How to organise your own sponsored challenge

Sponsored challenges are a great way to show your community just how much you care about the work we do here at Breast Cancer Now, while raising funds to make life-saving research happen. Why else would you be willing to shave off all your hair, climb Kilimanjaro or run 27 marathons in a month?!

Pick an event
Breast Cancer Now have plenty of school fundraising ideas to share with you, we’ve listed some of our favourites below:

- Pink dress up day – why not get involved in wear it pink?
- Sports or games tournament – why not do teachers vs students?
- Showcase students in a talent show
- School wide sponsored challenge – walk a marathon between a class,
- School competition – you could ask students to design a poster
- Don’t forget you can boost how much you can raise at an event by adding in food sales, raffles and fundraising games! For guidance on raffles look at our raffle how-to guide.

Get permission & approval
Whether this is parental consent, permission to use a local venue or getting permission from the school itself, make sure to request this ahead of when you want to do your fundraiser.

It’s always a good idea to have a chat with the school’s head teacher or deputy head about getting permission for your fundraiser. Schools often have lots of events on throughout the school year so it’s a good idea to check your event doesn’t clash with anything.

Order your materials
We have a huge selection of materials that we can send you to help add some pink to your school fundraising day. We have branded banners, balloons, posters, bunting and more. Just get in touch!

The legal bit
Your safety is our number one priority – so we’ve put this little bit of info to keep you protected while organising your event. Please follow it!

- Make sure students are aware of rules around fundraising, e.g. shaking collection buckets or approaching strangers for sponsorship. You could even do a fundraising do’s and don’ts session with students before your event.
- School fundraising should be supervised, age appropriate, safe and inclusive for all students. For more details on how to ensure this at your school, visit www.institute-of-fundraising.org.uk and search for “schools guidance” for some more best practice.

Speak to a member of the team to find out more: community@breastcancernew.org / 020 7025 2402
Meet Tracy

Tracy began treatment for breast cancer in January 2017, but before she began chemo she wanted to hold a sponsored head shave and raise money and awareness for Breast Cancer Now. Tracey said her main reason for doing this was to raise money for charity and to make it easier for her to face people immediately without her hair. Tracy did an amazing job at her sponsored event and raised over £5,000!

Tracy’s top tips

- Involve students in planning any fundraising activities for unique, creative ideas and to help develop their skills.
- Use the local community and ask for sponsorship from local businesses. You could ask businesses to donate raffle prizes, sponsor an event or help promote any school fundraising.
- Make it fun – students are more likely to get involved if the event is entertaining and the more students who get involved the more money you can raise. Fundraising should be fun and not feel like a chore!
- Make it educational; you can develop student’s learning by doing an assembly about Breast Cancer Now. You might want to talk about the different research projects we fund or a day in the life of one of Breast Cancer Now’s scientists!
- Promote your event in the local newspaper and if your school has a website, social media or newsletter make sure to shout about all the fundraising the school is doing.

How long you’ll need

The great thing about fundraising at school is that your event can be as big or as small as you want it to be. It’s a good idea to plan your activity with enough time to get any permission needed and to promote it too.

You may want to give yourself a few months to plan a fundraising event like a school sports tournament but you may only need a couple of weeks to plan something like a bake sale depending on your school’s regulations.

- Give students recognition for their amazing efforts. This could be something simple like publicly saying thank you or presenting certificates to everyone.
- Get clubs involved – whether it’s a drama, swimming or dance club pool your student’s talent together!
- Make it easy and affordable for pupils to take part by keeping costs low – use the school’s networks to find free venues and entertainment as well as raffle prizes.
- Involve the local community in your school’s fundraising and get parents, families, teachers, local places of worship and local businesses to join together.
- Use your school’s resources – see if you can use the school hall for an event or host a sports tournament on the playing field.