

# Fundraising Pack



Nottingham  
Breast Cancer  
Research Centre  
at the University of Nottingham



[nott.ac.uk/nbcrc](https://nott.ac.uk/nbcrc)

# Thank you

Thank you for downloading this pack and beginning your fundraising journey with us. Without amazing people like you, our research simply couldn't happen.

The money that you raise will help to support vital research at the Nottingham Breast Cancer Research Centre which includes:

- Developing the world's first blood test to detect cancer early
- Researching how to stop breast cancer from spreading around the body
- Developing targeted treatments to help patients with all forms of the disease

This pack will help you get started with your fundraising by providing you with a brief step-by-step guide and hopefully some inspiration to get you on your way.

Please get in touch and let us know what your fundraising plans are. We are here to help.

Good luck with your fundraising and thank you again for helping us to make a difference.

*Edith Prak*

**Edith Prak**  
Director of Fundraising

Contact our Community Fundraising Manager on **0115 74 84809** or email **supportus@nottingham.ac.uk**





# 1 in 7

women will be  
diagnosed with  
breast cancer in  
their lifetime.

Our researchers are  
working to find the  
next breast cancer  
breakthrough, faster.





# Lisa's story



When I was diagnosed with breast cancer I felt devastated. All I could think about were my three children and that they would have to go through what I'd been through when I was younger. I was only eight when my mum was diagnosed with breast cancer and she died when I was 23. It was going to happen all over again.

Waking up after the operation was one of my darkest times. I felt like I wanted to die. I was bed bound with a massive scar from hip to hip, with both boobs gone. My husband became my full time carer, but to see the effect it was having on him was awful. He'd lost his mum to breast cancer too, so all the memories were coming back.

We started to struggle for money, and without my father-in-law's help, it might have come down to not being able to pay the bills or even losing the house. Breast cancer affects everything in your life, but it's completely out of your control.

I don't think I have overcome the fear. You just feel like you're waiting - waiting for a recurrence, waiting for more bad news. On a good day, I push the negative thoughts to the back of my mind. But on a bad day, it's all I can think about.

I remember looking at myself all stripped back after chemo; no hair, no eyelashes, no eyebrows, reconstructed boobs full of scars. I just felt robbed.

You've got no other option than to try and make yourself feel better. In a strange way sometimes I feel stronger for being diagnosed. You find out how much you can put yourself through and still come out of it the other side. I never thought I'd be able to go through chemotherapy, but here I am, six chemotherapies later.

I would love a cure for cancer. But even if there was no cure, I'd like there to be more treatments that allow people to live long enough to enjoy life. I just hope it's not a death sentence for anybody. I don't want anybody to have to go through what we've been through as a family."

# How your money helps

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100% of everything you raise goes directly to our research. Here's how your support could make a difference:

**£15**

could fund 400 microscope slides to enable our researchers to study cells and tissues

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**£80**

could fund essential consumables for a day of research such as solutions, tests and the materials needed to grow cell cultures

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**£200**

could fund 200 flasks so we can grow cancer cells in the laboratory, improving our understanding of how certain cancers behave

**£650**

could allow us to screen 5,000 tissue samples for indicators of breast cancer, like particular molecules or genes, which takes us a step closer to detecting breast cancer earlier

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**£1,600**

could fund a pilot research project for one month in one of our key areas - detecting breast cancer early, stopping the spread and treating it effectively





# Fundraising ideas

There are lots of fun and easy ways you can support the Nottingham Breast Cancer Research Centre. Don't worry if these ideas aren't for you - there are endless ways you could raise money and we're here to help at every step of the way.



## Personal challenge

If that's a 5k, 10k, swim-athon, zumba-athon, or even a skydive or bungee jump, challenge yourself (and maybe rope in a few friends) then ask your family and friends to sponsor you. Remember, the bigger the challenge, the more likely it is that people will want to donate. If it's a race, you could ask colleagues or friends to pay £2 to guess your finishing time and the closest will win a prize.

## Give it up

Spending too much money on your morning latte? Or your Friday night glass of wine? Get sponsored to give it up for a week or more and donate any money you might have spent. Or are you known for being the office chatterbox? Fundraise by taking part in a sponsored silence. You could also 'give up' your birthday or Christmas gifts from family and friends and ask for donations instead.



## At work

As well as asking your employer to match your donations, there are lots of ways to get the whole office involved! Organise a dress down Friday, or even a fancy dress Friday, and ask the participants to make a £2 donation. Organise a lunch time bake sale or a promises auction, you could offer to do their shredding for a week or tidy their desk in exchange for a donation.

## In the community

Organise a quiz night at your local pub and ask local businesses to donate the prizes. You could organise a summer BBQ for your friends and neighbours, or in the winter months a bonfire night with fireworks, and ask them to pay an entry fee.

## Big night out

Get glammed up and organise a ball or gala dinner and sell tickets. If you include an auction or raffle you are sure to get lots of donations. If you like fashion, companies like [www.charityfashionshows.co.uk](http://www.charityfashionshows.co.uk) will organise a show for you. All you need to do is sort out a venue and sell the tickets! If big nights out aren't your thing, you could organise a night in instead and have a go at making your own cocktails to sell to your guests.

# Taking part in a sponsored event

Follow our top tips for successful fundraising



**Follow our Facebook page**  
for fundraising inspiration and to see updates about our vital research  
[facebook.com/nottmbreastcancerresearchctr](https://facebook.com/nottmbreastcancerresearchctr)



## **Have a look at our fundraising ideas**

to help you decide what kind of sponsored event to take part in (see page 6)



## **Get in touch**

we want to hear about anything you are planning and we are here to support you along the way



## **Set yourself a fundraising target**

to give you something to aim for



## **Set up a JustGiving page**

head to [nott.ac.uk/nbcrcjustgiving](https://nott.ac.uk/nbcrcjustgiving) or print out some of our paper sponsorship forms for offline donations



## **Don't be afraid to ask for help**

friends and family are very happy to help with fundraising so find out if they'd like to get involved. Some employers also offer matched funding so don't be afraid to ask if your workplace offer this



## **Enjoy your challenge!**

The day has finally arrived! Whether you've been training for weeks, psyched yourself up for an adrenaline-fuelled challenge or given something up, you've worked hard for this so give yourself a pat on the back!



## **Many people will donate after the event**

so don't stop promoting it and encourage people who forgot to make their donation to donate now!



## **Once you have finished fundraising**

you will need to send the money to us. Instructions on how to do this are in this pack (see page 11). This will happen automatically if you have raised the money through JustGiving

# Running your own fundraising event?

Follow our top tips to make sure your event goes smoothly



## Follow our Facebook page

for fundraising inspiration and to see updates about our vital research  
[facebook.com/nottmbreastcancerresearchctr](https://facebook.com/nottmbreastcancerresearchctr)



## Check out our fundraising ideas

are you keen to support us but not sure what to do? Have a look at our fundraising suggestions to get some inspiration for your event (see page 6)



## Get in touch

we want to hear about anything you are planning and we are here to support you along the way



## Keep it safe

read through our guidelines to make sure your event will be safe and legal (on page 12)



## Get a date in the diary

give yourself plenty of time and check that your event doesn't clash with a date for another popular event



## Set a fundraising target

it will give you something to aim for. Also think about your budget. You need to make sure that your costs don't outweigh the funds raised



## If needed, find a venue

think about disabled access, toilets, parking, health and safety and decide if you will need a designated first aider



## Get the word out

read through our guidance on how to publicise your event (on page 10)



## Don't be afraid to ask for help

friends and family are very happy to help with fundraising. Also, speak to your employer: many employers are happy to match donations or donate prizes



## Print off our posters and bunting

we can also send you buckets, collection tins and t-shirts to help make your event a success (see page 16 for our bunting template and page 17 for our poster template)



## Enjoy your event!

whether you've planned a coffee morning or a festival, now is the time to enjoy yourself and make the most of your hard work



## Share your photos

post pictures of your success story on social media and share them with us so we can celebrate with you



## Send in your money

once you have finished fundraising you need to send the money to us. Instructions on how to do this are in this pack (on page 11)



# Our fundraisers

## Bosom Buddies

I was diagnosed with breast cancer in 2017. During my treatment, I became familiar with the Nottingham Breast Cancer Research Centre and its need for fundraising to enable the team to carry out important research into the disease.

The Bosom Buddies project was born because I believed that sharing and spreading the word about

self-examination was important. I decided on a tote bag to help spread the message because they're like a mobile billboard, so I asked some of my creative friends to help. I now have 12 designs with hopefully more to come. The bags prompted more than a few women to check their breasts, and in one particular case helped an early diagnosis.

*Claire*



## Walking the Robin Hood Way

Breast cancer is a condition close to my heart – my aunt died of breast cancer in her mid-fifties and I was diagnosed with breast cancer in 2008. I decided to walk 105 miles along the Robin Hood Way to raise money to support the Nottingham Breast Cancer Research Centre.

More than 70 friends and family generously gave their time and energy and joined me for some or all of the walk. We found parts of Nottinghamshire we didn't know existed and the sense of achievement was fantastic. Together we raised almost £22,000 for this vital research.

*Denise*

## Team work makes the dream work

A team of runners and I came together to run the Nottingham 10K and raise funds for the Nottingham Breast Cancer Research Centre. I'd made a New Year's Resolution to complete a 10K run and thought it would be great to do it with colleagues and raise some money for charity.

The run was a great way to bring a group together and highlight the work of the Nottingham Breast Cancer Research Centre to my colleagues, family and friends through calls for sponsorship. The atmosphere on the day was super and we all had a great run and raised £680!

*Katherine*



# Spread the word!

The more you publicise your event or activity the more donations you will get

- 1** Let us know about your event so that we can support and advise you with your fundraising.
- 2** If you are holding a public event, use our poster template and put up posters in local shops, libraries, cafes or your workplace.
- 3** **Social media:** If you are using JustGiving, share the link on social media so people can easily donate. If you are holding an event, create an event page on Facebook and invite your friends. You can use our social media cover photo to let people know you are supporting us.
- 4** Add our banner to your email footer.
- 5** **Local media:** be original. Something new, an extreme challenge or a large event is more likely to be advertised. They may want to send a photographer or reporter along on the day so make sure to contact them far enough in advance - contact us if you'd like help with writing a press release.
- 6** **Use our fundraising materials:** our t-shirts, collection tins, balloons and bunting (see pages 16-17) are a great way to let people know you are supporting the Nottingham Breast Cancer Research Centre!





# How to pay your money in

## Raised money online?

Your hard-earned money will automatically be transferred to us.

[nott.ac.uk/nbcrcjustgiving](http://nott.ac.uk/nbcrcjustgiving)

**JustGiving**

## Send a cheque to our office

Cheques made payable to the University of Nottingham can be posted to the **Community Fundraising Manager, CARO, Pope Building, University Park, Nottingham, NG7 2RD**. Don't forget to let us know what you did and remember to include your contact details.

## Send in your money online

Visit our website to send in your money through our donation form [nott.ac.uk/nbcrcdonation](http://nott.ac.uk/nbcrcdonation)

## Gift Aid

Whether you are collecting donations online or with our sponsorship form, make sure your sponsors know to tick the box for Gift Aid which makes their donation worth 25% extra without any cost to you or them.

*giftaid it*

If you have any questions please contact our Community Fundraising Manager on **0115 74 84809** or email [supportus@nottingham.ac.uk](mailto:supportus@nottingham.ac.uk)



# The legal bit...

## Keeping your fundraising legal and safe

When planning an event, please start by getting in touch with us on 0115 74 84809 or emailing [supportus@nottingham.ac.uk](mailto:supportus@nottingham.ac.uk) so that we can help you to ensure your event is legal and safe. Please note, the Nottingham Breast Cancer Research Centre cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event. When you are fundraising for us, you need to make everyone aware that you are fundraising in aid of the Nottingham Breast Cancer Research Centre. Your activity is not one organised by or representing the charity.

## Your responsibility

In law, you will be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to the Nottingham Breast Cancer Research Centre. You must inform potential donors if any of the funds you raise will not be paid to the charity. Please understand that if you do something that threatens or damages the name or reputation of the Nottingham Breast Cancer Research Centre, we will ask you to stop fundraising.

## Food and alcohol

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit [food.gov.uk](http://food.gov.uk) for more details. If you have asked a caterer to come to the event, you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

## Lotteries and raffles

The legislation surrounding lotteries and raffles can sometimes be confusing. Make sure you check the latest information and advice at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk). If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets which must have certain details on them. Please contact our fundraising team for help with this.

## Health and safety

Ensure you have adequate first aid cover available for your event. Take advice from voluntary first aid organisations such as St John Ambulance when deciding the type of cover you will need. Some things to consider are location and type of event, size of the audience, proximity of medical facilities, duration and timing of event. Make sure you conduct a risk assessment to identify any risks at your event, there is more advice and a free risk assessment template to download at [www.hse.gov.uk/risk](http://www.hse.gov.uk/risk).

## Insurance

If your event involves the public, you will need public liability insurance. Your venue may already have their own insurance so remember to check with them. If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

## Licenses

Some activities require a licence including, providing alcohol or live music, holding a collection, raffle or lottery, putting up signs/ banners in public areas. This is not an exhaustive list so do check with your local authority to see if you require a licence for your event, or contact our community fundraising manager for advice.

## Publicity material

When you are writing about your event, you need to say that it is being held “in aid of the Nottingham Breast Cancer Research Centre”. Please contact us if you would like to use our logo on your own publicity materials. Please also include our charity number using these words “The University of Nottingham has charitable status under the Education Act 1948 (Inland Revenue file no. X15294).”

## Under 18s

If you are under 18, your parent/guardian is responsible for you. Please show them this pack and ensure they are happy with what you intend to do.

## Collections

Visit [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk) for the most up to date information on collections. For more advice on organising a collection, please contact our community fundraising manager.



From everyone at the  
Nottingham Breast Cancer Research Centre:

**Thank you for  
your support!**



# Sponsorship and Gift Aid form

**Name**.....

**Event**.....

**In aid of Nottingham Breast Cancer Research Centre at the University of Nottingham**

We are focused on reaching extraordinary goals. Support our work and you could be part of the next breast cancer breakthrough.

**Thank you for your pledge. You can help raise 25% more by adding Gift Aid to your donation.  
Please read the Gift Aid statement on the next page to find out if you are eligible.**

Sponsor's full name (first name and surname)	Sponsor's home address <small>Only needed if you are Gift Aiding your donation. Please don't give your work address if you are Gift Aiding your donation.</small>	Postcode	Donation amount £	Date paid	Gift Aid ✓

Please send your sponsorship form and a cheque made payable to the University of Nottingham to: Community Fundraising Manager, Campaign Office, University of Nottingham, Ground Floor Pope Building, University Park, Nottingham, NG7 2RD, the University of Nottingham has charitable status (Inland Revenue file no. X15294)



# Sponsorship and Gift Aid form

Sponsor's full name (first name and surname)	Sponsor's home address Only needed if you are Gift Aiding your donation. Please don't give your work address if you are Gift Aiding your donation.	Postcode	Donation amount £	Date paid	Gift Aid ✓
<b>Total donations received</b>		<b>£</b>			
<b>Total Gift Aid donations</b>		<b>£</b>			
<b>Date donations given to charity</b>					

## Gift Aid

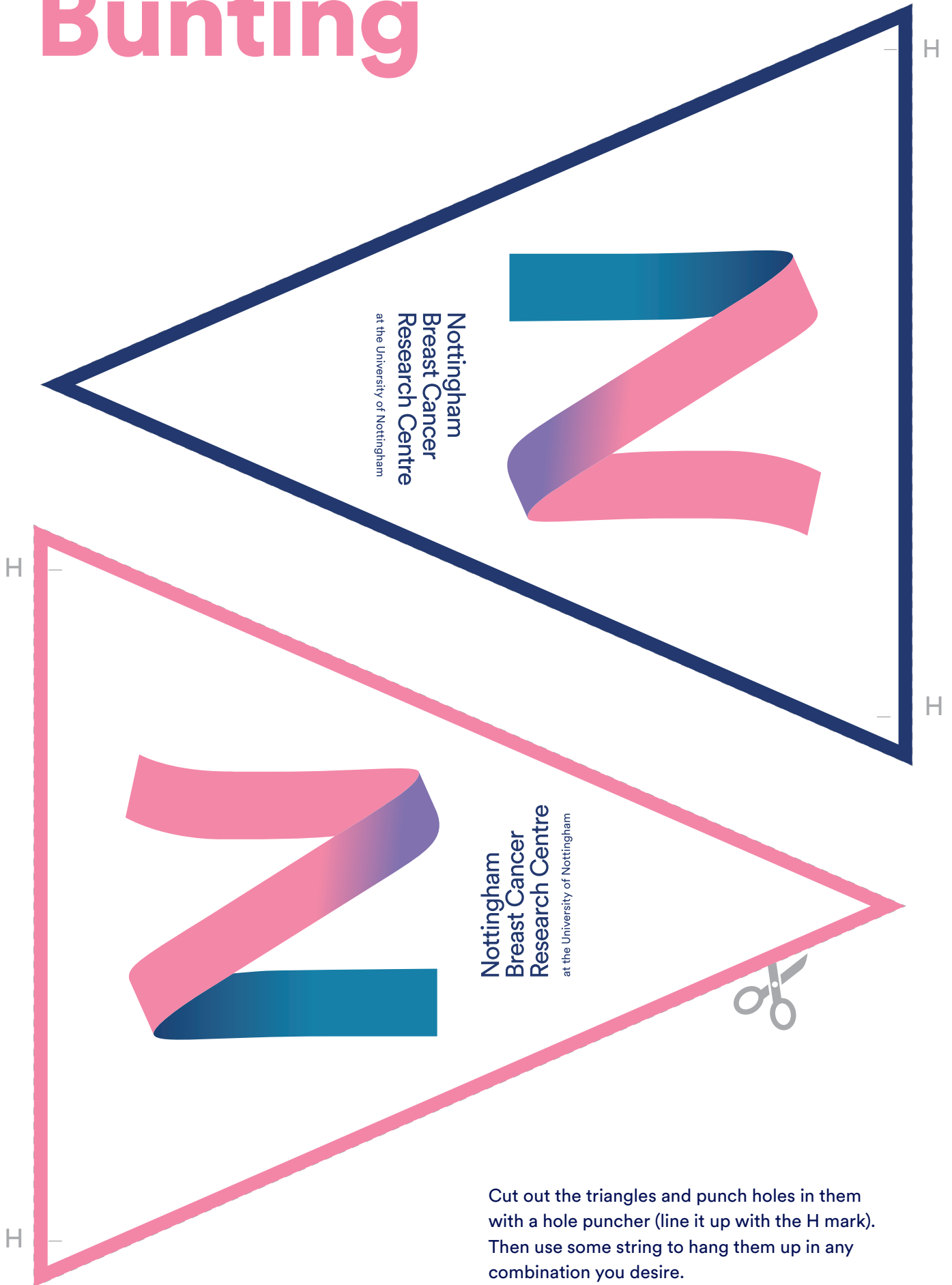
If I have ticked the box headed Gift Aid '✓' I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity above to reclaim tax on the donation detailed above, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

**Remember: You must provide your full name, home address, postcode and '✓' Gift Aid for the charity or CASC to claim tax back on your donation.**

Please note donations from a "connected person" are not eligible for Gift Aid. A connected person is the wife, husband or civil partner; a relative (brother, sister, ancestor for example mother) or lineal descendant (for example grandson); a company under the control of the donor, or under the control of the connected persons.

Please send your sponsorship form and a cheque made payable to the University of Nottingham to: Community Fundraising Manager, Campaign Office, University of Nottingham, Ground Floor Pope Building, University Park, Nottingham, NG7 2RD, the University of Nottingham has charitable status (Inland Revenue file no. X15294)

# Bunting





# I'm raising funds for the Nottingham Breast Cancer Research Centre

## Beating breast cancer together

In aid of



Nottingham  
Breast Cancer  
Research Centre

at the University of Nottingham



[nott.ac.uk/nbcrc](https://nott.ac.uk/nbcrc)