



Fundraising Guide



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity No. 519357



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 and education 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 for our region. 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 £55 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, who work hand-in-hand with us to achieve a future that is free from cancer – together, we can make our vision a reality.

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



Fund £55 million worth of research since 2000



Engage with over 3 million people as part of our health campaigns since 2021



Fund 60 research projects currently



Facilitate 10 international collaborations



Directly reach 70,700 children with health programmes since 2021

DID YOU KNOW?

Living in the North West, we are 25% more likely to be diagnosed with cancer than anywhere else in the UK.



Get involved

IN THE COMMUNITY

Pack your calendar with fun and rally your friends and family for a fundraising adventure! Whether it's a coffee morning, a lively pub quiz, car wash, or an energy-packed fun run, get everyone involved and turn your event into a community celebration!

IN SCHOOL

If you're part of a school or kids' group, you've got the perfect stage for an unforgettable fundraising event. Host a Hope Run around the school field, let their creativity shine with a talent show or liven up an ordinary day with a dress-up day! Plus, our interactive learning workshops can support your fundraising day making it fun, educational and impactful!

IN WORK

Get your colleagues involved in a bit of healthy fundraising competition – host an 'ugliest jumper' day or have a boardroom bake-off. For the sportier teams why not organise a football tournament or set a challenge to see who can get the most steps in or cycle the most miles? There's nothing like team spirit to get the fundraising flowing!



DO IT YOURSELF

We know getting started can be a bit daunting – but we've got you covered with our DIY event packs. From scouse nights and afternoon teas to cycle challenges and fun runs, our guides are jam-packed with ideas, printable content and promotional essentials to get you going. There's even a few event decorations and props for those important final touches.

TAKE ON AN EVENT OR CHALLENGE

Keep it simple and pick an event from the Charity calendar. We've got it all - from lavish Ladies' Lunches and Christmas markets to venturing up Snowdon at sunrise, jumping from a plane at 11,000ft or taking on the iconic Chester Liverpool Bike Ride. There's an event for everyone and we'll support you with your fundraising every step of the way!



Other ways to support us...

 **Join our lottery**

 **Give in memory**

 **Leave a gift in your Will**

 **Set up a direct debit**

 **Payroll Giving**

 **Recycle pre-loved items**

 **Visit our shops**

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
Art Show
Abseil
Afternoon Tea

B

Bag pack
Band Night
Bingo or Bridge
Bad Hair Day
Birthday Giving
Bike Ride
Bucket Collection

C

Car Wash
Curry Night
Car Boot Sale
Coffee Morning
Christmas Jumper Day
Craft Fair

D

Dance-a-thon
Dress Down Day
Duck Race
Dog Show
Darts Match
Dinner Party

E

Easter Egg Hunt
Eurovision Party
Ebay Sale
Escape Room
Eighties Disco

F

Family Fun Day
Facebook Fundraiser
Fashion Show
Football Match
Fun Run
Fitness Challenge
Film Night
Firewalk

G

Games Night
Guess the Weight
Guess the Baby Photo
Gaming Tournament
Golf Day

H

Head Shave
Harry Potter Party
Half Marathon
Hiking
Halloween Party
How Many Sweets in the Jar?

I

International Theme Evening
In Memory of...

J

Jumble Sale
Jewellery Making
James Bond Night
Jump Rope Competition

K

Karaoke Night
Knitting Club
Kick Count Challenge

L

Line Dancing
Limbo Competition
Lego Walk
Ladies' Lunch

M

Murder Mystery
Mum's Night In
Marathon
Mountain Climbing

N

Name that Tune
Netball Competition
None Uniform Day

O

Onesie Day
Open Mic Night
Obstacle Course
Odd Job Day

P

Plant Sale
Pamper Party
Pancake Race
Pyjama Day
Pub Quiz
Plank / Press Up Challenge

Q

Quiz Night
Quirky Clothes Day
'Quit it' Challenge

R

Raffle
Race Night
Recipe Book
Recycling

S

Swear Jar
Sponsored Silence
Sweepstake
Skydive
Shark Dive
Swimathon
Silent Disco

T

Treasure Hunt
Tuck Shop
Tik Tok Challenge
Tombola
Talent Show

U

Upcycling
Ugly Jumper Day
University Challenge
Unwanted Present Sale

V

Vegas Night
Vinted Sale
Variety Show
Vintage Ball

W

Wear Yellow Day
Walk to Work
Walkathon
Wine & Cheese Evening

X

Xmas Hamper Raffle
Xmas Mulled Wine & Mince
Pie Evening

Y

Yoga-a-thon
Yodelling
Youtube Live

Z

Zumba-a-thon
Zombie Run
Zipwire



Boosting your Fundraising

GIFTAID IT

Did you know you can make your money go even further without having to do a thing? Remind your sponsors to tick the Gift Aid box and supply their address on the sponsorship forms or fundraising page and we can claim an extra 25% on top of their donation from the government!

SHOUT ABOUT IT

Let the world know about your event or challenge with posters, social media posts and emails. You can even share your training updates through Strava if you're taking on a sporting event.

Inside our DIY event packs you'll even find example text to use and ready-made graphics. If you're taking on one of our own events, we'll provide you with everything you need to shout about it. Get ready to share, share, share!

MATCHED GIVING

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 work offers it. It's a super easy way to boost your fundraising.

GET THE BALL ROLLING

A great way to get the ball rolling on your online fundraising page is to make a donation yourself. Just £5 or £10 will kick start your totaliser and you can share with family and friends to encourage them to help you get to your target.



Keeping your Fundraiser Safe & Legal

RAFFLES & LOTTERIES

There are special rules to follow if you're hosting a raffle or lottery. Find the latest guidelines at gamblingcommission.gov.uk

LICENSES

Some activities need special licenses. Find out more information in the Fundraising Regulators Code of Practice at fundraisingregulator.org.uk

INSURANCE

North West Cancer Research cannot accept liability for third party events. You and your suppliers might need public liability insurance. Please get in touch for more guidance.

BRANDING

Please let us know if you wish to use the North West Cancer Research logo on any posters or other promotional materials and we will send over a high quality version to you.



Fundraising Checklist

Don't miss a step in your fundraising journey with our handy checklist!

- Choose your activity**
- Set your sponsorship goal**
- Create your fundraising page (and make the first donation!)**
- Spread the word**
- Boost your fundraising**
- Keep it legal**
- Have fun!**
- Send the funds raised our way**
- Thank your supporters**



Get Connected

Follow us on our social media channels to stay updated on upcoming events, exciting research news and inspiring supporter stories.

Don't forget to tag us in your posts so we can share your fundraising journey!



@northwestcancer



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