

# 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](http://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](http://justgiving.com) or [uk.virginmoneygiving.com](http://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!

## 3 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

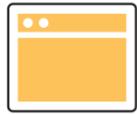
Will purchase a special refrigerator to store important samples



£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](http://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](http://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](http://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](http://www.nwcr.org)

## NWCR

200 London Road, Liverpool, L3 9TA

Visit [www.nwcr.org/events](http://www.nwcr.org/events) to register online

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



Registered Charity No. 519357

