

Supporting local people on their cancer journey

In aid of Fundraising Pack



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Welcome to Team Cancer Focus NI

Every day in Northern Ireland, another 37 people are told “You have cancer”. This is one of the most devastating moments anyone can experience, either for themselves or for someone they love. However, it does not have to be a lonely journey.

The following pages will give you handy tips and advice on how to make the most of your fundraising. Each year, we rely on the generosity of our loyal and passionate supporters to help us raise the £4.4 million that we need to continue to fund pioneering research and deliver vital cancer support services to men, women, and children here in Northern Ireland.

Every pound you, your friends, colleagues and family members raise for Cancer Focus NI will stay right here in Northern Ireland, making a huge difference to the life of a person or family living with cancer. We want to support you to get the most out of your event, activity or personal challenge.

We hope you enjoy your fundraising journey with us and if you need any further information or support, please call us on: **028 9066 3281** or email **fundraising@cancerfocusni.org**

Don't forget to join our community of Cancer Focus NI fundraisers on social media by following our channels:



Angela's Story

Angela was diagnosed with Breast Cancer on 5th October 2021 aged only 51. Cancer Focus NI's specialist counselling service was there to support her during her chemotherapy, mastectomy, reconstruction, and radiotherapy.

"After about three months into my cancer journey, I admitted to myself that I needed help and support. I finally reached out to Cancer Focus NI and I was connected with a wonderful counsellor. I was not prepared for how beneficial the service was. Thanks to the support I received, I began to understand my thoughts, feelings, and fears. This was a changing point for me.

My life and my outlook is very different now. Cancer Focus NI were there for me when I was in need, and it is comforting to know that they will be there for someone in a similar position to me. Thank you for supporting this wonderful charity."



How Your Fundraising Helps

For every £1 raised, 80p is spent directly in the delivery of our cancer services and invested into pioneering research. All funds raised stay right here in Northern Ireland.

Where Your Money Goes

Our cancer support services are based across Northern Ireland and free to access.

£2,000 pays for a Wellness Retreat for 20 clients

£480 pays for 6 Counselling sessions

£213 pays for 4 hours of Family Support

£100 pays for six bedside art therapy sessions for a child with cancer

£51 pays for a Bra Fitting appointment



286 clients availed of Art Therapy



92 patient events delivered



904 patient driving journeys to and from hospital made



822 bra fitting appointments delivered



3,662 counselling sessions delivered



358 parents, children, and carers supported by Family Support



868 cancer support group sessions delivered



140 members involved with our patient choir, Sing for Life



813 helpline calls answered



40 women impacted by breast cancer availed of weekend retreats in Donegal

Plan Your Event

There are a number of things to consider when you are planning your fundraising event. Make sure you are covering the basics for your event and ask yourself these questions:

What is your event?

For example:

- Coffee Morning
- Spinathon
- Quiz Night

Where is your event taking place?

For example:

- Community Hall?
- Local Supermarket?
- Town Centre?
- Local Park?

Why are you holding the event?

- Make sure everybody knows about Cancer Focus NI and why you have chosen to support us.

When?

- What is the time and date of your event?

How?

- How many people will attend?
- How do people sign up?
- Can they pay on arrival or do they need to pay beforehand?



Fundraising Hints and Tips

Everything goes better with a little planning. So, here's some quick pointers on how to plan a successful event and help us raise vital funds for local cancer patients and their families.

Time

Consider how much time you have to spare – some events can take a long time to organise whereas simpler ones can be planned much more quickly.

Interest

Pick an event or challenge that you take enjoyment in, whether that's a run, cycle or a community event, like a coffee morning.

Cost

How much would you like to raise for the charity? Work out a budget for your event and set yourself a fundraising target. Try to reduce costs by reaching out to local businesses to donate items for your event, such as gifts in kind, raffle prizes and/or auction prizes.

Location

The setting doesn't have to be fancy. Remember, it's about people coming together for a good cause. Keep it simple and convenient.

Food and drink

Unless fancy food or drink is the theme of your party, it's best to keep things simple. Make refreshments quick to prepare and food finger friendly.

Promote

Promoting your event is really important. You can use branded, empty belly posters/flyers provided by Cancer Focus NI. These can be printed, but also used across social media platforms to promote your event. We can also provide other promotional and branded merchandise, get in touch with our Fundraising Team for all the materials you need to help make your event a success.

Help

If you are feeling overwhelmed, don't be afraid to ask for help from your friends, family and the Cancer Focus NI Fundraising Team. We are always on hand to give extra support and advice whenever you need it.

Ideas

Don't forget to put the fun into your fundraising by creating an event or setting yourself a challenge that people will likely support.

Why not raise:

£50

by organising a coffee morning

£200

by arranging a bucket collection

£300

by running a pub quiz

£500

by creating a workplace event and asking your boss to match donations

£1,000

hosting a gala ball

Remember to tell us about your plans so we can provide promotional materials such as sponsorship forms, collection buckets, T-shirts, balloons, and banners to help you get the most from your event.



JustGiving Fundraising Online

Fundraising doesn't have to be difficult - we find that the simplest way to reach your fundraising goal is to do something you enjoy and ask friends, family or colleagues to sponsor you along the way.

Setting up an online sponsorship page is easy:

1. Go to www.justgiving.com/cancerfocusni and select 'Fundraise for Us'.
2. Follow the instructions to set up your page.
3. Choose your fundraising target, page title and team members if you have them.
4. Tell people why you are fundraising for Cancer Focus NI and how their donation can make a difference to the lives of local people in Northern Ireland living with cancer.
5. Once your page is set up, email the link to your friends, family, and colleagues, and put it on your social media. It's a good idea to ask those likely to sponsor you with a large amount first to encourage other sponsors to be just as generous with their gifts.

*** If you're new to JustGiving, enter your email address, fill in your details and choose a password. If you have an account, log in. Donors can also set voluntary contributions to JustGiving as £0.00, which means more donations for our charity.**

Don't forget to claim Gift Aid

If your sponsor is a UK taxpayer, the government will give us 25p for every £1 donated. On your sponsorship form, the sponsor will need to follow a few simple steps when they make a donation such as providing their name, address and postcode and of course ticking the Gift Aid box.



Spread the Word

Become a Cancer Focus NI Fundraising Champion in your local area by publicising your amazing fundraising efforts.



Use Social Media

Share personal photographs and videos about your fundraising journey.

Use our Cancer Focus NI graphics and YouTube videos to grab attention.

Include a link to your JustGiving page.



Contact your local newspaper or radio

Use our handy Press Template to contact your local paper or radio.

Include key information such as details about your planned fundraising activity and target.

Include fun and engaging photos.

If you have a particular reason for raising money for cancer, let the journalists know.



Promote in your workplace or local community

Download our empty belly posters, leaflets and logos to publicise your fundraising activity in shop windows and noticeboards at your workplace or within your local community.

Cancer Focus NI will provide you with our 'In aid of Cancer Focus NI' logo to help promote your event or challenge. Contact us to find out more.

Prove you are fundraising for us

Your fundraising contact at Cancer Focus Northern Ireland will provide you with an official Authorisation Letter that will confirm you, your event and your fundraising initiative.

In aid of



Send the Money

Our Fundraising Team are always on hand to help, get in touch with your Fundraising Contact who can assist you with making one of the following payments:



Cheque



**Bank
Transfer**



**Drop it in to
our Head Office**

You did it!

We are very grateful to all our fundraisers, so when you raise some money for us, we will send you a letter and/or certificate to thank you for being so kind. You can also get in touch with your Fundraising Contact and we can facilitate a cheque presentation photo that you can share with all your supporters, along with a 'Thank You' social graphic.

We don't want your journey with us to end. We would like to keep in touch with you and are keen to support you at a later stage to organise your next big fundraising idea.



Keep it Legal

While we want your fundraising efforts to be fun and successful, we want you to keep it safe and legal. We don't want you to accidentally break any laws.

Consider the following:

Health & Safety

If you are planning a large event, you need to check whether you need public liability insurance. If so, we can give you help and advice on how to put it in place. We also recommend that you carry out a risk assessment on the route or venue that you are using for your event.

Raffles

If your raffle is being held within a 24-hour period in a single venue and is part of another event, you can use cloakroom tickets. Tickets should never be sold for more than £1 each. If your raffle lasts longer than 24 hours, you will need to obtain a local lottery licence and print tickets. There are also a number of things that must legally be printed on such tickets.

Street Collection Permits

You need to have a permit from the PSNI before holding a street collection. We will be able to give you advice on contacting your local PSNI and how to fill out the relevant forms.

Food and Alcohol

Check if the venue is licensed or contact your local council to obtain a temporary licence. To prepare and serve any food (or hot drinks) to the public take care to have a good understanding of food hygiene. Contact your local council for food hygiene regulations at events, or see www.food.gov.uk

Entertainment

Check whether your event requires a Public Entertainment License by contacting your local council.

Thank You

Thank you for supporting our work and helping to make a lasting difference to the lives of local people in Northern Ireland affected by cancer.

If you have any further questions or wish to discuss your ideas, please call our friendly Fundraising Team on **028 9066 3281** or email **fundraising@cancerfocusni.org**



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