## RIGHT NOW YOU'RE HELPING TO BEAT CANCER SOONER

#### **RHYS' STORY**

Rhys was just four when he was diagnosed with a brain tumour. The type of tumour he had started in the glial cells, which support nerve cells in the brain. As part of his treatment, he took part in a clinical trial funded by Cancer Research UK to increase survival for children and young people with low grade glioma.

Four years on, Rhys is now happy and healthy. And when his favourite toy monkey Geoff had a hole in his head, Rhys asked his granny to sew it up – but wanted to make sure he had a scar, just like his.



£302

buys special chemicals, called antibodies, to light up vital, tiny parts of the cell, to shed light on new ways to beat cancer sooner.

Visit cruk.org/fundraising or call 0300 123 0887 for more tips on fundraising

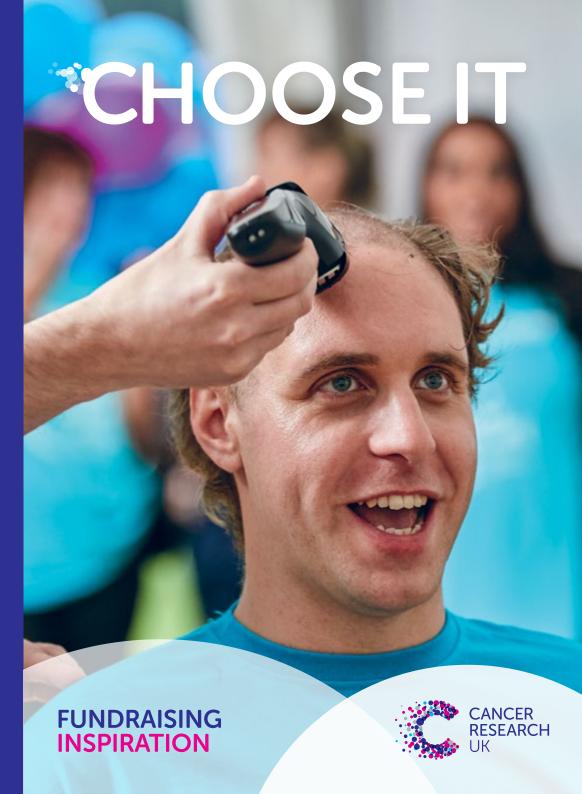
LET'S BEAT CANCER SOONER





Registered Charity in England and Wales (1089464), Scotland (SC041666) and the Isle of Man (1103).

SKU - GFIB



#### WHAT KIND OF **FUNDRAISER ARE YOU?**

Get inspired with ideas to fit your lifestyle! The following activities are inspired by our fundraisers, people just like you.

For advice and materials contact our fundraising team on 0300 123 0887. Make it happen.

#### **SOCIAL BUTTERFLY?**

Bring your friends together to help beat cancer sooner.



#### **QUIZ NIGHT**

Punters pay to play, win or lose it's the giving that counts!

#### **HEAD SHAVE**

Get sponsored to lose your locks and raise extra cash with a raffle too!

#### **SOIREE OR** PARTAAY!

Celebrating or just like a dance? Sell tickets or ask for donations as gifts.



#### **DEBORAH'S STORY**

Deborah from Northern Ireland knows just how devastating cancer can be, she lost both her parents to the disease. She realised many of her friends had also lost loved ones and so together, determined to fight cancer, they formed 'Cancer Crushers'. Starting with a simple coffee morning, the team have raised over £600 for Cancer Research UK. Deborah says, "I have a wonderful team. If you're fundraising for the first time don't do it by yourself, get a good team together

#### IF HOME IS WHERE YOUR HEART IS,

have fun with your family to help beat cancer sooner.

**SPONSORED** 

**SILENCE** 

Enjoy a day

of blissful silence

with the kids.

#### **CAR WASH**

Grab a sponge and make buckets of cash.

#### **SPONSORED**

#### WALK

Legs of all sizes can raise money, how many miles will your family do?

#### **GET YOUR COLLEAGUES**

working 9-5 to help beat cancer sooner.

## **BAKE SALE** Raise some

#### **GAMES NIGHT**

Bring out the boards or opt for a sports day, either way staff pay to play.

dough for life

saving research!

Ask your employer about matched giving and see if you can double your donations.

#### **MATCH IT**

**QUITIT** Get sponsored to boot your

bad habits.

#### £600

buys a multi-channel pipette. This means our scientists can accurately measure 12 things at once, speeding up the pace of our life-saving research.

who are as motivated as you are."

#### RIGHT NOW BERNARD IS HELPING TO BEAT CANCER SOONER

#### **BERNARD'S STORY**

Bernard loves music. In 2010, he got together with five friends and formed the "Loose change buskers". They took the streets of Manchester by storm, raising £1,000 for Cancer Research UK.

Several years on, the band has thirty-five members! Taking it in turns to perform, the group prove many hands make light work of fundraising – they have now collected over £350,000 for Cancer Research UK and brightened up thousands of days.



£800

will keep Cancer Chat open for two days, providing a safe online space open to anyone to discuss any aspect of cancer and helping thousands of people.

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CVII CEDE



#### YOU'VE GOT YOUR **BIG IDEA. NOW IT'S TIME** TO MAKE IT HAPPEN.



#### **PICK A DATE**

You can't control the weather, but you can choose your date tactically to try and get the best turn out. If you're hoping to have your friends along, check for conflicting weddings and birthdays.



#### **CALL IN A FEW FAVOURS**

Your friends are a talented bunch, and they can help beat cancer sooner. Do you know a master baker? A face painter? Or someone who can offer you a venue free of charge? Then get them on board. Together you'll be unstoppable.



#### SHOUT IT FROM THE ROOFTOPS

Once you have a plan of action, make sure you tell everyone about it! Facebook is a great place to start as you can set up an event page and invite all of your friends. Plaster your plans all over the real world too, on notice boards and leaflets.



#### 🔀 BUILD A BUZZ

Kick things off by posting a selfie with the pledge card included in this kit. Then post regular updates to create a bit of buzz around your fundraising.



#### **BLAG A FREEBIE**

Tell a few local businesses about your plans to help beat cancer sooner. They may give you a raffle prize or another donation – it can't hurt to ask!



#### **GOING BIG? BROADCAST IT**

Get in touch with your local paper or radio station. This way your whole community will hear about your plans to help beat cancer sooner! You can find a sample press release on our website at cruk.org/fundraising



#### PLAY IT SAFE

Carry out a quick health and safety check. You'll find plenty of safety quidance on our website at cruk.org/safety or you can give us a call on 0300 123 0887 if you have any further queries.



#### **KEITH'S STORY**

Keith is a retired IT consultant from Edinburgh. He's been married to Brenda for 31 years and they have two daughters, one son and a grandson. In 2012, Keith was diagnosed with advanced prostate cancer. Unfortunately, further tests showed it had spread to his spine and bones.

As part of his treatment, he agreed to go on the STAMPEDE trial. This involved having a bone-strengthening drug, as well as treatment to lower his hormone levels. He also had 19 sessions of radiotherapy.



£300 covers the cost for men like Keith to take part in a clinical trial for a day. These trials could help save the lives of dads, sons, brothers and grandfathers with prostate cancer. So please don't delay, start fundraising today.

## RIGHT NOW CAROLINE IS HELPING TO BEAT CANCER SOONER

#### **CAROLINE'S STORY**

Caroline loves the way food brings people together. So her team of family and friends are whipping up pies, curries and West African dishes in a bid to fight cancer. They sell their tasty treats at local community events. Caroline has some helpful advice for other fundraising foodies "It's easiest if you choose things you can make in advance like pies and pastries or cakes. You'll also need plenty of willing helpers on the day!" The team regularly raise up to £250 for Cancer Research UK – compliments to the chefs!



£225

covers the cost of fifteen visits to a mobile awareness unit, where the public can come for advice on how to reduce their risk of cancer, as well as the signs and symptoms to look out for. These visits can save lives.

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SKU - GFRM



### BE A FEARLESS FUNDRAISER

#### Shout it. Share it. Rake it in

#### **SET A TARGET**

How far will you go to help beat cancer sooner? Setting a fundraising target is a great way to motivate yourself and persuade your pals to part with a few extra pounds.

#### **GO ONLINE**

Go to **justgiving.co.uk** to create a free fundraising page. It's super easy to set up and makes fundraising fuss-free with money going directly to Cancer Research UK. Already raised the money? You can quickly pay in your funds at **cruk.org/donate** 

#### SHARE IT SHAMELESSLY

Tweet it. Share it. Snapchat it. Instagram it. Leave no social media stone unturned to get your friends and family behind you, and following the link to your fundraising page. Just been for a ten mile practice run? Why not share a sweaty selfie – pull on their heartstrings to loosen their purse strings!

#### OLD SCHOOL? THAT'S COOL

If you'd rather not go online, that's totally fine. You can send us your hard-earned donations by postal order or cheque. Remember to include your name, address and Supporter URN, so we know it's from you. If you are unsure of your Supporter URN number, you can find this on the letter enclosed. Make your postal order and cheques payable to 'Cancer Research UK' and send them to us at: Cancer Research UK, PO Box 1561, Oxford OX4 9GZ.



#### **UMM DAVE, CAN I HAVE THAT TENNER?**

In the fight against cancer, money talks. So don't feel awkward asking people to hand over the cash. If you blush at the very mention of money, why not send your friends a message thanking them for their support rounded off with a polite reminder to pay up ASAP.

#### REMEMBER WHY YOU'RE DOING THIS

There's no time for stalling or self-doubt on your fundraising journey. You're doing something incredible – you're helping to beat cancer sooner, and you're going to see it through. Nicola's story proves just how quickly research funded by amazing people like you can advance cancer treatments. She was diagnosed with bowel cancer in January 2012, when her youngest child was just three months old.



"When my mum was having chemo, she was told that there was a clinical trial on the way that could mean having chemo at home. She couldn't go on it, as it wasn't ready. But this is exactly the treatment I had. So you can really see the progress being made and how it's making a huge difference to the lives of people with cancer."

£1,000

kits out a PhD student with the essentials they need to start their fight against cancer.

## 1\_\_\_\_AM BEATING CANCER SOONER

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on	I want to raise: 上	

#CancerRightNow

LET'S BEAT CANCER SOONER

SKU - GFPL



You're made of strong stuff – so it's time to commit to beating cancer sooner. This is your pledge card. Write your fundraising masterplan on it and then take a selfie holding it. Post your snap on social media with #CancerRightNow and a link to your online fundraising page. Then stick your pledge card on the fridge to remind you to stay on track. We dare you.

#### LET'S BEAT CANCER SOONER





## \*CANCER IS HAPPENING RIGHT NOW

## MY ISHAPPENING ON

We're the only charity fighting over 200 cancers. Your support funds research into the causes, diagnosis and treatment of cancer. Will you help beat cancer sooner?

Find out more about our life-saving work at cruk.org

LET'S BEAT CANCER SOONER





## \*THANKYOU FOR HELPING

### RAISE £

# IF YOU HAVEN'T RETURNED YOUR MONEY YET, PLEASE DO SO NOW. BECAUSE CANCER WON'T WAIT.

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