

Student fundraising guide

Right now, breast cancer is at a tipping point

More women are surviving breast cancer. But more are being diagnosed than ever before. And every 45 minutes, another woman in the UK dies from the disease. With your help, we can change that.

We're Breast Cancer Now, the UK's largest breast cancer charity created by the merger of Breast Cancer Campaign and Breakthrough Breast Cancer – and we're dedicated to funding research into this devastating disease. We believe that if we all act now, by 2050, everyone who develops breast cancer will live.

But only if we stand together.

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The time is now

Thank you for joining us. Whether you walk, run, cycle, skydive or swim to raise money for Breast Cancer Now, you'll be supporting cutting-edge research to find ways to stop this devastating disease taking lives.

Breast Cancer is the most common cancer in the UK. One in eight women will face it in their lifetime. Nearly 700,000 people living in the UK have experienced a diagnosis.

Survival rates for breast cancer have increased dramatically. 8 per cent of women who develop breast cancer will now live beyond five years. 40 years ago, it was only around half.

But that doesn't mean we've got breast cancer under control.

More than 50,000 women in the UK will be told they have the disease this year. That's one woman every 10 minutes.

Research has made incredible progress, but despite all we've achieved breast cancer still kills – and it kills on a heart breaking scale.

1,000 women in the UK have their lives cut short by the disease every month.

We can't live with that. **It's time to act.**

Ground-breaking research into all forms of breast cancer is taking place near you right now.



At more than **30** universities and research centres across the UK and Ireland.



We're working with hospitals across the country to make sure breast cancer patients get the best services and support.



We support nearly **450** of the world's brightest researchers.



Find out more about what we are doing in your area:
breastcancernow.org/inmyarea

Fundraising support

Breast Cancer Now

At Breast Cancer Now, we're here for you every step of the way – from registration to completing your challenge.

We have over 15 years of experience in student fundraising, so if you have any questions, just get in touch – we'd love to have a chat about what you've got planned! We'll also be on campus a couple of times a term, so please do come and see us.

We know how important it is to make an impact with your fundraising, so we've got all the materials you might need to help you reach your target, including:

- Balloons
- Collection tins and buckets
- Banners
- Poster templates
- T-shirts
- Breast awareness cards
- Stickers
- Pin badges

If you would like to order any of the above, please contact us:

students@breastcancer.org
0207 749 0886
www.breastcancer.org

 @breastcancernow
 Breast Cancer Now Students



Team Leader

Your Team Leader is your direct support on campus. They're there to support you throughout your fundraising challenge, and you'll meet with them on a regular basis to update them on your progress.

The meetings will enable you to find out what fundraising events you can take part in and help you get to know your team. The more you work as a team, the easier you will find fundraising!

Your Team leader will help you with any questions you have about permits and collecting on campus. They will book in regular team events and socials and keep you updated on important details.

RAG

Your RAG are a brilliant asset to your fundraising. If you need extra buckets or advice on collecting on campus, RAG are the best people to ask. They are there to support both you and your Team Leader, so make use of them! Once you've collected your money, RAG will count your bucket and send the money off to Breast Cancer Now.

Tour provider

Your tour provider is on hand to answer any questions you have regarding the trip itself. From route to kit list, they are happy to help! If you are unsure who your tour provider is, please get in touch.

Kick start your fundraising



You will have a minimum sponsorship amount that you need to raise to go on your challenge. Once you've read through this guide, make a plan of how, when and with who's help you are going to reach this target, and try to stick to it. Here are our top tips to help you smash that target!

1. It's not what you know

Get as many of your family, friends, course-mates and colleagues involved as you can. Think about people in your networks and who they may know to help you with your fundraising.

2. Make it personal

Share your reason for undertaking the challenge. If you have a personal connection to breast cancer and are happy to talk about it, this will

really help people to understand your motivation and why they should support you.

3. Name the date

Remember your fundraising deadlines and plan events to meet these. You will find it easier to fundraise regularly rather than at the last minute.

4. Spread the word

Gaining coverage on campus and in your local media is a great way to boost your fundraising total and to raise awareness of Breast Cancer Now. Please get in touch if you need any advice about contacting the media.

Be legal

You're not covered by Breast Cancer Now's insurance for any event that you organise, so you must get your own insurance cover. If you're holding an event in a venue or using any third-party suppliers you'll need to ensure that they have a suitable level of public liability insurance. You also need to ensure you have the appropriate licenses for any events you organise, such as live entertainment or the sale of alcohol. We are on hand to provide advice you need.

5. Say thank you

Remember to thank everyone who helps you. Let them know how much they have helped you to raise and how their support has made a difference to breast cancer research.

6. Most importantly, have fun!

We want you to enjoy fundraising for us, so choose activities that you know you're going to enjoy. If you're having a good time, people are more likely to want to support you.

**Every pound
you raise will go
towards helping us
to overcome breast
cancer by 2050.**

Get online



Online fundraising makes raising money really quick and easy. It also means you can use your social networks to get more donations. All money you raise online will be automatically transferred to us – so no hassle!

The two most popular sites are JustGiving and Virgin Money Giving. If you're new to these sites, you'll need to set up an account and then follow the step-by-step guide to set up your page.

Donations by text

To receive donations by text message you'll need to set up a JustGiving page. Visit www.justgiving.com/justtextgiving

Get the most out of your online fundraising page

- Tell people why you're doing your event and why raising money for Breast Cancer Now is important to you. Add a photo of yourself or the person that has inspired you to support us.
- Set your fundraising target so people can see how far you have come and how far you have to go. It will encourage donors to give to help reach your target. If you get close to your target, update it to encourage more people to give!
- Ask someone who you know will give you a larger donation to be the first person to donate on your page, as this will encourage others to follow suit!

- Keep updating your page to let everyone know how you're getting on with training and fundraising for your event.
- Consider the timing of your asks – around pay day most people feel a bit more flush
- Don't stop! Update your page after your event, adding information about how you got on and any photos and videos from the day.
- Thank everyone that you can via social media, it will inspire others to donate.

Once you've set up your page

- Email the link to your page to all of your contacts with a personalised message.
- Include the link to your page in your email signature.
- Post the link on social networks such as Facebook and Twitter, including any updates about your event. Tag friends in posts thanking them for their donations.
- Ensure that the link is included in any media coverage.

The last one



We believe that if we all act now, by 2050, everyone who develops breast cancer will live. Alex won't be the last one to die from breast cancer, but there will be a last. Here is Alex's story:

Alex was 21 when she first noticed symptoms, a lump and nipple discharge. She went to her GP but was dismissed as she's too young. Two years later, the lump had returned along with pain in her armpit. Her GP sent her for an ultrasound, mammogram and a biopsy, she had grade 3 aggressive breast cancer.

Alex's treatment began with a mastectomy and having her eggs frozen, this was followed by six rounds of chemotherapy and radiotherapy. At the end of her treatment a CT scan showed up clear, Alex was keen to get her life back to normal.

In January 2015 Alex was told the cancer had spread to her bones. Doctors found cancer in her hip, two parts of her spine, her ribs, her shoulder and her skull. Alex is currently having radiotherapy and pain killers to ease the pain.

Help us to make the last one a reality.

Fundraising in 30 minutes

Organise a sweepstake

The Grand National, the X Factor, the World Cup – or whatever event or tournament is happening at the time. You can set up an online sweepstake using **Guess2give.com** and all the money will come directly to the charity.

Give something up

Whether your weakness is chocolate, talking on your mobile phone, get sponsored to give it up for a day, week or month. You could also donate any money that you save.

Speak to your employer or parents' employer

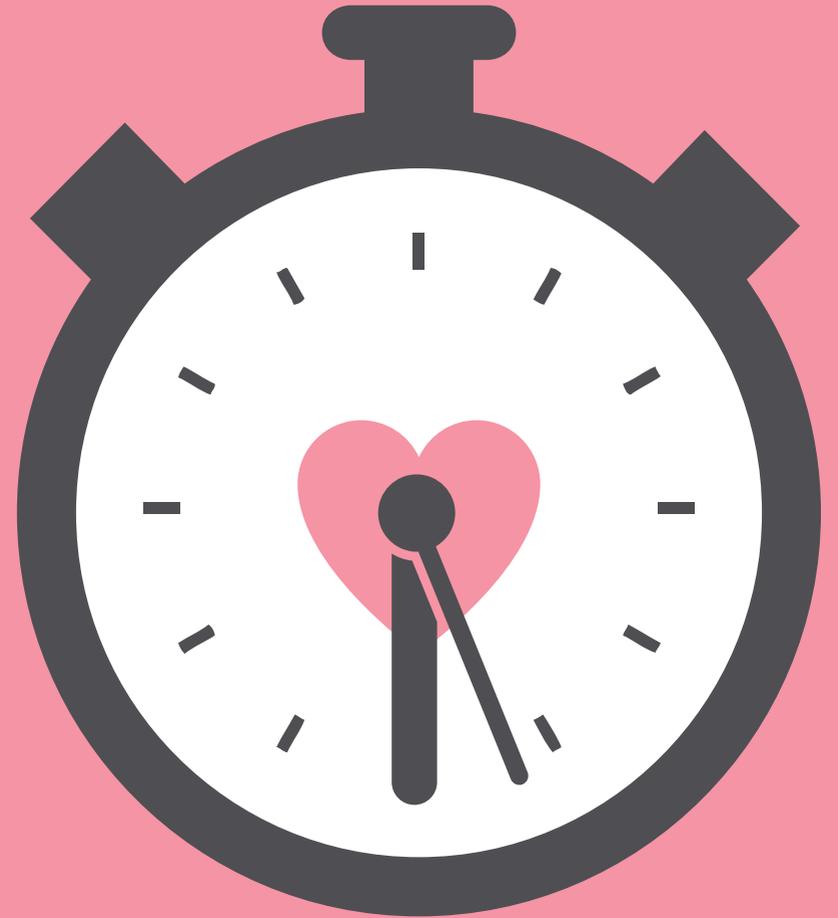
Find out if they offer a matched-funding scheme to match all or some of the money that you raise. If not, they may be willing to make a donation, let you organise an event at work or donate a raffle prize.

Go back to the classroom

Schools are brilliant at helping to boost your fundraising. Ask if your old school can hold a mufti/**wear it pink** day in aid of your fundraising.

Gift amnesty

If you have a birthday or special occasion, consider asking for donations instead of gifts.



Fundraising in half a day

Sponsored run or walk

Get your friends and family together for a walk or run and ask them all to get sponsorship. You'll be surprised at how far you can walk in half a day!

Clear out your clutter

Head to your local car boot sale or list your unwanted items on eBay. Remember, one person's trash is another person's treasure!

Share your time

Help others with odd jobs, such as mowing lawns or dog walking for donations.

Bake sale

Recruit your friends, family and flat mates to help you bake lots of yummy sweet and savoury goodies and then sell them on campus or at an afternoon tea party with friends. If you would like to book a stall on campus speak to your Team Leader.



Doughnut sale

This always goes down well on campus, order online for a charity event to buy at a cheaper rate. For example, selling by the library during exam season is always a welcome treat!

Name: Jimmy Sykes

Uni: Portsmouth

"The doughnut sale was actually really great. We simply went online to the company's charity page and filled out the form with an official charity number. We bought them for around 48p a doughnut and sold them for £1 each or a box of 12 for £10. That's about £300-350 profit!"

We stationed ourselves in the Uni Library Lobby during the height of exam time and sold the doughnuts to passers-by with cheeky smiles and tag lines "donate for a doughnut". We sold 50 boxes over two days and did

that on two occasions. We raised £767 between two of us as some people simply donated without buying and some paid extra to the cause."

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You are powering ground- breaking research



Dr Bea Howard works at our research centre in London. She knows how vital it is that we keep investing in breast cancer research – she’s had breast cancer twice herself. By being at the heart of the most cutting edge research there is, Bea will help find ways to stop breast cancer affecting more women like her. And with you behind her, she’ll be able to do this quicker.

The money you raise could help our researchers:

- Unpick the processes that allow breast cancer to spread
- Develop effective new treatments
- Work out who is most at risk of their breast cancer spreading so we can help them sooner

Fundraising in an evening

Fun and games

Whether you're into quizzes, darts, bingo or stand up why not ask a local pub or your students union to let you put on an event? If there is already an existing event ask if they can hold it in aid of Breast Cancer Now to help your fundraising and save time!

Fundraising dinner

Save your friends the time and invite them round for a dinner cooked by you. Charge them for the evening and keep your costs low to make as much money as possible. Turn it into a come dine with me event making it a regular occasion!

Pre night out gathering

You and your friends regularly get together before a night out, so make the most of it and bring some supplies for everyone to share. Keep a donation pot out for the evening and ask everyone to donate for the treats!

Auction of promises

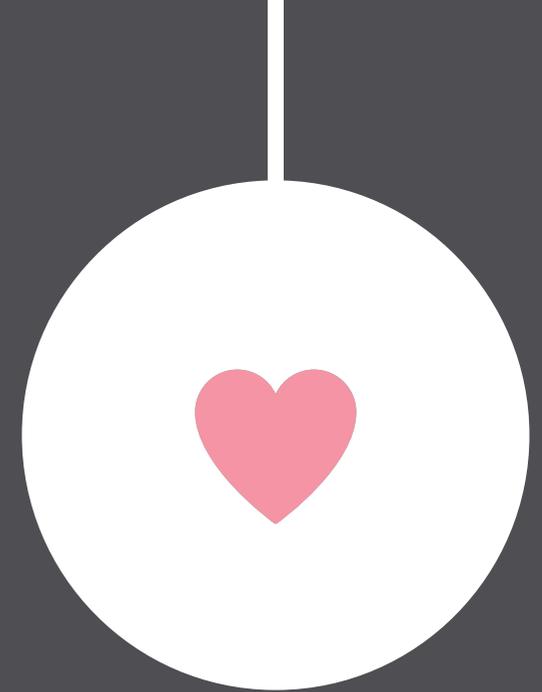
Gather together a willing group of friends who will spare their time to help you fundraise. Arrange a night at your union where you will auction off their skills to willing bidders.

Pamper evening

Name: Johanna Lee
Uni: Manchester

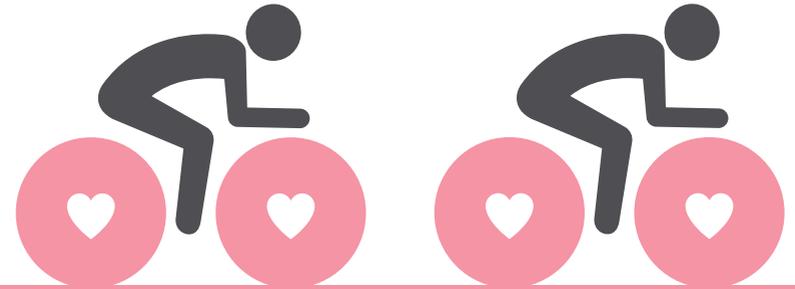
"I held a pamper evening for a group of friends which worked really well. Friends and some very kind people gave up their time for free to do eyebrow waxing, massages and treatments for a donation.

The evening was topped off with the bodyshop coming to help with treatments. Everybody had such a brilliant time they donated more than the suggested amounts and we raised £356!"



"Everybody had such a brilliant time they donated more than the suggested amounts and we raised £356!"

Fundraising in a day



Sports tournament

Speak to your Athletics Union to see if there is the opportunity to get sports teams involved in fundraising for you. From tournaments to holding their own fundraising event during training, they are a great source of extra support!

24 hour cycle

Put in a little more time with your team on campus with a static bike. Take it in turns to cycle the whole 24 hours, make sure you promote on social media and hold it on a busy day on campus to bring in as many donations as possible!

Put your skills to good use

Use your skills or creativity to help your fundraising, from selling something you make or helping out on campus, plan to do this regularly to keep a constant flow of fundraising

Collections

Street collections and bag packs are a great way to boost your fundraising. There is a variety of collection options, see overleaf for full details.

100 mile static cycle

Names: Kayleigh Teague and Clare Tewkesbury

Uni: Portsmouth

“We were still a little way of our total and both working full time. We found it a little harder to find spare time to do long cycles for training, so we put the two together!”

We decided to do 100 miles and put up posters to entice people to donate. We also had mini competitions, so anyone who donated was in with the chance of winning a nando’s for two.

Over the day we raised an amazing £250 and both cycled the full 100 miles. It was incredible and the support we received was immense. We had a great day talking to people, fundraising and training for London to Paris. It’s amazing how much you can raise!”

“Over the day we raised an amazing £250 and both cycled the full 100 miles.”



Collection Permits

A brilliant way to boost your fundraising is to take part in street collections and bag packs. If you're planning any type of collection in a public place, you need to seek permission from the relevant person. Here is all you need to know to organise a collection near you:

London Collections

Can only be gained by Breast Cancer Now on a limited basis. In March there will be a London collection for participants to take part in. Sadly, we are unable to gain any other permits for London throughout the year.

Station Collections

Local stations are a great location to collect in. Please speak to Breast Cancer Now for help in applying for permits and apply at least 6 weeks in advance.

Street Collections

Breast Cancer Now will arrange at least one collection in your local area for you and your team to attend. Additionally there will be an opportunity to collect in Manchester and Cardiff with all other universities.

If you are interested in another collection in a town near you, please speak to your Team Leader who will be able to help apply to the local council.

Bag Packs

These are a brilliant way to work with your team to make an impact on your fundraising. You will need to speak to the supermarket directly to gain permission to collect there; your Team Leader will be able to help with the application. Bag packs can get booked up months in advance so please contact your local supermarket as early as possible.



Pub collections

These are a great way to boost your total in an evening. As the pub is private property you do not need a permit but instead must speak to the owner or manager to seek permission in advance. If it is a union night you will also need to seek permission from your union to collect on the event.



Buckets

When collecting, your bucket must be sealed at all times with two bucket seals. You can get more of these from your RAG office. You can only collect money if you have the relevant permit or permission.



Paying in your money

There are four easy ways to send your money to us:

1. Pay directly to your fundraising page. The money will come straight to Breast Cancer Now and your total will immediately update.
2. Take your money to your RAG office. They will count and pay directly to Breast Cancer Now. You can then add the total to your offline fundraising on your fundraising page
3. Pay in your sponsorship money online at www.breastcancernow.org
4. Call our Supporter Engagement team on **0333 20 70 300** to make a credit or debit card payment.

Please don't send us cash in the post!

Please remember to send us any completed sponsorship forms, so that we can claim Gift Aid.



Fundraising deadlines

Now that you have signed up for your challenge you are required to meet fundraising deadlines. You must raise the full amount to take part in the challenge.

The costs of the trip are paid out of your registration fee plus a proportion of fundraising. Therefore we need to ensure that you have raised enough to cover the trip costs with more than half of your fundraising still left for the charity.

Roughly 40 per cent of fundraising covers the costs of the trip, the remaining 60 per cent goes directly to the charity. Fundraising in this way means that Breast Cancer Now receives money that would not have been raised otherwise and you get to go on the challenge of a lifetime.

Meeting the deadlines is crucial:



50%

deadline trip costs are paid. If you have not met this you will be withdrawn from the challenge as the charity cannot pay for a place before receiving the money.

100%

deadline confirms your place on the challenge.

Research holds the key to a world where everyone who develops breast cancer lives. We believe that if we all act now, by 2050, we will live in that world.

We've got a once in a lifetime opportunity to stop people dying from breast cancer. Your time, your energy, your commitment - you will make all the difference.

**0207 749 0886
breastcancer.org**

**breast cancer
now**

Registered charity nos 1160558 (England and Wales) and SC045584 (Scotland).

