND PROMOTE



Once you have decided what to do, you can start spreading the word!

## Some top tips are:

- Use Facebook, Twitter, and Instagram to promote your event
- If appropriate you might want to set up a Facebook event page or a separate page for your fundraiser. This gives you additional space to share your updates and promote your event/activity.
- Produce posters and ask local groups, schools, and shops to display.
- Make some very short promotional videos for your social media channels.
- Connect with local radio stations to see if they are prepared to give you a short slot to spread the word.
- Connect with local newspapers or community magazines to see if they have a free section, or if they would cover the event.
- Use your fundraising page (JustGiving, etc) to share regular updates, making sure to thank those who have donated, or thank businesses who have donated raffle prizes/publicised your event.
- Ask friends to share your social media pages/tell others about your fundraiser.
- Don't be afraid to regularly remind people right up until the event date.
- Promote the outcome, the difference it made, the people and businesses that helped, with thank you messages.



# SAFETY, SAFETY AND SAFETY

**Food** - Food safety laws are there to protect everyone and apply to all food providers regardless of whether it is free or paid for.

**Risk Assessments** - Identify any hazards and assess the risks associated with any activity you include at your fundraiser. You must also ensure that you have sufficient first aid support - this will depend on the size/type of event you are hosting. It is a good idea to have someone who is trained in first aid there on the day. Some organisations may be able to provide a first aider, but for larger events you may need a dedicated first aid post with several first aiders. Contact your local council for more information.

Always follow good food hygiene guidelines which are available from [food.gov.uk](http://food.gov.uk). You could also contact your local council.

**Money** - For your own protection, all funds raised should be counted in the presence of another person who will then verify that the count is correct. Cheques should be made payable to Together Against Cancer and accompanied by a gift aid declaration if applicable this means an extra 25% is added to the donation! Cash should be kept in a secure place and banked as soon as possible. See 'Paying in your money' on page 12.

# LAW, LAW AND LAW

**Licences** - Depending on what type of event you plan to do, you may need to obtain special licences (such as alcohol, collection, or entertainment). You should contact your local council for more information on these. If you are holding your event in a public place (e.g. a park), you must obtain permission from the relevant person or organisation. It can take over 3 months for permissions so make sure you have applied in plenty of time.

**Raffles** - If you are holding a raffle and the draw takes place at the event, then you do not need a licence. All tickets must be the same price and it must be clear who is running the raffle. More information at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**Collections** - It is illegal to carry out door to door collections without a licence from your local council. However, you can collect donations at fundraising events or on private property with the permission of the owner. From time to time, Together Against Cancer hold organised collections, so please contact us if you are interested in volunteering your time at one of these.

**Insurance** - Ensure your venue has sufficient insurance to cover your event. If you organise an event that involves the public, you will need to ensure you have adequate public liability insurance. Check if you have a company policy covering you for such activities.

**Record Keeping** - Keep a record of everything you do from planning to paying in your funds, and everything in between.

**Other Tips** - Additional information on running a fundraising event and ensuring that everything you do is legal can be found at [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)



# HELP, HELP AND HELP

- T-shirts - stand out from the crowd by proudly wearing our branded yellow t-shirts
- Tins and Buckets - we can provide branded tins and buckets to collect money at your event
- Sponsor Forms - keep a record of who has sponsored you using our downloaded Sponsor Form
- Bunting - cut out and make your own bunting using our template
- Posters - use our downloadable template to get your message out there
- Social Media - use our downloadable social media template
- Advice and guidance from our Community Events Fundraiser or Corporate Fundraiser
- We can help supply volunteers
- Provide other materials such as 'Letter of Authorisation' or 'Gift Aid Form' etc
- Certificate of Fundraising

**“What a fabulous place, everyone is so kind and patient. The support and services offered here are filled with care and compassion, amazing centre”**





# PAYING IN, PAYING IN AND PAYING IN

Once your hard work is over, you will need to count the funds raised and send it to us. Depending on your event, there are several ways to do this for cash, cheque and online donations. Getting the funds to us:

## Online fundraising

- If you set up an online JustGiving Page and have chosen Together Against Cancer as your charity, then the donations will be automatically sent to Together Against Cancer.
- If you have any cash donations, we suggest that you pay these into your own bank account and donate through your JustGiving page or make a bank transfer, please phone 0116 246 0195 for bank account details. If you are collecting cash we can supply Gift Aid Forms so donors can apply gift aid to their donation - this means an additional 25% added to their donation!

## Offline/traditional fundraising

- **By post**  
When you have finished collecting the funds raised from your event, we suggest you bank the funds raised and then send a cheque or postal order for the total amount made payable to Together Against Cancer to the address below. If you are collecting cash we can supply Gift Aid Forms so donors can apply gift aid to their donation - this means an additional 25% added to their donation!  
  
**Together Against Cancer**  
**Unit S1 Troon Way Business Centre**  
**Humberstone Lane**  
**Leicester LE4 9HA**  
**Tel: 0116 246 0195**
- Please don't forget to include your name, address and some details about your event. If you have been collecting sponsorship from individuals (e.g. for a sponsored cycle ride), rather than donations/payments (for a bake sale or tickets for an event), it is important that you please enclose your sponsorship form, so that we are able to re-claim any Gift Aid.
- **Bank Transfer**  
You can bank the money you have raised and transfer it to Together Against Cancer by bank transfer. If you would like to arrange this, please email us at [fundraising@togetheragainstcancer.org.uk](mailto:fundraising@togetheragainstcancer.org.uk)

**“ They offer free workshops, guidance and support. They work tirelessly to give real help to people who need it. It is the place to go for honest, practical information that makes a lasting difference to peoples lives. ”**

# SUPPORT US, SUPPORT US AND SUPPORT US



## Become a member of the TAC family

A regular donation will make a massive difference to those we support, both in person at our Leicester-based centre, and those we support virtually through the TAC healing hub.

You can make a one-off or regular donations at [www.togetheragainstcancer.org.uk](http://www.togetheragainstcancer.org.uk)

## Volunteering

Volunteers are our heroes, without whom the charity would not be able to help as many people as we do. By donating your time and resources, you will be helping those with cancer when they need it most.

You will also gain experience and satisfaction knowing that your contribution has made a real difference to those we support.

We are always looking for people to volunteer in all areas such as complementary therapy, reception, administration, client services, community events and fundraising groups. If you would like to learn more, please contact us at [fundraising@togetheragainstcancer.org.uk](mailto:fundraising@togetheragainstcancer.org.uk)

## Corporate Support

We are always looking for businesses who can provide either one-off or long-term support through a partnership. We believe that we can support you, whilst you support us. For more information, please email [fundraising@togetheragainstcancer.org.uk](mailto:fundraising@togetheragainstcancer.org.uk)





# Together Against Cancer

Thank you, Thank you and Thank you

From  
Together Against Cancer and everyone  
we support who are living with cancer.

Thank you so much.