

YOUR FUNDRAISING GUIDE



wcrf-uk.org

THANK YOU

THANK YOU FOR CHOOSING TO SUPPORT #TEAMWCRF

Every day around 1,100 people will hear the words 'you have cancer'. Over 420 of these cases could have been prevented, that's a staggering 155,000 people every year. At World Cancer Research Fund, we're passionate about reducing this number.



As part of an international network of charities, we've been funding life-saving research, influencing global health policy and informing the public since 1982.

While society continues to search for a cure, our prevention and survival work helps people to live longer, healthier lives – free from the devastating effects of cancer. The money you raise plays a huge part in keeping this going.

Whatever you decide to do, from hosting an afternoon tea or completing a sponsored run, we're here to support you every step of the way. Together, we can prevent cancer and save lives.

Thank you again for choosing to fundraise for World Cancer Research Fund.

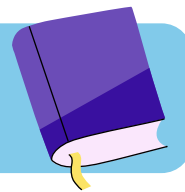
A handwritten signature in black ink that reads "Rachael Gormley". A thin blue line extends from the end of the signature towards the right, connecting to the illustration below.

Rachael Gormley,
CEO, World Cancer Research Fund



HOW YOUR DONATIONS HELPS

£10 could provide 20 community health workers with materials to support and advise their cancer patients



£150 could fund a full day of life-saving cancer prevention research, helping shape the future of cancer prevention



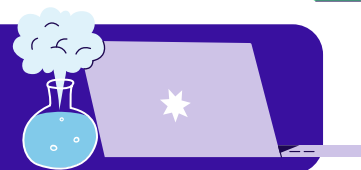
£500 could help train the next generation of cancer experts, giving PhD students the equipment and skills they need



£1,100 could provide nutritional advice to 50 people during their cancer treatment through our helpline



£2,500 could fund one week of world-leading medical research



"THROUGH YOUR DONATIONS, WORLD CANCER RESEARCH FUND IS FUNDING MY RESEARCH, LOOKING AT CAUSES OF BREAST, COLORECTAL AND PROSTATE CANCERS"

Kostas Tsilidis, Reader in Cancer Epidemiology and Prevention at Imperial College London.



GETTING INSPIRED

There are so many ways to fundraise, but if you're stuck for inspiration, why not try...



Sponsored walk, trek, run or cycle

Improve your own fitness levels and raise money at the same time.



Afternoon tea

Everyone loves an afternoon tea party, or even a classic coffee morning.



Quiz night

A great way to raise money with friends and colleagues. Add on a raffle with prizes from local businesses and you're sorted!



Fruit sale

Our healthy twist on the traditional bake sale, or why not combine the two with some healthy banana bread, check our website for healthy recipes.



Birthday or anniversary fundraiser

Make your birthday, anniversary or wedding even more special with a collection.



Skydive

Feel the adrenaline of flying through the clouds from over 10,000ft at an airfield near you.



Golf day

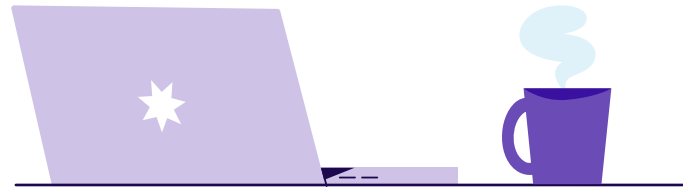
Putt for prevention with your own charity golf day.

Ongoing supporter and streamer, **Master Hellish** raised over £2,000 with his online stream



"MY BEST TIP IS TO GIVE AN INCENTIVE OR INTERACTION FOR REACHING A GOAL. ONCE A TARGET IS MET, DO SOMETHING SPECIAL IN THE GAME OR LIVE STREAM. I'M SURE MY VIEWERS DONATED MORE JUST TO SEE MY HAIR SPRAYED BLUE!"

GETTING STARTED



It's now easier than ever to set up your JustGiving fundraising page.

Visit justgiving.com/wcrf-uk to set up your page.

Making the most of your fundraising page

- **Personalise** your page with your story and your reasons for fundraising,
- Keep your page **updated** as your plans **progress**, simply adding photos to your page can help you raise 13% more.
- If you're taking on a movement challenge, by **connecting** your fitness app to your page, you could raise an incredible 111% more.
- **Kick start** your fundraising by making a donation to your own page.
- Up your **target** as you move closer to your fundraising goal to help motivate others to keep on giving.
- **Share, share, share!** Don't forget to keep sharing on all of your social media channels, add your page to your email signature at work and send it round to your family, friends and neighbours who are not on social networks.
- Ask your family and friends to add **Gift Aid** to their donation. For every £1 donation, World Cancer Research Fund can claim an extra 25p at no extra cost to you.
- Double your fundraising with **matched funding**. Speak to your employer to see if this is something they offer.
- After your fundraising event, make sure to **add photos** and an update to your fundraising page so that people can see how you got on. Donations may keep coming in for **at least 6 weeks** after the event!



TAKING YOUR FUNDRAISING FURTHER

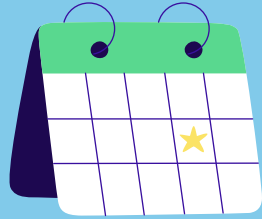
Do you have a connection to a local school? We have fundraising challenges specifically for schools so why not reach out and see if they'd like to support your fundraising too!

Or perhaps your workplace has a charity of the year programme or want to know more about payroll giving? We'd love to chat!

YOUR FUNDRAISING CHECKLIST

Step 1

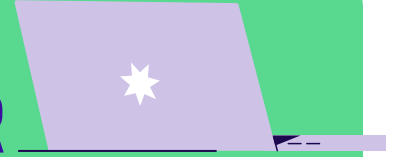
CHOOSE YOUR DATE



Is there a specific date in the calendar you want to celebrate? Or is there a day that everyone is in the office? Host your event on the day that will get the most amount of people taking part.

Step 2

REGISTER YOUR EVENT



Once you've decided how you'd like to fundraise, let us know by emailing events@wcrf.org

Step 3

PREPARE FOR SUCCESS



Request any fundraising materials you'll need for the event such as a t-shirt, posters, collection boxes or health information materials.

Step 4

PROMOTE YOUR EVENT



Share your event on social media, put up posters at work, school or in local community spaces. You can also download template press releases, social media templates and other resources from our website.

Step 5

HAVE FUN!



Make sure to enjoy your event and share any photos or videos on social media, we'd love to see and hear all about how you're getting on.

Step 6

SEND IN YOUR MONEY



You should aim to return your donations within four weeks of completing your fundraising event, full details about how to do this can be found on the following pages.

KEEPING IT SAFE AND LEGAL



Fundraising should be fun, but it's important to know there are rules and regulations that must be followed. If you're unsure about anything, just get in touch.

Raffles and lotteries

Different types of raffles have different rules, and you may need a licence depending on the kind of raffle you are organising. For information on raffles visit [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk).

Bucket collections

If you are holding a collection in a public place you will need a licence from your local authority. If it's on privately owned land or property like a train station or supermarket you will need permission from the manager or owner.

Photos

If you plan to take photos of other people at your event, please make attendees aware and seek the relevant permissions before sharing.

Fundraising with food

To keep everyone safe, check the Food Standards Agency guidelines on preparing, handling, cooking and storing food. Visit [food.gov.uk](https://www.food.gov.uk) and make sure that all foods are labelled for allergens.

Money handling

When collecting or taking payments, make sure that the cash is secure by using a cash box with a lock or a sealed collection bucket. Where possible, have two people available to count and transport cash, and get it to the bank as soon as possible after the event.

Health and safety

It is your responsibility to make sure your event is run safely. Make sure you do a risk assessment and if necessary, have a trained first aider. Visit [hse.gov.uk](https://www.hse.gov.uk) for up-to-date advice. We do recommend that you take out public liability insurance for any event involving the public, but check with your venue first as they may cover it for you.

Using our logo

We encourage you to use our logo!

Get in touch and we can send it to you along with guidance on how to use it. Please remember if you are using our logo to include our **Registered Charity No. 1000739**.



FINISHED FUNDRAISING?



Congratulations! Here's what do next:

Online fundraising page

If you've been fundraising online (e.g. JustGiving) and have some offline donations, add these onto your own page. Your donations automatically transfer to the charity, so you don't need to do anything else.



Bank transfer

To pay via bank transfer, please use the following details:

Account name: World Cancer Research Fund

Account number: 80988855

Sort code: 20-20-23

Reference: DVCFR and your name



Send a cheque to World Cancer Research Fund

Please post any cheques made out to 'World Cancer Research Fund', along with any sponsorship forms to:

**Events Team, 140 Pentonville Road,
London, N1 9FW.**



Donate online

You can pay in your donations at **wcrf-uk.org/donate** and add a comment with your event details.



If you need any help paying in donations, please get in touch via **events@wcrf.org** or by calling **020 7343 4200**.





YOU CAN DO IT!



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When I was 11 years old I lost my Nan to bowel cancer. Dealing with the grief was really difficult, but seeing my mum heartbroken was even more devastating. I hated seeing her so sad, but she was a strong woman and we got through our loss as a family. Back then I didn't really understand what cancer was, how unforgiving it could be or how in the future it would tear my world apart again.

I was only 19 when Mum was diagnosed with bowel cancer. We were told she had up to 6 months to live, but tragically less than 6 days after this terminal diagnosis my mum closed her eyes and never opened them again.

Losing Mum to cancer was possibly the worse day of my life, it was like having a part of me ripped away with no chance of ever getting it back. If it wasn't for the support of my close friends and family, I have no idea where I'd be right now.

Fast forwarding to now and my wedding day, in contrast this was the best day of my life. Seeing the faces of friends and family beaming with joy at witnessing me and my new wife, Becky, say "I do" was amazing. But there was always going to be someone missing on that day - my mum, her face and her words. I miss her so much.

After our wedding day, I decided I would try and make a difference. I wanted to raise money so I could try to make sure others would not have to go through what I did. And so, my friend Carl and I signed up to take part in the

London Marathon in aid of World Cancer Research Fund. We set ourselves a goal to raise as much as we could. Since then, we've held fancy dress fundraisers, quiz nights, run 300 miles in a month and taken part in various running events.

**I CHOOSE TO SUPPORT
WORLD CANCER
RESEARCH FUND AS
THEY ARE THE LEADING
CANCER PREVENTION
CHARITY. THE WORK THEY
DO EMPOWERS PEOPLE
TO TAKE ACTION TO LEAD
HEALTHIER, HAPPIER,
CANCER-FREE LIVES."**

James Radford, Fundraising Ambassador

THANK YOU



GOOD LUCK

If you have any questions about your fundraising, please do not hesitate to reach out.

World Cancer Research Fund

140 Pentonville Road, London N1 9FW

Tel: 020 7343 4200 **Email:** fundraising@wcrf.org

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