



Your Fundraising Guide



Give hope. Help cope.
tenovuscancercare.org.uk



Hello

and thank you for joining Team Tenovus Cancer Care!

We want to make your fundraising as easy and successful as possible and this pack will help support your plans.

We're dedicated to making sure you're confident in your fundraising and we want to help you reach your full potential, because having dedicated fundraisers in the community really is the best way to help us reach people who need our support.

Raising money for Tenovus Cancer Care means that you really are helping to make a difference to the lives of people affected by cancer.

Thank you again for your support, we simply couldn't do what we do without you.

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How your fundraising helps

Living with cancer can be worrying and stressful. We can help.

Tenovus Cancer Care is a Wales-based charity giving help, hope, and a voice to everyone affected by cancer. We understand how cancer can impact every aspect of life and how it affects families and friends too. Our wide range of services offer information, advice, and specialist support to people living with cancer, and their loved ones.

We're committed to listening to the real experiences of people affected by cancer to drive the changes that make a difference.

Together with our inspiring community of supporters, volunteers, and fundraisers, we're determined to be here for everyone affected today, tomorrow and beyond.

The money you raise could...

Help deliver vital treatments.

Our Mobile Support Units are out in the community bringing treatments closer to home, and taking away the stress and costs of travelling miles to hospital.



Help keep our nurses on the end of the phone.

Our nurse-led free Support Line is open 365 days a year. Our team can offer advice on diagnosis, treatment, side-effects, and anything else that's on your mind.



Help lift the financial burden.

Cancer can lead to unexpected costs and money worries. Our Benefits Advisors can guide you through the benefits and grants you might be entitled to.



Help keep our choirs singing.

Our Sing with Us choirs are for anyone affected by cancer. It's a wonderful way to lift spirits, reduce anxiety and be part of something special.



You can find out more about our support services for people affected by cancer at tenovuscancercare.org.uk/support

FUNDRAISING

IDEAS

Auction
Aerobathon
Afternoon tea
Ball
BBQ
Bingo
Boot sale
Beetle drive
Book sale
Coffee morning
Car wash
Craft day
Cake sale
Danceathon
Dress down day
Disco
Darts competition
Enterprise Day
Easter egg hunt
Eurovision party
Fancy dress party
Fun run
Fashion show
Face painting
Golf
Garden party
Gala dinner
Guess the number of...
Hike
Humorous hat day
Head shave
Halloween party
Indoor games evening
Jazz evening
Jumble sale
Karaoke
Knitathon



Lunch
Ladies' night
Line dancing
Musical evening
Murder mystery
Night walk
Name the teddy
Name that tune
Obstacle course
Outdoor cinema
Plant sale
Pamper party
Pyjama day
Pop-up shop
Quiz
Quit a habit
Race night
Raffle
Rock 'n' Roll night
Singathon
Singing competition
Spring picnic
Sweepstake
Sponsored walk
Tombola
Talent contest
Treasure hunt
Unwanted gift sale
University challenge
Variety show
Valentine's party
Vintage tea party
Walk
World record attempt
Yogathon
Yuletide celebration
Zumbathon
Zipwire

Online fundraising

However you decide to fundraise we recommend setting up an online giving page. Not only is this the quickest way to spread the word about your cause, it's pretty simple to set up and it only takes about five minutes. Plus, it takes away the fuss of working out how to best get the money to us; it's all automatic!



There are many sites to choose from for your fundraising, JustGiving and Enthuse are popular sites. Social media platforms like Facebook, Instagram and Tiktok, plus some streaming sites such as Youtube and Twitch also now include integrations for fundraising - you're spoilt for choice! Whichever site you choose, it will guide you through the process.

We use the Enthuse platform for many of our events, so if you've signed up for one of our challenges like a run or trek, then you'll automatically be set up with a fundraising page to share far and wide to get the sponsorship rolling in. It's really easy to use, so make sure you edit your page to make it personal to you and your fundraising.

You'll need to do a little bit of work to make your fundraising page a success but, don't worry, we've put together some helpful hints and tips to help you maximise your potential.

Top tips!



Strike a pose

Fundraisers with pictures on their page raise around 14% more! It makes it feel more personal, and easier for people to engage with you. If that's not a good excuse for a selfie, then we don't know what is...



Tell a story

An engaging story can make all the difference, so let everyone know why you're fundraising. People need to know why their donations matter and the difference they could make.



Set a target

Be bold and let people know how much you're aiming for. Not only will this help motivate you, but pages with a target raise 46% more! Plus, if you reach your target, you can always increase it...



What's new?

Keep everyone interested by posting updates about your journey. People might forget to donate, so regular updates will keep you on their radar. Think creatively about your updates; maybe use videos, blogs and/or photographs.



Be creative

Give people even more of a reason to donate. Promise to do something a little bit extra if you reach a milestone, like...

"I'll dye my hair blue if I hit my target by next month!"



It ain't over

Around 20% of donations come in after the event. Update your page to let everyone know how you got on and how proud you are of your fantastic achievement!



Keep everyone updated

Give your super supporters and fabulous followers regular updates so they can follow along on your journey with you. Not only does it keep you on their radar, but it'll give you the chance to share your story far and wide. However, it's good to be creative with your posts; people might lose interest if you post the same thing every few days.

Here are some ideas to keep your posts interesting...

Photos

Take interesting, amusing photos of your fundraising. People love animals, so take some pics with your furry friends - that's sure to get some likes!



Vlogs

Post videos of yourself taking on your challenge! That way people know you are actually doing what you promised. Try to make your audience laugh, people are more likely to share your posts if they're funny.



Podcasts

Talk about your fundraising, let people know what you're enjoying, any struggles you're having. Remind them to donate to your cause and why it's so important to you.



Shoutouts

Make sure you thank people for donating to your cause. Give 'shoutouts' to people on social media; tag them in your posts and thank them for their donation. People will appreciate you taking the time to thank them and will be more likely to share your cause to their own community.



Blogs

Write about your experiences, give people insight into your journey and thoughts. Share your story in depth with your community.



With today's technology the possibilities are endless, so try to think of any other creative ways you could engage your supporters. Give them a good reason to follow your journey and make a donation, and encourage them to share your cause with their own friends and family too.

The more people that see your efforts, the more pounds will come rolling in!

Other ways to boost your fundraising

Social media

Platforms like Facebook and Instagram allow you to donate to a charity directly through their online platforms. This is a quick and simple way for your supporters to donate to your cause and will help spread the word to your online community easily.

A popular trend is to hold a fundraiser for your chosen charity around your birthday date, asking friends and family to donate in lieu of gifts and cards. Set yourself a target and share your fundraising effort with your friends and family, and ask them to donate and share it on to maximise your fundraising potential. You'll be surprised how quickly the money adds up! Some platforms will also donate additional money for free to your chosen cause.

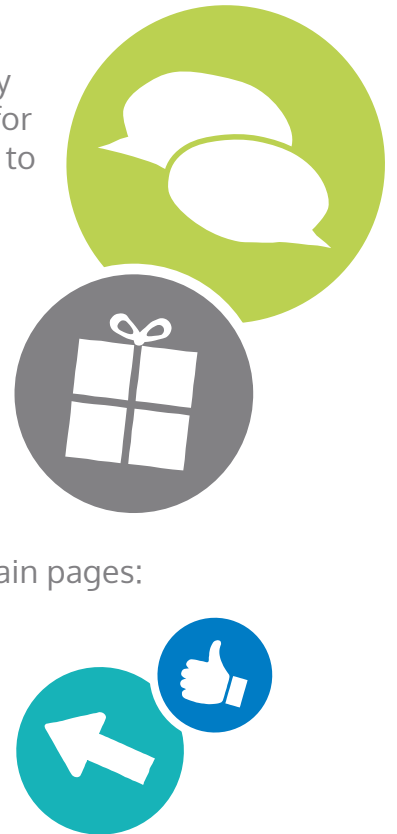
You can also tag us in your social media posts so we can see what fantastic things you have planned, and your supporters can visit our main pages:

 facebook.com/tenovuscancercare

 [@tenovuscancer](https://twitter.com/tenovuscancer)

 [@tenovuscancer](https://www.instagram.com/tenovuscancer)

 **#TeamTenovus**



Gift Aid

Gift Aid can help to boost your fundraising by allowing us to claim back 25p on every pound donated, at no extra cost to you or your sponsors. All you need to do is ask your sponsors if they are a UK taxpayer and are eligible for Gift Aid. If they are, they can opt in to Gift Aid online or by ticking the box on your sponsorship form. If you'd like to know more, just give us a call!

Matched Giving

Check whether your company offers a Matched Giving scheme which could double the amount you raise! Banks like Barclays, Santander and Lloyds also offer this scheme to fundraisers in the local community, so you could pop in to a few branches and see if they can match your fundraising. It's tax-efficient for them and great for their corporate social responsibility!

Get in the press

Local media outlets are always looking for interesting stories about what's going on in the community. Send a short press release to your local paper or radio station, letting them know what you're doing. If you're not sure where to start, we can send you a template.

Community spirit

Next time you're in your local pub, social club or other business, mention your fundraising efforts. You might find that locals are very keen to help, whether through donating raffle prizes or helping to cover event costs. If you don't ask, you don't get!

Spread the word

We want to help you make the most of your opportunities, and we can supply various items to help market whatever you have planned. Find out more on page 9.



FUNDRAISING CALENDAR

JANUARY

Give it up, baby give it up!

Start the New Year in a healthier way. Whether it's chocolate, crisps, coffee or alcohol, it's completely up to you. Just ask people to give while you go without.



11th - Less Survivable Cancers Awareness Day

FEBRUARY

Give a little love

Celebrate Valentine's Day on the 14th and share the love with your network! You could raffle off a couples hamper or pamper package, hold a themed office quiz, or bake some heart shaped cookies to sell ahead of the big day.

4th - World Cancer Day

MAY

Give us your trolley lolly!

Hold a collection at your local supermarket or high street, and get friends and family on board to help out. Why not get dressed up and make it even more fun?! Find out more about collections on page 10.

JUNE

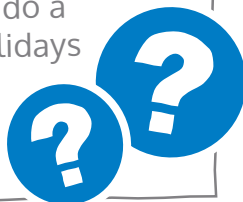
On your marks...

Time to lace up your trainers and take on a challenge for us! You could hold your own sponsored walk or swimathon, or set yourself a daily step target for the month and ask people to sponsor you as encouragement.

SEPTEMBER

Let's get quizzical

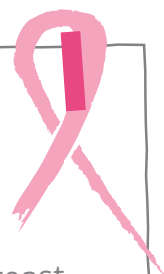
Host a quiz night or game show at your local pub or community hall. There are loads of quiz question ideas online, so you can leave all the thinking work to your guests! You could even do a themed quiz for different holidays throughout the year.



OCTOBER

Pink, pink, pink!

Join our tribe and **GO PINK** for Breast Cancer Awareness Month. Host a pink party, or dye your hair pink to help raise vital awareness and funds. Most importantly, don't forget to check your breasts. It could save your life.



Breast Cancer Awareness Month

MARCH

lechyd da!

Celebrate St David's Day and all things Welsh on 1st March and hold your own Welsh party, or get in touch for one of our Wales themed sweepstakes.

APRIL

Spring FUNdraising

Celebrate Spring's arrival with a sponsored walk, or a community plant sale. Or celebrate Easter with a community egg hunt! We have a spring sweepstake available, just get in touch.



JULY

Cuppas and cakes

Gather your nearest and dearest for a natter, a brew and slice of Bara Brith and join our **Tea for Ten** summer fundraising campaign. Hosting a Tea for Ten event is a piece of cake, and every cuppa counts!



AUGUST

Summer celebrations

Hold a twilight tea party, your own at-home festival or outdoor cinema night, a summer plant sale or a night-light walk.

NOVEMBER

It's all about men's health

Hold a fundraiser to raise awareness of male cancers. Think sponsored fitness events, quizzes, dress down days or music nights!

DECEMBER

Sho-ho-ho your support!

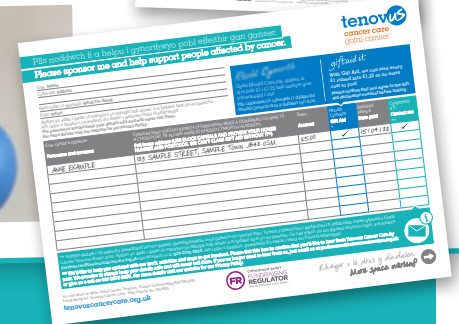
Get your best wooly warmer on and hold a Jolly Jumper Day! Or welcome in the holiday season with a concert, play, office party or ball. We have a festive sweepstake available, let us know if you'd like one!



Fabulous fundraising stuff

We can provide lots of stuff to help you kickstart your fundraising, like...

- Collection goblets / buckets
- Tenovus Cancer Care T-shirts
- Banner roll
- Stickers
- Information leaflets about Tenovus Cancer Care
- Balloons
- Sponsor forms
- Games and sweepstakes



If you'd like any of these items to use in your fundraising, please contact our team and we'll be happy to help. You can email or call us on the details overleaf.

If you have an event coming up that you need some additional materials for, please reach out to our team and we'll do what we can to support you.

Marketing materials

We can supply you with bilingual materials to advertise your fundraising efforts. We have belly posters and generic social media graphics readymade to help you spread the word.

For bigger events and activities, our in-house Marketing Team may be able to support with bespoke materials; things like posters, flyers and tickets. We can print A4 and A3 size, and supply digital files for social media and email.

Please give us as much notice as possible. Bespoke requests usually take around two weeks to be produced once we have all the information, and remember to factor in postage times on top of this if necessary.

All you need to do is email or call us on the details overleaf, and we'll help as much as we can!



Keeping it safe and legal

Collections

Collections are a great way to raise money and awareness for Tenovus Cancer Care. However, if you're planning a collection that takes place in a publicly owned area, then you must get permission from the Local Authority beforehand and secure the appropriate permit.

If your collection takes place on privately owned land, you just need to seek the permission of the owner of the land or business.

Raffles and lotteries

Raffles, lotteries and prize draws are all governed by legislations so, before holding one, please do get in touch with our Fundraising Team so we can advise you on the process that you need to follow to keep everything legal.



If you're planning a collection, raffle or lottery, please get in touch!

We have readymade guides available to help you plan a fun, safe and legal fundraiser.

Insurance, health and safety

When you hold an event, you're responsible for making sure that it's safe for all the attendees. We encourage all fundraisers to carry out a risk assessment before the event, enquire about insurance at the venue and take out public liability insurance. If you need help or advice with carrying out a risk assessment, we're happy to help - just get in touch!

Data protection

It's everyone's responsibility to look after people's personal data, and no members of the public should have access to it. It's best to treat data as cash, keeping it sealed in an envelope and locked away.

Food hygiene

Take care when handling food and work to basic rules for safe preparations, storage and cooking. Be sure to note any allergens contained in food you're supplying.

You can find more useful information at food.gov.uk

Remember...

The key to a successful event is to make sure you plan carefully and well in advance. Your fundraising doesn't need to be complicated to be successful, but it does need to be fun!



Money, money, money

So you've done the hard work and finished your fundraising efforts! Now you want to get it back to us, so we can get it working to help people affected by cancer.

There are four easy ways to pay in the money you have raised...

Online

Visit tenovuscancercare.org.uk/donate then click '**Make a one off donation**' and fill in all your details. Please don't forget to let us know how you raised the money, in the 'what inspired you' section.

At the bank

Pay the money into the Tenovus Cancer Care bank account directly. Our details are:

Bank: HSBC **Account Name: Tenovus Cancer Care**
Sort Code: 40 - 16 - 15 **Account Number: 61069578**

So we can identify your donation easily, add a reference such as 'Joe Bloggs - Cardiff Half'. Please also email us at the address below to let us know about your recent donation.

Over the phone

You can pay in your fundraising by credit or debit card. Just call us on the number below and we'll gladly take your donation!

By post

You can pop a cheque, made payable to Tenovus Cancer Care, in the post to:

Fundraising, Tenovus Cancer Care, Jones Court, Womanby Street, Cardiff CF10 1BR

Please be sure to include some info so we know where it's come from, and what it's for.



Get in touch

We're here to support you, so give our friendly Fundraising Team a shout if you need anything!

fundraising@tenovuscancercare.org.uk

029 2076 8850

Thanks for choosing us!

We couldn't do what we do without fantastic people like you.



Fundraising for Tenovus Cancer Care Reg Charity No. 1054015

tenovuscancercare.org.uk

