

Leukaemia Care

YOUR Blood Cancer Charity

Fundraising Ideas Pack



We can't be yours

...without you



Tracey Warboys, a London Marathon runner whose son Jack was diagnosed with leukaemia, raised £2351.65.

"Life is scary when you have a child with blood cancer, and it's charities like Leukaemia Care that understand what sort of advice and support families like ours need at the most difficult of times.

"On race day morning, I felt scared and very nervous but also really, really excited! The race itself was fantastic and the crowds were amazing. The Leukaemia Care team were so supportive, it was just incredible!"

WE NEED YOU

A blood cancer diagnosis can turn someone's world upside down. Here at Leukaemia Care, we've been supporting blood cancer patients and their loved ones since 1969, ensuring no one has to go through a diagnosis alone.

But we can't be there for patients without the support of people like you.

Our fundraisers mean the world to us, and we simply wanted to say thank you. With your help, we can continue to care for all those affected by blood cancer.

Don't be shy!

This pack has all the tricks of the trade you'll need to make your fundraising a success, but we're always just a phone call or email away if you need more support.

You can reach us on:

Phone: [01905 755 977](tel:01905755977)

Email: fundraising@leukaemiacare.org.uk

GET TO KNOW US

Leukaemia is a blood cancer.

Every **20 minutes**, someone in the UK is diagnosed with a blood cancer, the fifth most common cancer in the UK.



In the last two years, your money meant **20,660 of our patient information booklets** were given to hospitals, patients and families across the UK, giving them vital information about blood cancer.

In our recent patient experience survey, we found that only **38%** of people were given access to a clinical nurse specialist.

But because of people like you, just one of our Hospital Support Workers helped **754 patients** throughout their treatment in 2017.

Currently, **1,107 GPs** have started our online training course. That's 1,107 GPs who could save a life by spotting the signs and symptoms of blood cancer sooner.

We have **18 support groups** across the British Isles, where patients and their loved ones can meet others who understand what they're going through.



Find out more about how we support all those affected by blood cancer on our website: www.leukaemiacare.org.uk

MAKE YOUR MONEY MATTER

£1

could help us reach 150 people and teach them the signs and symptoms of leukaemia, empowering them to visit their GP if they do have worries.

£120

could allow us to train two GPs on how to spot the signs of blood cancer in their patients, so that they can save a life sooner.

£300

could fund an activity for one of our nationwide support groups, enabling patients to come together and meet others who understand what they're going through.

£1,000

could provide over 1,000 patients with a patient information booklet on their diagnosis, enabling them to be better prepared for their blood cancer journey.

Want to be a part of this?

Read on to find out how...

READY, SET, GET INVOLVED

Looking for that all important inspiration? Then look no further! Check out our fundraising ideas below.

Go forth and sponsor



The Brave

Take on some classic sponsorship fundraisers when you wax your chest, shave your head, or soak in a bath of beans. These are sure to bring in a crowd.

The Giver-upper

Kick a bad habit or try out a new lifestyle when you get your mates to sponsor you to give up alcohol, smoking, or meat. The options are endless!

The Glory Seeker

Do you have an unusual talent? Or perhaps you've just always wanted to get in the Guinness Book of Records? Now's your chance! Break a record or set your own, the choice is up to you.

Fundraising 9 to 5



Any excuse

Does your office have a bit of a sweet tooth? Well, why not host a bake sale or your very own bake-off?

Spoiler alert

There's always that one person in the office who blurts out *Game of Thrones* spoilers. Keep a lid on those plot twists by setting up a 'spoilers jar'; for each spoiler revealed, they have to pay up!

Informal Fridays

A dress down day is sure to be an office pleaser. Why not take it to the next level with a pyjama day?

Easy peasy



The Helperholic

Supermarket bag packing and collections are tried and trusted fundraisers and are sure to raise those all-important funds. Every little helps!

The eBay Explorer

Did you know that when you sell on eBay, you can give a percentage of your sale to Leukaemia Care? Put those online shopping skills to good use!

Car Boot King or Queen

Give your house a spring clean and take your items to a local car boot. Top tip: don't label your items, as many prefer to haggle a price!

Go-getter



The Quiz Master

Get your thinking cap on and host a pub quiz at your local! Charge each team an entry fee and you'll be onto a winner in no time.

Sporty Spice

This is a definite crowd pleaser. Use your favourite sport to help raise money for patients and their loved ones. Host a football tournament, golf day, or a basketball match.

The Hostess with the Mostest

Put on your very own *Come Dine With Me* contest with friends and family. Whether your speciality is beans on toast or you're a certified chef, this is sure to be fun. Bon Appetit!

Like what you see? Get in touch if you want to take on one of these challenges! Email fundraising@leukaemicare.org.uk or call 01905 755 977

JOIN #TEAMLC FOR THE LONDON MARATHON

Always dreamed of taking on the world's most famous marathon? We've got over 150 places available every year, and one of them has got your name on it!

For some of our runners, it's a once-in-a-lifetime experience, that opportunity to prove to yourself that you can do anything. For others, it's the event they come back to every year, that adrenaline rush they just can't get enough of. And you could be part of it all!



How do I sign up?

That's the spirit! Our places become available in **April**. If you don't want to miss when our places go live, you can register your interest with us from February and be the first to know when places are available for next year's marathon.

You can register your interest or check for available places here:

www.leukaemacare.org.uk/events

How much do I have to raise?

For **2019**, the fundraising goal for our runners is **£2,350**. You will also need to pay a booking fee of **£50** to secure your place.



What support will you give me?

We'll be with you every step of the way to make sure you reach both your fundraising and training goals.

You'll get all the support and encouragement you need, including emails packed with tips, some of the loudest supporters around the course, and a place to relax in St James's Park after the race.

How do I find out more?

If you've got any questions, don't hesitate to get in touch with our Events Fundraising Officer. Simply email events@leukaemiacare.org.uk, or call 01905 755 977.

CHALLENGE YOURSELF

Are you a thrill-seeker or sports mad? Then why not take on one of our events? From treks to obstacle courses, there's something to suit everyone.

Globetrotter



Always wanted to reach Everest Base Camp? Or trek across the Great Wall of China? Maybe you want to tick Machu Picchu off your bucket list? Whatever your ambitions, you can achieve them when you trek the globe for Leukaemia Care.

Homegrown hero

Looking for a challenge a little closer to home? You could trek up Ben Nevis or cycle from Land's End to the very tip of the British Isles. There's a UK challenge for everyone.

Take to the skies



If you love the feeling of the wind in your hair, then why not take on a skydive? Guaranteed to be an exhilarating experience, this is a challenge you'll never forget.

Pound the streets

Whether you're new to running, or you're a certified marathon expert, there are races across the UK that you could take part in for #TeamLC. We've even got obstacle races for you to get stuck into.

Adrenaline junkie

Zip across Penrhyn Quarry when you take on Europe's longest and the world's fastest zipwire! With no age restriction, this challenge is perfect for all the family.

If you want to find out more about our events, simply head online to www.leukaemiacare.org.uk/events, or email events@leukaemiacare.org.uk

TALK ABOUT IT

Online Giving

The easiest way to raise money for your challenge or event is to set up an online giving page. Family, friends and even strangers will find it easy to donate to your cause and keep up with your progress.

There are five websites you can choose from to create your online giving page:

- Everyday Hero
- JustGiving
- BT MyDonate
- Virgin Money Giving
- Facebook

Yes, you read that last one right, you can even fundraise through Facebook!

So, whether you're taking on a challenge, or you simply want charity donations for your birthday instead of gifts, there's an online giving platform to suit you.

If you'd like to find out more about setting up your online giving page, go to www.leukaemiacare.org.uk/get-involved/fundraise-for-us/how-to-set-up-an-online-giving-page/



Cyber Supporter

If you want to raise money for Leukaemia Care, but feel that a challenge may not be right for you, then there are other ways you can give online instead of setting up a page:

eBay – Did you know you can fundraise for us by selling your unwanted items on eBay and giving some, or all, of the profits to us?

Give as you Live – When you do your online shopping via Give as you Live, you can raise funds for Leukaemia Care at no extra cost to you! Learn more on their website: <https://www.giveasyoulive.com/>

Everyclick Search – You can also raise money when you search the web! Simply search via Everyclick's website and they'll donate money every time you search. You're even able to keep track of what you've raised and see how

you're making a difference. Find out more here: <https://www.everyclick.com/>

#GoSocial

There's no better way to drum up support for your fundraising and help spread the word than social media. Facebook, Twitter and Instagram are your friends when it comes to raising awareness. Don't forget to tag us!

Don't be a stranger

It makes our day when you let us know all about your plans and send in your photos, so be sure to keep in touch! You can reach the Fundraising Team on [01905 755 977](tel:01905755977), or by emailing fundraising@leukaemiacare.org.uk



Find fame

Fancy making yourself a local celebrity? We can help you get your event or challenge in your local press. Simply send us all the details about your event (the who's, what's, where's, when's and why's), and we'll make you famous in no time!

 /LeukaemiaCareRunningTeam

 /LeukaemiaCareCommunityFundraisers

 @LeukaemiaCareUK

 /leukaemiacareuk

CORPORATE FUNDRAISING

Do you own a business, or work for one that's looking for its next charity partner?

Then get in touch!

In today's world, many progressive organisations encourage their teams to develop themselves and their business by choosing to adopt a programme of Corporate Social Responsibility.



At Leukaemia Care, we recognise those benefits.

Becoming one of our corporate partners offers a unique opportunity to engage both customers and staff. We will identify and listen to your objectives, and then put forward a bespoke proposal so that we can create a lasting fundraising partnership.

By working in a partnership with us you can:

- Align with a nationally-recognised, trusted brand
- Create positive PR opportunities
- Reach new audiences
- Build strong relationships with customers
- Differentiate yourself in a competitive market
- Boost sales and build your reputation as a socially responsible company
- Proactively engage employees
- Promote team building through shared endeavours away from the day job
- Promote personal development for colleagues and employees through tailored challenges
- Provide opportunities to support a cause that your employees are passionate about

Want to find out more? Drop us an email at:
partnerships@leukaemiacare.org.uk or call 01905 755 977.

DOING IT WELL

Gift Aid It

When your supporters Gift Aid their donation, it allows us to claim an extra 25p for every £1 given. This doesn't cost your supporters anything, but enables their donation to go that little bit further, with that extra money coming straight to us.

Online giving pages allow people to automatically Gift Aid their donation. If you're using sponsorship forms, your supporters only have to tick the Gift Aid box. It's that simple!

Stay Safe

Fundraising is supposed to be fun (the clue is in the name), but you still have to make sure that your event or challenge follows the rules. If you don't, your event might not end up being so fun after all.

You can find out more about ensuring your event or challenge meets health and safety standards and is legal on our website at: www.leukaemiacare.org.uk/get-involved/fundraise-for-us/fundraising-rules/



Matched Funding

This is a great option for events fundraisers with big targets. Lots of companies run matched funding schemes whereby they pledge to double the amount of money employees raise when fundraising. It's definitely a good idea to speak to your employer about whether they do matched funding and if they'll support you. It could make your fundraising endeavours truly worthwhile.

WE'RE HERE TO HELP

Our dedicated Fundraising Team are always on hand to give you advice and support.

Whether you're running low on inspiration, or not sure how best to organise your event, don't hesitate to contact us.

We're just on the other end of the line at [01905 755 977](tel:01905755977), or you can drop us an email at fundraising@leukaemiacare.org.uk

We can also supply you with materials to make your fundraiser a roaring success. From bespoke posters and banners, to balloons and t-shirts, we've got everything you need.

We've also got even more information available on our website. Just head to www.leukaemiacare.org.uk/get-involved/fundraise-for-us/ to find out more.



SHOW US THE MONEY

Sending us your funds is as easy 1, 2, 3. And remember, the sooner you send in the money you've raised, the sooner it can be put to good use.

1. By bank transfer

You can transfer the funds straight from your account to ours. Our bank details are:

Sort code: [20-98-61](#)

Account number: [70575712](#)

Account name: [The Leukaemia Care Society](#)

2. By cheque

Please make your cheque payable to Leukaemia Care, and then pop it in the post for the following address:

[Leukaemia Care](#)
[One Birch Court](#)
[Blackpole East](#)
[Worcester](#)
[WR3 8SG](#)

3. By phone

You can call us to pay by debit or credit card over the phone. Simply call [01905 755 977](#).

We just wanted to take the opportunity to say thank you

What you're doing is simply amazing, and the money you raise will be invaluable in helping us to support all those affected by blood cancer.

We hope you know that you're our hero!

Want to make a difference and donate?



You can find everything you need to donate by scanning the code to your left with your phone or tablet's camera app. Click the link that appears and wait for the page to load (iPhone 7 and above, android phones).