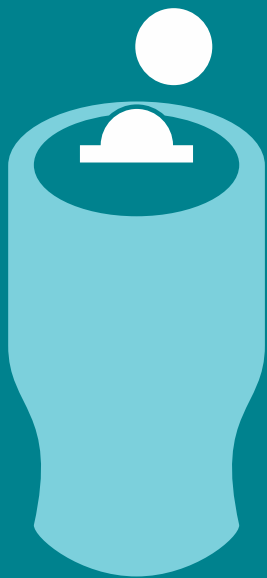


Fundraising Top Tips



Celebrating over 50 years

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Why fundraise for Cancer Focus NI

03

We need to raise almost £4million every year to continue to deliver our vital services and we rely primarily on the public's generosity to do that!

There are lots of ways that you can help - you can take part in events already in our events calendar or if you want to organise your own event this booklet will give you a few handy hints and tips to get you started.

And you don't have to do it alone. Our fundraising team are here to help you plan your event and support you with posters, flyers, buckets, t-shirts and marketing of the event to make sure people know about it.



All the money that you raise stays here, in Northern Ireland, and helps us to:



Provide care and support services for cancer patients and their families. Every year we support 5,800 local people affected by cancer, deliver 4,700 counselling sessions, answer 1,500 Nurse Line enquiries, support 410 children whose parent is living with cancer, and deliver 750 art therapy sessions



Offer a range of cancer prevention programmes to help people lessen their risk of getting cancer. Every year we help 69,519 children through school and nursery visits, provide community health events to 35,409 people, deliver our Stop Smoking Service to 5,889 smokers, and provide training to 1,000 healthcare professionals.



Fund scientific research into the causes and treatments of the disease. We have invested over £11million in local cancer research, provided funding to establish the Department of Oncology at Queen's University, backed research to reduce risk of breast and ovarian cancer in women with BRAC1 gene, and funded public services based on research by Ulster University. In 2020 we pledged £300,000 funding for a new 3-year pioneering cancer research project to determine how immunotherapy can more successfully treat pancreatic and oesophageal cancers, cancers which at present are hard to treat and have very low survival rates.



Campaign to increase cancer awareness and work with politicians and decision makers to develop legislation that helps us look after our own health.

The A - Z of fundraising ideas

04

A

Aerobathon
Afternoon Tea Party
Arts and Crafts Fair
Alternative Marathon



B

Bag Packing
Barbeque
Beard Shaving
Beauty Evening
Bring & Buy

C

Cake Sale
Car Boot Sale
Car Wash
Coffee Morning
Concert
Cinema Night



D

Dinner Party
Disco
Dress Down Day

E

Easter Egg Hunt
Eighties Night



F

Fancy Dress party
Film Night
Five-a-Side Footie
Fun Run

G

Games Evening
Garden Party
Girls Night In
Guess the weight of...

H

Head Shave
House Party
How many.. (sweets in ajar?)



I

Indian Night
International Food Dinner Party

J

Jazz Night
Jelly Eating Competition
Jumble Sale

K

Karaoke Night
Knitting Competition



L

Ladies Lunch
Leg Wax
Loud Tie Day
Lunchtime Quiz

M

Make Up Demonstration
Masked Ball
Movie Quote Quiz
Murder Mystery Evening

N

Non-Uniform Day
Netball Tournament

O

Online Fundraising
Odd Jobs
Office Olympics
Open Garden

P

Pancake Race
Pampering Party
Pub Quiz
Pupils V Teachers
Picnic

Q

Quiz Night

R

Raffle
Rally Drive
Rugby Match

S

Salsa Night
Strictly Come Dancing
Sixties/Seventies Party
Sponsored Give it Up
Sponsored Silence
Sports Day
Swear Box

T

Table Quiz
Tache for Cash
Theme Night
Tombola
Treasure Hunt

U

Unwanted Gift Sale

V

Van Pull
Variety Show

W

Waxing Challenge
Welly Throwing
Who's the Baby Competition

X

X-Box Tournament
Who's the Baby Competition

Y

Yes/No Competition
Yoga Marathon

Z

Zany Clothes Day
Zorbing



Fundraising support

06

If you choose to organise your own event for us, you don't have to do it alone. Our fundraising team can help you with:

- Sponsorship Forms
- Posters, flyers & tickets - all printed in-house to save you money
- Buckets
- Collection Tins
- T-shirts/ Running Vests
- Balloons
- PVC Banners
- Cancer Focus NI Pop-up Stands
- Napkins
- Stickers/ Pin Badges
- Support Your Girls Materials - specifically for breast cancer awareness fundraising
- Volunteer Support
- Cancer Focus NI information leaflets - on our services and different types of cancer
- Help with promotion and media coverage for your event.



If you would like to order any materials for your event contact:

E: fundraising@cancerfocusni.org T: 028 9066 3281

Or contact a specific team member (details on page ?)



Maximising your fundraising money

07

Online Giving

These days nearly everyone has access to the internet in one way or another and with our busy lifestyles we don't always see our friends and family as often as we would like. That's why we would recommend that you set up a personalised fundraising page through one of the many online giving platforms such as JustGiving, VirginMoney Giving, Facebook or EveryDay Hero.

By making an online giving page and sharing it online, anyone from anywhere in the world can donate using a credit/debit card!

A few simple hints to online giving are:

- Add your story and pictures to your page
- Share your page via email, Facebook, Twitter, Instagram or any other social media platforms
- Update your page, if appropriate, to include training pictures

GiftAid it

This great charity initiative allows us to claim an extra 25p from HMRC for every £1 that you are sponsored. All you need to do is encourage your friends, family and colleagues to fill out their FULL name, address AND postcode on your sponsorship form and tick the Gift Aid box if they are a taxpayer. (If they are donating online, they will be prompted to fill out their gift aid details automatically.)

Forget Me Not Fund

If you are raising money in memory of a loved one you may wish to celebrate their life and their memory in a special way. Named after the person who has passed away, a Forget Me Not Fund allows friends, family and colleagues to dedicate their combined efforts under one name as a unique a lasting way to honour their memory.

You'll know the best way to remember them, but a Forget Me Not Fund offers a way that both celebrates their life and helps others affected by cancer in Northern Ireland. If you are interested in chatting about this please contact **Barbara Long** E: barbaralong@cancerfocusni.org

Matched Giving

Some employers will match fundraising money raised by their employees pound for pound! When you are fundraising, why not ask your employer if they will match the funds you raise?

Saying 'thank you'

We are grateful to all our fundraisers, so when you raise money for us, we'll send you a letter and/or certificate to thank you for your support. We would also encourage you to thank anyone that has helped or assisted with your fundraising, and we can also help you with that. It takes very little to say thank you but means so much!

How to return your money

08

We love to meet our fundraisers personally to thank you for your support so it's not a problem if you want to meet up to hand over your money. We can arrange to visit you wherever suits you best or you can come to our offices in Belfast - just give us a call on **028 9066 3281** or send us an email.

We know that meeting up doesn't always suit so below are some other ways in which you can return your fundraising.

By Post

To return the money you've raised by post, send a cheque or postal order made payable to 'Cancer Focus Northern Ireland', along with a note stating who it is from and any relevant sponsorship cards to:

Fundraising
Cancer Focus Northern Ireland
40-44 Eglantine Avenue
Belfast
BT9 6DX

By Phone

If you prefer to pay over the phone just give us a call on 028 9066 3281 and ask to speak to one of the fundraising team (or the person in charge of your event). Your credit/debit card details will be processed with the utmost of confidentiality.

By Bank Transfer

You can lodge your fundraising directly into our account using the following details:

Bank Name.....**Danske Bank, Donegall Square West**
Account Name.....**Cancer Focus Northern Ireland**
Account Number.....**5042 1502**
Sort Code.....**95-01-21**
Swift/Bic.....**DABAGB2B**
IBAN.....**GB57DABA95012150421502**

Please ensure that you put your name in the reference of your lodgement and then send an email to **fundraising@cancerfocusni.org** to let us know how much you have lodged so that we can allocate it to your fundraising.

Online Giving

You can use your online giving page to pay in the money that you have raised 'offline' but please note that the platform may take a small percentage of the money for fees.

Keep it safe and legal

09

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.

Cancer Focus Northern Ireland is registered with the Fundraising Regulator to demonstrate our commitment to high fundraising standards and the Code of Fundraising Practice. This Code of Practice sets the standards that apply to fundraising carried out by all charitable institutions and third party fundraisers in the UK.



Health & Safety

If you are organising 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 would also recommend that you carry out a risk assessment on the route or venue that you are using for your event.

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 in the relevant forms. Please note that once you receive your permit each collector must have a copy during the collection.

If you choose to collect in a privately owned space such as a train/bus station, supermarket or indoor shopping centre you must have the consent of the private site owner.

Corporate Fundraising

By partnering with Cancer Focus NI, you can help engage and motivate your staff, encourage teamwork and have fun!

As a charity partner you'll get 2 Keeping Well van visits and Health & Wellbeing Info sessions, 1:1 account management and assistance with organising events, volunteer and PR opportunities.

There are lots of ways your workplace can get involved - sponsorship, staff volunteering, payroll giving, fundraising events and donations in kind.

To find out more contact **Rosie**

T: 028 9068 075 E: rosieforsythe@cancerfocusni.org



The difference your money will make

10

Every penny you raise has a positive impact. If you'd like to know more about what your fundraising could pay for, just ask and we can show you. Below are just a few examples that show how your money can make a real difference.



£100

Will pay for six bedside art therapy sessions for a child with cancer



£300

Will provide transport to over 50 hospital appointments and treatment sessions for local patients



£500

Could pay for DNA sequencing of a single tumour sample, which allows us to see what genetic changes need to accumulate in order for normal cells to become cancerous



£1k

Will enable 5 bereaved families to attend our group family support sessions for one year



£3k

Will provide screening of 2,500 cancer drugs to see which one works best in a particular cancer



£20k

Will support a PhD student for 12 months - training the next generation of cancer scientists

Thank you for helping us to make a real difference to the lives of local people.

Other ways to support us

11

Once you have completed your fundraising you might decide that you want to continue to support our work in a different way.

Direct Debit

Giving a regular donation allows us to make plans for the future and decide how we can best support the people that need it most. It's quick and easy to set up and if you are a taxpayer we can claim a further 25% from HMRC, which will increase the amount that we receive.

Payroll Giving

This is a great way to support us straight from your salary. It's very simple to set up and, because donations are deducted before you pay tax, it's a very tax efficient way to give.

Cancer Focus NI Lottery

Take part in our new weekly lottery from just £1 per week and win up to £150 every Friday. On signing up you will receive your personal number(s) which remains yours for as long as you want to play. It is unique and therefore belongs to you only – no need to split your winnings with anyone.

Legacy Giving

Leave your mark on the world! All gifts in Wills are incredibly important to us, regardless of size. Thanks to legacy gifts, we have made breakthroughs in cancer research right here in Northern Ireland. We can provide you with your free 'Gift in Will' guide that includes practical tools and information on how to leave a gift and what kinds of gifts you can leave.

If you are interested in any of the above, please get in touch with our Direct Marketing Team:

Ollie Govett
Direct Marketing Manager

E: olliegovett@cancerfocusni.org
T: 028 9068 0740

Sarah Atcheson
Direct Marketing Officer & Fundraising Co-Ordinator

E: sarahatcheson@cancerfocusni.org
T: 028 9068 0745



Cancer Focus Northern Ireland

40-44 Eglantine Avenue
Belfast BT9 6DX

T: 028 9066 3281

E: hello@cancerfocusni.org

www.cancerfocusni.org

Free Information & Support NurseLine

0800 783 3339



Celebrating over 50 years

Charity No: NIC 101307



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