

FUNDRAISING GUIDE



north west
cancer research



Welcome to the team

Thank you for choosing to support North West Cancer Research. We are an independent charity dedicated to putting our region's cancer needs first, funding pioneering research to tackle the cause, improve the care and find the cure for cancer.

Your support helps us on our journey to create a cancer-free future. Whether you're baking cakes or climbing mountains, you'll find all the fundraising tips and tricks you need in this handy guide.



Since 2000, we have funded more than £40 million worth of research, addressing cancer inequalities and championing our local research community to pave the way for a cancer-free future.

None of this would be possible without the dedication of our supporters, so whether it's marathons, car boot sales, coffee mornings or skydives, every penny counts to achieve a future that is free from cancer.

Because of you, we have been able to...



Fund over £40 million worth of research since 2000



Collaborate with other researchers across the globe in over 19 countries



Directly engage with over 25,000 people in two years as part of our cancer prevention work



Fund over 50 research projects across the region currently

Raising Money

It's time to put the FUN in fundraising. Let's get creative!

FUNDRAISING IN WORK

Host your very own 'Great Office Bake-Off' or play a round of 'Guess the Baby', or if you've got a wacky work bunch, why not have a Christmas jumper day in summer?

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.

FUNDRAISING AT SCHOOL

Get your classmates involved and host 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 or a pop quiz. However big or small, ask your teachers to get involved – they may have some great ideas!

AN EVENING OF FUN AND FUNDRAISING

Fill up your calendar and make plans with your friends. You could host a chilled movie night or a pub quiz for those competitive pals. Get the whole group in on the fundraising and hire out a local hall to throw a themed party. Putting on a few simple activities and a raffle is a great way to boost the pennies.

TAKE PART IN A CHALLENGE

Ready 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 nwcs.org/events to see what we've got coming up and sign up today.



A-Z of Fundraising

Still unsure of what direction to go in?
Take some inspiration 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

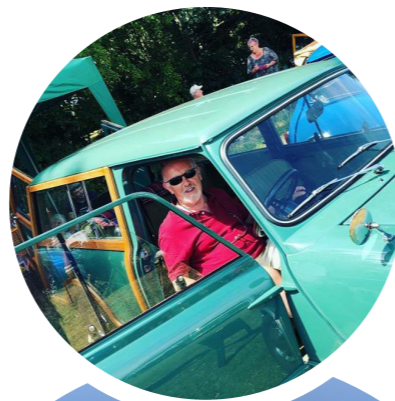
Games Night
Guess the Weight
Guess the Baby Photo

H

Headshave
Halloween Party
How Many Sweets in the Jar?

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
Mum's Night In
Mini Disco

N

Name That Tune
Netball Competition
Non-uniform Day

O

Onesie Day
Open Mic Night
Odd Job Day

P

Plant Sale
Pamper Party
Pancake Race

Q

Quiz Night

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
Vintage Ball

W

Walk to Work
Wine & Cheese Evening

X

Xmas Hamper Raffle
Xmas Mulled Wine and
Mince Pie Evening

Y

Yoga-a-thon
Yodelling

Z

Zumba-a-thon
Zombie Run
Zipwire



Getting Sponsored (made simple)

Collecting sponsorship money might seem like a daunting task, but there are plenty of ways to make it as easy as 1, 2, 3.

1 SET UP AN ONLINE GIVING PAGE

Raising your sponsor money online through justgiving.com or uk.virginmoneygiving.com is simple and safe. Just visit one of the above to set up your very own fundraising page and share it across social media. All of your sponsorship will come straight through to the Charity, making the process fuss-free and easy!

2 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 GiftAid 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.

2 USE SPONSOR FORMS

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

SHOUT ABOUT IT!

Let the world know about your fundraising with posters that you can display at your workplace, school or around your community. Visit our website or get in touch for promotional resources.

Where your money goes



£100

Will keep cell lines alive for one year. Cell lines are used to understand resistance to current treatments



£200

Will fund 200 flasks that culture the patient derived cells that we need to understand cancer



£750

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



£1000

Will purchase a special refrigerator to store important samples



£5000

Will fund our vital life-saving research for a week

Getting your money to us...



THROUGH OUR WEBSITE

Head to www.nwcr.org/donate to pay sponsorship to us by debit or credit card. Please use the reference section to tell us about your fundraising.



ON THE PHONE

Give us a call on **0151 709 2919**



ONLINE

If you've already 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!



IN THE POST

Please don't send cash in the post. Make cheques payable to North West Cancer Research and using the freepost envelope in your fundraising pack, please send to:

NWCR Fundraising Team
200 London Road
Liverpool
L3 9TA

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

All you need to know to keep it legal

RAFFLES

There are lots 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 us.

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.



We are an independent charity dedicated to putting our region's cancer needs first, funding pioneering research to tackle the cause, improve the care and find the cure for cancer. We fight the types of cancer that affect people living across North West England and North Wales the most.

We are North West Cancer Research.

GET CONNECTED

  @northwestcancer

 @northwestcancerresearch

 www.nwcr.org

NWCR

200 London Road, Liverpool, L3 9TA

Visit www.nwcr.org/events to register online

Call **0151 709 2919** to book your spot with one of our team



Registered Charity No. 519357

