Thanks so much for deciding to fundraise for Breast Cancer Care.

In this guide you’ll find everything you need to help you with your fundraising. We also have extra information available online to help you with your event, go to www.breastcancercare.org.uk/raisemoney

The great thing about fundraising for Breast Cancer Care is that it can be as simple or as elaborate as you like and whether you raise £20 or £200, every penny counts.

Once again, thanks for signing up to fundraise for us and we look forward to hearing all about it!

The fundraising team
Breast Cancer Care

‘I was diagnosed with breast cancer at the age of 29 and had questions that no-one seemed able to answer. There weren’t many cases of younger women being diagnosed in my area, so I found the information from Breast Cancer Care invaluable. I discovered I wasn’t the only person with these fears and they were actually quite normal.’ Linda from Ayr

‘Breast Cancer Care supported me throughout my treatment and were a lifeline when I needed them. It is important that you feel you are not alone.’ Judith from York

1 in 8 women will get breast cancer in their lifetimes

Breast Cancer Care is the only UK-wide support charity helping the thousands of people waking up to the harsh reality of breast cancer every day. Our specialist nurses, local services and emotional support network mean whenever a woman needs information, support or just wants to hear a caring voice, we are here to listen and respond.

One in eight women will get breast cancer in their lifetime. That’s one person every ten minutes.

Its devastating effects touch thousands of us every day. And as the numbers continue to rise, more and more families will be forced to live through breast cancer. We want to be there for every one of them.

All of our services are provided free of charge thanks to the money raised by people like you.
Getting started

Decide what to do
Decide what fundraising event or activity you'd like to do – have a look at our website for fundraising ideas and tips.

Set a date and location
Decide when and where it's going to take place. Remember to consider the weather and have a plan B just in case. If you need to book a venue it’s worth checking availability, capacity, toilet facilities and things like access and parking. If you let them know it's a charity event, see if the owners will let you use it for free. Is it a public place or private – do you need to apply for any licences? Refer to ‘Have lots of fun and stay safe’ on page 5 for more details.

Set yourself a fundraising target
Let everyone know how much you want to raise and how the donated money will help people facing breast cancer.

Set up a JustGiving page
It only takes a minute to set up a JustGiving page that’s quick and easy to share with friends. Plus the money donated comes directly to us so you don’t have to worry about collecting it.

Spread the word
Let everyone know when and where. Why not contact your local newspaper and tell them about your event? We even have a press release template you can use! Don’t forget to tell your friends, family and colleagues that you’re raising money for Breast Cancer Care. Send round an email with your JustGiving page, update your status on Facebook, tweet about it, and leave a sponsorship form (available on request) in your staff room. You can also use our template to create your own poster to help promote your event.

Fundraising materials
Contact your local fundraising team who can supply you with balloons, stickers, collection boxes, sponsorship forms, posters, T-shirts, breast awareness leaflets and more.

Collect your sponsorship
Don’t be afraid of reminding people that they’ve sponsored you and try to collect the money as soon as possible after the event.

Ask your employer about matched giving
Find out whether you company has a matched giving scheme to match the total you raise.

Send us your money
For details of how to pay your donations in to Breast Cancer Care, see page 6.

Here’s how your fundraising will help

- £10 teaches someone how to be breast aware for life at a local workshop – knowing the signs of breast cancer can save lives
- £100 pays for four calls to our confidential Helpline so people with questions or concerns about breast cancer can get support from Breast Cancer Care’s expert team.
- £250 funds a Breast Cancer Care hospital information point for a year so people with breast cancer, and their family and friends, have access to our latest resources when visiting the clinic.
**Ways to boost your fundraising!**

**Organise a raffle**
Ask friends, family or local businesses to donate prizes. Sell raffle tickets at your event and make sure you announce the winner at the end. Raffles can raise a lot of money and create a real buzz!  
*Find out more about raffles*

**Girls night in**
Have a girly night in, give your friends a manicure and paint their nails pink for a small fee. Ask friends and family to donate what they would have spent on a night out.

**Pins and things**
Order a box of pin badges, from your local fundraising team, to sell at work or at your event.

**Friday night at the pub**
Invite everyone to a charity evening at your local pub. Be a quizmaster (you can download a quiz from the internet) and ask teams to pay to take part. Get local businesses to donate the prizes and hold a raffle to boost your fundraising total.

**Sweet charity**
Guess the number of sweets in the jar – ask everyone to pay to play and the winner gets all the sweets!

**Ensure it’s a sell out**
Advance ticket sales means guaranteed donations. Make sure you let as many people as possible know about your event by providing information about buying tickets on Facebook and Twitter, your JustGiving page and posters in your workplace or around your local area.

**Hair today gone tomorrow**
Get sponsored to shave off your hair or dye it pink. You’ll be amazed at how much you can raise!

**No smoking beyond this point!**
Chocolate, alcohol, smoking – whatever your vice, get sponsored to give it up, even if it’s only for a month.

**Let them eat cake**
Have a ‘Guess the weight of the cake’ contest. Just remember to weigh it first so you know who wins before you eat it!

**It’s what we’ve all ‘bean’ waiting for**
Hold a contest to see how many beans people can eat in a minute with a toothpick - charge people to watch!
Have lots of fun and stay safe

There are laws governing all charity fundraising. Here are some that may be relevant to the activity you’re organising. If you have any questions or want to check anything out, contact your local fundraising team.

**Raffles**
Depending on the type of raffle, you may need a licence. Check out the guidelines on our website.

**Collections**
If you plan to hold a collection on private property, such as a pub or shopping centre, you need to gain permission from the owner or manager. If you collect on the street you must get a permit from the local authority for the area you wish to collect in.

See our collection guidelines here

**Other points to remember**
Let us know about the event you’re planning and we can make sure you’re properly supported. If you’re having entertainment or selling alcohol at your event, these may need a license - check this out before your event. If you would like to use the Breast Cancer Care logo on anything contact the local fundraising team for advice as we need to approve all uses of our logo.

**Health and safety**
Safety advice varies depending on the event you’re planning and where it will be held.

For more information about keeping your event safe and legal, head to our website

Breast Cancer Care doesn’t accept responsibility for any loss, damage or injury as a result of your fundraising event or activity. It’s essential you make sure your event is safe for all concerned.

Health and safety

Have lots of fun and stay safe
The most cost effective way for us to receive your donations is online.

Paying in online
Please pay in at www.breastcancercare.org.uk/donate

Paying in cheques
Send us a cheque made payable to Breast Cancer Care, together with a completed money return form which your local fundraising team can provide you with. Please post both to your local fundraising office

Paying in cash
We can send you a paying-in slip to pay in donations directly into our bank account at your local branch of HSBC. Please note, we may have difficulty linking the payment to you and thanking you. Other banks may also charge you a small fee. If you require a paying-in slip, contact your local fundraising team.

Please pay all money raised to Breast Cancer Care within two weeks of your event.

A massive thanks for raising money for us. Your donations will help us continue to be there for everyone who needs us.

We’re facing breast cancer together.