



NORTH WEST
CANCER RESEARCH



Guide to Fundraising



WWW.NWCR.ORG

Welcome to the team

Thank you for choosing to support North West Cancer Research. As the leading cancer charity in the North West and North Wales, we have funded over £39 million worth of research since 2000, and have supported hundreds of local clinicians, doctors and students in their research.

Your support helps us to deliver on our promise to stop cancer sooner. Whether you're baking cakes or climbing mountains, you'll find all the fundraising tips and tricks you need in this handy guide.

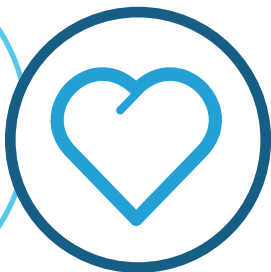


Who we are & what we do

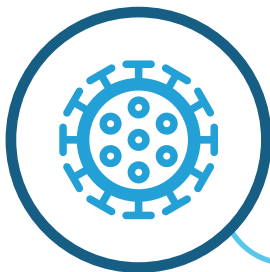
Since we were established, seventy years ago, we have been at the forefront of world class research taking place across the North West and North Wales. Our researchers are pioneers in developing new treatments and understanding of cancer, but it all starts with you.

Whether it's marathons, car boot sales, coffee mornings or skydives, every penny counts and our dedicated fundraisers have been vital in the fight to stop cancer sooner.

BECAUSE OF YOU, WE HAVE BEEN ABLE TO...



Support 70 years of
life-saving research



Fund £39 million worth
of research since 2000



Fund over 50 research
projects across the region



Award 100 research grants
to 45 Lead Researchers
between 2005 - 2015



Collaborate with other
researchers across the
globe in over 19 countries



Develop 5 pending patents
and licenses which pave
the way to new discoveries
that could improve
patient outcomes

Raising Money

We want you to put the FUN in fundraising. Let's get creative!

FUNDRAISING IN WORK

There are plenty of ways to raise money while having fun at work. Host your very own 'Great Office Bake-Off' or play a round of 'Guess the Baby', and if you've got a wacky work bunch why not have a Christmas jumper day in summer?

FUNDRAISING AT SCHOOL

Want to get your classmates involved? How about hosting a dress down day or a school-wide talent show? For something you can do right in class or during your lunch hour, host a book swap. However big or little, get your teachers involved – they may have some great ideas!

AN EVENING OF FUN AND FUNDRAISING

Got some extra time of an evening or weekend? Make plans with your friends to do something worthwhile. You could host a chilled movie night or a pub quiz for your competitive pals. Fundraising as a group? Hire out a local hall and throw a themed party! Putting on a few simple activities or a raffle is a great way to earn the pennies.

TAKE PART IN A CHALLENGE EVENT

Are you wanting to push yourself to the next level, or test your strength and endurance? Raise money, and your adrenaline levels, by taking part in one of our challenge events. Head to www.nwcr.org/events to see what we've got coming up and book your place.



Getting Sponsored (made easy)

We know it can be a difficult task sometimes to collect sponsorship money but there are ways to make it easy, and even have some fun along the way!

SET UP AN ONLINE GIVING PAGE

Raising your sponsor money online through [justgiving.com](https://www.justgiving.com) or [uk.virginmoneygiving.com](https://www.uk.virginmoneygiving.com) is simple and safe. Just visit one of the above to set up your very own fundraising page and then get to sharing across your social media. All of your sponsorships will come straight through to the Charity, making the process fuss-free!

LOOK THE PART

Have you signed up for a challenge event? Let us know and we'll make sure you're kitted out with a free North West Cancer Research t-shirt or running/cycling vest, subject to raising a minimum sponsorship.

GIFT AID IT

Did you know, you can make your money go further without having to do a thing? Simply encourage your sponsors to tick the Gift Aid box on your sponsor form and we'll do the rest! If you're a UK taxpayer, every pound you donate is worth £1.25 to us.

USE YOUR SPONSOR FORMS

If you prefer the traditional route we can supply you with sponsorship forms that you can pass round your family, friends and neighbours. If you're doing extra fundraising activities don't forget to always have one handy.

DOUBLE YOUR MONEY

Get your employer in on the action with Matched Giving. Many companies will pledge to match the fundraising totals of their employees, so check if your employer offers it. It's a super easy way to boost your fundraising total.



A-Z of Fundraising

Still not sure what fundraising activity to host?
Take inspiration from the alphabet with our A-Z of fundraising.

A

Auction of Promises
Abseil
Afternoon Tea

B

Bag Pack
Band Night
Bingo or Bridge
Bad Hair Day

C

Car Wash
Curry Night
Coffee Morning
Christmas Jumper Day

D

Dance-a-thon
Dress Down Day
Duck Race

E

Easter Egg Hunt
Ebay Sale
'E' Fancy Dress Party

F

Family Fun Day
Fashion Show
Football Match

G

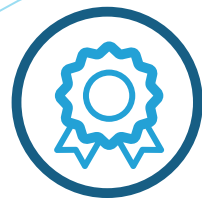
Games Night
Guess the Weight
Guess the Baby Photo

H

Headshave
Halloween Party
Hook a Duck

I

It's a Knockout
International Evening
In Memory Of



J

Jumble Sale
James Bond Night
Jump Rope Competition

K

Karaoke Night
Knitting

L

Line Dancing
Limbo Competition

M

Murder Mystery
Mums Night In
Mini Disco

N

Name That Tune
Netball Competition
Non-uniform Day
National Day of...

O

Onesie Day
Open Mic Night
Odd Job Day

P

Plant Sale
Pamper Party
Pancake Race

Q

Quiz Night
Quilting
Quintessentially British Day

R

Raffle
Race Night
Recipe Book

S

Swear Jar
Sponsored Silence
Sweepstake

T

Treasure Hunt
Tuck Shop
Tombola

U

Ugly Jumper Day
University Challenge
Unwanted Present Sale

V

Variety Show
Volunteer
Vintage Ball

W

Walk to Work
Wax It
Wine & Cheese Evening

X

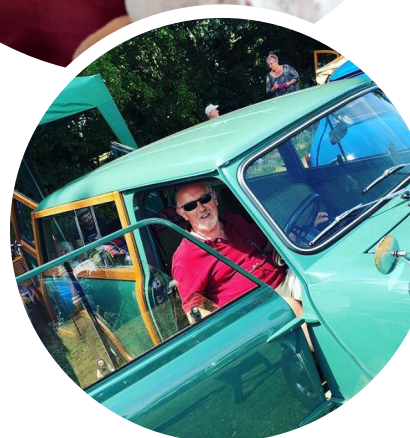
Xmas Hamper Raffle
Xmas Mulled Wine Evening

Y

Yoga-a-thon
Yes Day
Yodelling

Z

Zumba-a-thon
Zombie Run
Zipwire



Where your money goes



Will fund 50 flasks that culture the patient-derived cells that we need to understand cancer



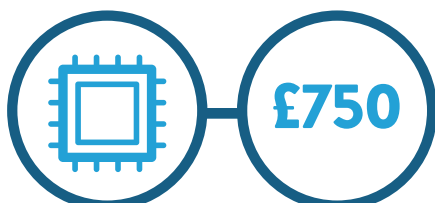
Enables our laboratories to run a vital research project for one day



Helps our researchers to measure the response a cancer patient has to treatments



Funds a weeks worth of experiments to better understand how tumours evolve and spread



Buys a computer which allows researchers to examine and analyse experimental data



Will purchase a special refrigerator, set at 4C, to store important samples



Meet the team

Our Community Fundraisers are dedicated to supporting all kinds of fundraising activity within their area. Whether you're after a poster to advertise your event, need some tips to get started online or would like them to pop along to lend a helping hand, they're here to help!



Charlotte
Lancashire and Cumbria
Charlotteellwood@nwcr.org



Kim
Merseyside and Cheshire
Kim@nwcr.org



**For fundraising in North Wales,
please contact Head Office
on 0151 709 2919**

**To discuss ways in which your company can support
NWCR, please contact**



Tim
Corporate Partnerships
Tim@nwcr.org



Getting your money to us...

You've taken on an epic challenge and have got everyone to sponsor you – congratulations! This is how to make sure your sponsorship reaches us.

In the Post

Please don't send cash to us in the post.

Make cheques payable to **North West Cancer Research** and using the freepost envelope in your fundraising pack, please send it to:

NWCR Fundraising Team
200 London Road
Liverpool
L3 9TA

Don't forget to include your sponsorship forms so we can claim Gift Aid.

Through our website

Go to www.nwcr.org to pay sponsorship to us by debit or credit card

On the phone

Give us a call on 0151 709 2919

Online

Send online via your **JustGiving/Virgin Money** Giving page

If you've set up a JustGiving/Virgin Money Giving page then your donations will be automatically sent to us. You don't need to do a thing!



All you need to know to keep it legal!

Raffles

There are a lot of rules and regulations around running raffles at charity events, please refer to the gambling commission at www.gamblingcommission.gov.uk for more guidance.

Use of the NWCR Logo

If you would like to use the North West Cancer Research logo on any of your materials, please contact your local community fundraiser and we will send you a logo agreement form. The North West Cancer Research logo is our trade mark and we must have final approval on any external materials before going to print.

You must quote our Registered Charity Number: 519357 on all literature promoting a fundraising event or activity in aid of North West Cancer Research. The event should always be described as 'in aid of North West Cancer Research.'

Licenses

Some activities need special licenses, such as street collections or selling alcohol. Please read the Fundraising Regulators Code of Practice www.fundraisingregulator.org.uk

Insurance

We recommend you think about insurance when you are organising an event. Some requirements may be covered by NWCR so please get in touch with any queries.





NORTH WEST
CANCER RESEARCH



**FUNDRAISING
REGULATOR**

 NorthWestCancer

 @NorthWestCancer

200 London Road, Liverpool L3 9TA

T 0151 709 2919 E info@nwcr.org

www.nwcr.org

REGISTERED CHARITY NO: 519357

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