Your fundraising event...

...your way!
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Thank you for your support

At Penny Brohn UK, we know there are many small things that can make a big difference to the way someone copes with cancer. Things like eating well, staying physically active and managing stress – all of which are known to play a key role in recovery.

This booklet is full of inspiration and helpful advice about how your fundraising can continue to help people living with cancer. We are here for you every step of the way. If you want to discuss your fundraising ideas or request more materials to support your event just get in touch.

fundraising@pennybrohn.org.uk
01275 370 074

Michelle’s Story

“I first came to Penny Brohn in 2013 whilst I was having chemotherapy for ovarian cancer. Coming here was both life-changing and life saving and has helped me feel so much more positive about the possibility of living well with cancer rather than dying from it.

My regular visits to the Treatment Support Clinic helped me manage the side effects of my treatment. I took up Nordic walking, which kept me going when things were tough and I received the most amazing emotional support. I know Penny Brohn will always be there for me thanks to your wonderful support and for that I will always be grateful.”

Michelle Devitt
Make a difference

Here are some of the services the money you raise can help us offer:

- £15 can pay for someone to attend a weekly group activity, such as a healthy cooking demo
- £24 can pay for someone to see a counsellor or therapist
- £50 can pay for someone to attend our Treatment Support Clinic
- £100 can pay for someone to attend two appointments with our Integrative Doctors
- £250 can pay for someone to attend our two day Living Well Course
- £350 can pay for someone to attend our three day Approach Course
- £3000 can pay for a Living Well Course for up to 12 people
- £5,895 can pay for all of our services for one day at our National Centre (see Pay for a Day)
Steps to success

From classical concerts to egg and spoon races, there are hundreds of ways you can raise money for Penny Brohn UK. You may already have some ideas in the pipeline, in which case skip to step two. If not, don’t worry! Step one is all about inspiration.

1 Pick an idea - If you love getting active you could organise a sponsored ride or maybe cheese and wine nights are more up your street. For inspiration turn to pages 7 and 8 for our A-Z of ideas.

2 Plan your activity - Even the simplest activities need some planning and preparation. The more prepared you are the smoother your event will run. Think about entrance fees, drink prices or nibbles. Make a check list of tasks and go through them one by one.

3 Promote your event - Once the details are decided, it’s time to drum up interest from friends, family and colleagues. The more people you tell, the more donations you’ll attract. See page 6 for tips on publicising your event.

4 Pay in your money - After your event goes down a storm, it’s time to collect donations and send them to us. For more information on how to get your money to us, visit page 11.

5 Pat yourself on the back - All your hard work has paid off and the funds you’ve raised will help us to introduce the Bristol Whole Life Approach to more people living with cancer.

Thank you so much for everything you have done.

Top tip: Matched Giving

Ask your employer if they operate a matched giving scheme. This means that they match the amount that you raise, pound for pound.
Plan your activity

1. What?
   - Pick something you enjoy doing.
   - Keep it simple. If you’re stuck check out our A-Z of ideas on page 7-8.
   - Set a date, time & budget. Doing this will give you a target to work for.
   - Ask for a charity discount or donations.
   - Look at ways to maximise the money you raise. For example, Hold a raffle at your event or ask your employer to match fund.

2. Where?
   - Where are you going to hold your event? Indoors or out?
   - Do you need to plan a route or book a venue? If so, can you get one for free? Ask local schools and community centres.
   - Make sure the venue can be easily accessed by public transport.
   - Check the venue’s public liability insurance and make sure it covers the owners’ liability risks.

3. When?
   - Avoid clashes with local or national events.
   - Allow enough time for any travel or accommodation to be booked cheaply, if needed.

4. Who?
   - Think about who you will be inviting and how you’ll do it.
   - Don’t be afraid to ask friends and family to help. Use people’s skills. If you know someone who is great with social media, ask them to help publicise the event online.
   - Advertise for help from the local community or ask social groups for support.

5. Why?
   - Tell everyone why you are fundraising for Penny Brohn UK.
   - Let them know what we do and why their support is so important.
   - Use blogs, social media, and anything else you can think of.

Top tip: Gift Aid

This allows us to claim back the tax on donations at no extra cost to you. If your sponsors are UK taxpayers (and not a member of your family) please ask them to tick the Gift Aid box on the sponsor form. This means we can claim back an extra 25p per pound, making a £20 donation worth £25 to us!

Please note:
for events with a minimum sponsorship target, Gift Aid cannot be counted towards your total. We will need your sponsorship forms to claim Gift Aid.
Get publicity

Once you’ve decided what you’re going to do, start spreading the word! Here are a few top tips for raising awareness of your fundraising.

**Posters and flyers**

Use our poster templates and flyers to advertise your event in shop windows and as hand outs.

**Use the press**

The local media often look out for stories about people who are doing amazing things. The best way to get noticed is to write a press release. Use our template or call our press office for help.

**What’s on guides**

Contact the editors of local newsletters and websites to be included in event listings.

**Social media**

Use Facebook, Twitter, Snapchat or Instagram to promote your event. Make use of any materials you’ve produced, by posting flyers, posters, videos and photos on your favourite social media channels. If you need help with promoting your event online, contact our Fundraising Team on 01275 370 075.

**Write a blog**

Try Wordpress or Blogger for a free blog. If you’re training for a challenge event, you could do a series of posts about your progress.

**Photos and videos**

Take snaps and use them on social media. You can also send them in to us to share for you.

**Tell us**

Tell us what you’re doing so that we can help with your event.

**Sign off!**

Use your email signature to promote your event. Add a link to your fundraising page.

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**JustGiving**

This fantastic website lets you create your own fundraising page. Visit www.justgiving.com/pennybrohnuk for more details.
Auction, Afternoon Tea, Arts & Crafts Fair

Bike Ride, Bake a Difference, BBQ

Comedy night, Coffee Morning, Car Wash

Dragon Boat Race, Dress Down Day, Dinner Dance

Eating Competition, Easter Egg Hunt, Egg & Spoon Race

Fashion Show, Fancy Dress, Five-a-Side Football

Games Night, Golf Day, Garden Party

Head Shave, Halloween Party, Hogwarts Banquet

International Evening, It’s a Knockout, Ice Cream Eating Competition

Jumble Sale, Jazz Night, Jeans at Work Day

Karaoke, Kite Competition, Kayak Race

Ladies Lunch, Lottery, Line Dancing Party

Masked Ball, Murder Mystery Night, Music festival
Non-uniform Day, No Make Up Day, Nearly New Clothes Sale

Open Mic Night, Office Olympics, Orienteering

Picnics for Penny, Pamper Night, PJs for Penny

Quiz Night, Quiet in the Classroom Sponsored Silence, Qi Gongathon

Raffle, Raft Race, Race Night

Skydive, Swimathon, Street Party

Treasure Hunt, Tuck Shop, Tug of War

Unusual Hat Day, Ukulele Competition, Unwanted Gifts Sale

Vintage Clothes Sale, Variety Show, Volunteer

Wig Day, Waxing Event, Wine & Cheese evening

Xmas Jumper Day, X-Factor, Xmas Craft Day

Yogathon, Yacht Racing, a Year of Loose Change

Zumba Party, Zip-wire, Zombie Walk
Keep it safe & legal

Food hygiene
Food safety laws apply when food is available whether it is free or not. Ensure you follow food hygiene guidelines. Contact your local council for food hygiene regulations at events or see food.gov.uk.

Licences
Ask your local authority whether you need to obtain any special licences (e.g., public entertainment, collection or alcohol licences). If you are holding the event in a public place, you must have permission from the council or landowner.

Raffles
If you hold a small raffle on the day of your activity you do not need a licence, as long as all ticket sales and the draw itself take place during the main event. (It is okay if your event lasts more than one day.) Tickets must be sold for the same price with no discounts applied. You must make it clear who is running the raffle. Check the latest information and advice at www.gamblingcommission.gov.uk

Risk assessments
Identify any hazards and assess any risks at your activity. Ensure you have adequate first aid cover available for the scale of your activity. If you’re not sure, check with your local council or give us a call.

Collections
It is illegal to carry out house-to-house or public street collections without a licence. Contact our Fundraising Team if you would like to join an organised Penny Brohn UK collection.

The money
For your own protection, please make sure you count the money you’ve collected with another person present and have them verify the total amount raised. Ask people who want to make a donation by cheque to make it payable to Penny Brohn UK rather than to you personally. Make sure any cash donated is kept in a secure place and is banked as soon as possible.

Get consent
You will need to get parental permission if children are helping or if you’re taking photographs of children. Children under the age of 17 must be accompanied by an adult. If your event is on private property, get permission from the owner or manager.

Remember
Keep records of everything you do for future reference. Visit www.institute-of-fundraising.org.uk for extra advice and to ensure everything you’re doing is legal.
Get kitted out!

**T-shirts**
Stand out at your event by wearing one of our branded purple t-shirts.

**Banners & posters**
Spread the message about your event using our online downloadable templates.

**Tins & buckets**
Be official at your event by using our branded tins and buckets to collect money.

**Cheer sticks**
Get support for your event and ask your cheerleaders to stand on the sidelines waving our cheersticks!

**Target posters**
Keep track of the money you have raised with your event by using our online downloadable template.

**Sponsor forms**
Keep a record of who has sponsored you by using our online downloadable sponsor form.

If you are producing your own posters or tickets for your fundraising, we can supply you with our logo and guidelines. Please email fundraising@pennybrohn.org.uk or give us a call on 01275 370 139. Please remember to always call the Charity ‘Penny Brohn UK’ and quote ‘Penny Brohn UK is the working name of Penny Brohn Cancer Care, a registered charity (no. 284881) and a company registered in England (no.1635916)’ on any printed materials.
Send us your fundraising money

Your hard work will help us to continue our work, giving expert guidance and practical support to people living with cancer.

Once your fundraising event is over, it’s time to count the money you’ve raised and send it to us. There are several ways that you can send us the cash.

Online with JustGiving
JustGiving allows you to add personalised stories, images, videos and event updates. What’s more, you can link your page to your Twitter and Facebook accounts to reach even more people. In turn, supporters can donate online, quickly (and anonymously if they want), and leave messages of support. Even better, all donations are sent directly to us, so once your activity is done, you won’t have to do any chasing. Visit: justgiving.com/pennybrohnuk to set up your fundraising page.

By phone
Call us on 0303 3000 118 to pay in your money with a bank card, pressing 3 for Fundraising.

By post
Complete the form at the back of this booklet with your details and enclose a cheque and send it, along with any completed sponsorship forms, to: Penny Brohn UK, Chapel Pill Lane, Pill, Bristol, BS20 0HH

Tell us about your activity
Don’t forget to tell us all about your event! We’d love to know what you did, so we can say thank you and be inspired by your idea! If you have any questions contact fundraising@pennybrohn.org.uk or call 0303 3000 118, pressing 3 to get through to us.
More ways to support us

1 Become part of the Penny Brohn family with a regular gift

Regular donations are extremely important to us, helping to make a really big difference to those we support today, tomorrow and in the future. A regular gift allows us to plan for the future because we know, day in day out, that we will have a secure financial foundation that we can rely upon.

To find out how you can set up a regular donation, visit www.pennybrohn.org.uk/regulargift or call 01275 370 074.

2 Volunteering

By donating your time you will be helping others to live well with the impact of cancer. Volunteers work at all levels, in many areas and you can gain experience, satisfaction and enjoyment from your valued contribution. Long term and short term roles are available, as well as one-off events.

To find out how you can get involved visit www.pennybrohn.org.uk/volunteering

3 Pay for a Day

Pay for a Day is your opportunity to make a huge difference to someone struggling to cope with the impact of cancer. The day you pay for could be the day someone comes to stay at our National Centre for the first time feeling frightened and finding a calm oasis of support and reassurance. It may be the day that a loved one is able to open up about their fears about the future and realise they are not alone; Or the day that someone gets the emotional support they need to face another treatment.

To find out how you can Pay for a Day, call 01275 370 174 or visit www.pennybrohn.org.uk/payforaday.
More ways to support us

Get your company involved

Whether it’s a long-term partnership or a one-off activity, there are lots of ways your company can support Penny Brohn UK.

For more information on Charity of the Year partnerships, corporate volunteering, payroll giving, sponsorship and more, please get in touch by calling 01275 370 125 or visit www.pennybrohn.org.uk/company-involved.

Become a Charity Champion

There are two million people in the UK currently living with the impact of cancer. Our aim is to offer our services to as many of these people as possible. Our Charity Champions are the face of Penny Brohn UK. They are the people who have experienced the Bristol Whole Life Approach first hand and want to tell the world about the change this has made to their lives.

Whether you are a confident public speaker, happy to pose for a poster, keen to promote Penny Brohn at work, or simply want to share your cancer story on our website; your contribution will be valued.

To find out more about our Charity Champions, call 01275 370 095 or visit www.pennybrohn.org.uk/champions.

Join a Friends of Penny Brohn group

Do you have a great fundraising idea but are not sure how to get started? Get your community on board and set up a Friends of Penny Brohn fundraising group to share your ideas with others in your area. There may even already be a group set up! These groups organise events such as quiz nights, collections, Picnics for Penny and more – it’s up to you!

To find out more call 01275 370 075 or visit www.pennybrohn.org.uk/friends-groups.
Money return form

I/we raised £__________ for Penny Brohn UK.

☐ I enclose a cheque/postal order payable to Penny Brohn UK, totalling £__________.
☐ I would like to pay my funds in by card (please complete below form).

What type of event did you organise? ☐ Social ☐ Quiz ☐ Performance ☐ Sport ☐ Other
If other: __________________________________________

☐ I would like to become a Charity Champion, sharing my fundraising experience with

☐ I would like to receive communications from Penny Brohn UK via:
  ☐ Email ☐ Post ☐ Phone

If your activity was sponsored then please also include your completed sponsor form to enable us to claim Gift Aid on your contribution. All money raised via our JustGiving page will come directly to us. Thank you for your support.

Please send this completed form back to:

Penny Brohn UK
Chapel Pill Lane
Bristol
BS20 0HH
Thank you so much for all your hard work and your dedication to our fundraising family.

Penny Brohn UK provides support and advice to people living with cancer; whatever stage they are at. We offer expert integrated care and guidance on living life as fully as possible for as long as possible.

Because of you, we are able to continue this work, taking us one step closer to our vision that our life-changing whole person support is available to everyone who needs it.

“Fundraising for Penny Brohn feels like being part of something completely unique. The team makes such an effort to make you part of the family. It’s great to raise money for a wonderful cause and feel like you have made a real difference.”

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