

Fundraising Toolkit



Saving lives through early diagnosis

☎ 0303 040 1770

✉ fundraising@panact.org

🏠 panact.org





Thank you for choosing PCA

Pancreatic Cancer Action is a national charity dedicated to saving lives through early diagnosis and improving the quality of life for those affected by pancreatic cancer.

Founded by a survivor who proves that there is hope, early diagnosis is achievable and survival is too. Our focus is on ensuring that patients are diagnosed with pancreatic cancer at a stage that gives them the best chance of survival.

Quite simply, we know that pancreatic cancer can be detected early, and as long as we are here and continue to be supported, we will do all we can to make sure this happens more and more.

With your help, we fund research into improving early diagnosis, create award-winning awareness campaigns, provide educational resources for primary care professionals and provide information for patients and clinicians.

Thank you for all your support
from the PCA Team.



Funds raised in Scotland shall continue to benefit the people of Scotland, through our Initiatives, projects and activities



Supporting PCA Scotland

#PEOPLEOFPANCAN

Wendy Jones

Wendy picked up a cold virus and she later developed swelling of the legs. Although restricting her movement, she still worked in London, commuting from Bath. Following a number of blood tests via a GP that all came back negative, she was eventually referred to a Rheumatoid & Arthritis specialist, who proposed a CT scan. Wendy & husband Robert knew that when you get a call within three hours asking you to come in, it can't be good news. They confirmed the scan had shown she had stage four pancreatic cancer.

Wendy underwent two courses of chemotherapy with the aim of life longevity. Post chemo Wendy decided she no longer wanted to continue with this course of treatment and undertook palliative care. Wendy had accepted the card she had been dealt in life and now rests in peace, just twenty five weeks from original diagnosis.



Paul Bamford

My husband Paul was extremely fit and healthy and working six days a week just six weeks before he died. He was just 51 when he passed away.



Paul started to complain of a toothache like pain in his stomach when he first contacted the GP. The results of blood tests confirmed there was something affecting his liver function. At this point, the GP advised he would need a CT scan. Paul deteriorated quickly. He was already starting to eat less, losing weight and being sick. I called the GP to get Paul admitted to hospital. The Consultant came to talk to us and gave us the news we'd been silently dreading. It was pancreatic cancer which had spread to his liver. Paul was discharged later the same day to be able to spend his remaining time at home with his family. That was the hardest thing we ever had to do, to go home and tell our three children that their Dad had only weeks left to live.

Paul passed away only three weeks after his diagnosis. His referral for the CT scan the GP had requested did not arrive until after he had passed away, the waiting time just too long for this dreadful disease.

Share your story at: panact.org/share-your-story

Your support is invaluable

Here is what your donations
can help us fund...



£10

Could provide families like Paul's specialist information and support
(Read Paul's story overleaf).



£20

Could ensure a local GP or Pharmacist gets expert information on detecting pancreatic cancer.



£100

Could provide personalised one to one support calls for patients.



£500

Could get our accredited patient information into hospitals and cancer centres.



£5,000

Could fund specialist training for health care professionals.



£10,000

Could help kickstart innovative research projects (into early diagnosis).



£30,000

Could fund targeted life-saving symptom awareness campaigns.



£50,000

Could pay for a Pancreatic Clinical Nurse Specialist in a local NHS Trust

BECOME A REGULAR DONOR

By becoming a regular donor, you are helping us to improve survival of pancreatic cancer through early diagnosis. To find out more, please visit panact.org/regulardonor



A great fundraiser starts with a plan

Currently *less than 8%* of those diagnosed survive beyond 5-years

Use this handy checklist to make sure you're heading in the right direction. Now's the time to make your event happen – and raise vital funds that will help PCA save lives through early diagnosis.

Have I decided on an event?

Quiz night? Sponsored walk? Whatever you decide, make sure it's something you'll enjoy doing.

I need to do it by:



Have I organised a suitable venue?

Think about how many people you expect to attend and find a place where they'll be comfortable.

Have I set up an online fundraising page?

Using a page like Justgiving.com or a Facebook fundraising page is a great way of keeping tabs on the money you raise.

Who else can I ask to help?

Who do you know who has relevant skills that will help your event run smoothly?

How will I promote the event?

Spreading the word about your event is absolutely vital – so make sure everyone knows about it.

Is my event safe and legal?

It's crucial that you think about health and safety. A risk assessment is a good idea.

TOP TIPS TO BOOST YOUR FUNDRAISING

- **Understand exactly what Pancreatic Cancer Action does.** Your supporters will definitely ask you! We have lots of resources we can send you.
- **Use your networks.** Spread the word of your fundraiser at work or community group.
- **Tell everyone about your event.** The key to a successful event is promotion, so make sure you put your event on Twitter, Facebook and other social media sites.
- **Don't be afraid to ask!** You will not reach your target if you don't ask people to sponsor you.

FUNDRAISING IDEAS



Struggling to think of what to do for your fundraiser? Our wonderful supporters have tried it all, here are some ideas that have worked in the past:

Food and drink

Why not hold a bake sale, an evening wine tasting, or a BBQ? Fantastic for all the foodies and great for fundraising

Music and dance

Open mic nights, carol singing or classical concerts will pull in crowds of music lovers who will happily support your fundraiser

Parties and get-togethers

Birthdays, anniversaries, garden parties, coffee mornings all bring friends and family together and make a difference

Arts and crafts

If you or your friends have a flair for making things, create your wares and sell them for others to enjoy

Games, sports and competitions

Sweepstakes, pub quizzes and treasure hunts are great for a bit of friendly competition

Personal challenges

Why not give up something you love for a period of time? It could be a selected food or drink, Netflix or social media. Or you could take on a challenge, such as doing a skydive or running a marathon, and get friends and family to sponsor you

Collections and sales

Non-uniform days, jumble sales and street collections are all fantastic ways of raising money with little effort

Let us know about your plans and we'll support you all the way with your fundraising.

For those
diagnosed in time for surgery their chance of surviving beyond five years **increases up to 30%**



Find out more at panact.org/fundraise or email fundraising@panact.org

Maximise your fundraising

Be the first to donate

Inspire others to donate by making the first donation yourself. Make your donation the amount you hope your sponsors to contribute. Encourage others to match this donation.

Social media on Twitter, Facebook and Instagram

Spread the word about your fundraising activities by sharing your story on social media. Adding photos and video can bring your story to life! #teamPCA

Don't forget to tag us in your photos:

-  @pancreaticcanceraction
-  @OfficialPCA
-  @pancreatic_cancer_action
-  /company/pancreatic-cancer-action
-  PancreaticCancerActionScotland
-  @pancanscot



9,000 people die each year, and less than 8% survive 5 years. Only 1% survive 10 years

giftaid it

Gift Aid it!

For every £1 someone donates, the government donates 25p through the Gift Aid scheme! Encourage your sponsors to tick the Gift Aid box on our sponsorship form if they are UK taxpayers. If you are collecting with a tin, we can collect Gift Aid as a "Small Donation".

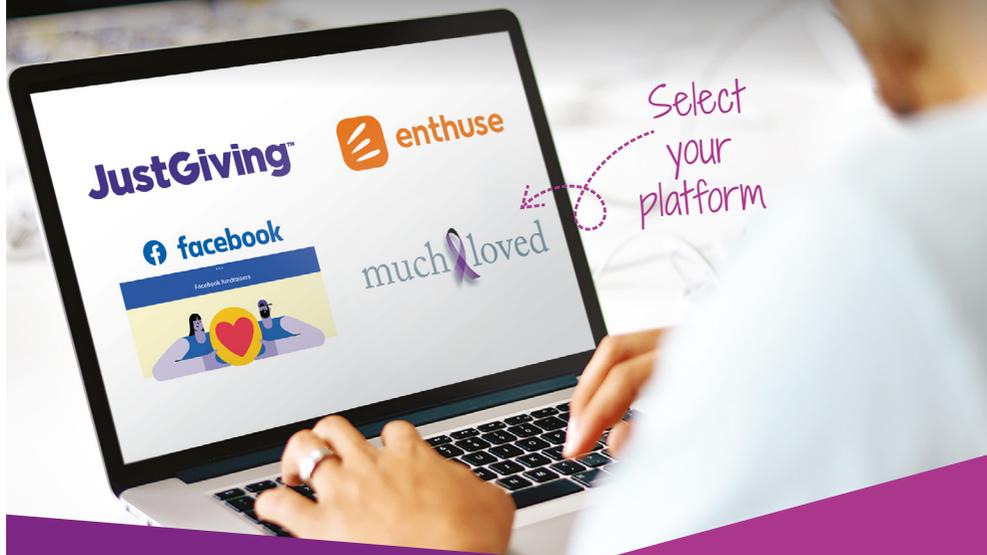
Promote your event

Get in touch with your local press to tell them about what you are doing and why! We can write press releases which can not only raise more awareness about pancreatic cancer and the charity but can also boost your fundraising!



Contact comms@panact.org for more information

SETTING UP AN ONLINE FUNDRAISING PAGE



By far the easiest way to fundraise for your challenge or event is to set up an online fundraising page.

1. Select a fundraising platform.
2. Customise your page with your story and photos!
3. Personalise the thank you email on the page and ask your supporters to spread the word about your fundraiser.
4. Post the link to your page on social media, and include the link on your email signature if you use one.
5. Publicise your fundraising page details on intranets, workplace/ community newsletters or notice boards.
6. Update your online fundraising page with your training progress or other information.
7. After the event, update your page with photos and your result, and remind people they can still donate!

If you need any help with your page, email fundraising@panact.org or call 0303 040 1770.

Online fundraising



There is no screening test for pancreatic cancer and surgery is currently the only cure

Celebrating giving

Celebrate your special occasion by asking for donations in Lieu of gifts and flowers to be made to Pancreatic Cancer Action. Whether you are celebrating a birthday, wedding, anniversary or retirement, support from you and your friends and family will help us carry out our vital work.

Use our guide to 'setting up an online fundraising page'

1. Choose your Fundraising Platform
- Enthuse, Facebook, Justgiving, MuchLoved
2. Create a bespoke page with information about your event
3. Share these pages on social media or email the links to friends and family.

Tribute pages

Remember a loved one in your own way. Simple to set up, your unique Tribute can hold your photographs, thoughts, sounds and memories all in one place and also allows for donations to be made in memory of your loved one.



Cash collections

If you would prefer to collect cash or cheques at your event you can order donation envelopes and cardboard collection boxes by contacting the Fundraising Team.

Funeral collection

One way to celebrate the life of someone special is to ask family and friends to make a donation at their funeral or memorial service. We're incredibly grateful for any support in this way at what is a difficult time.

- If you would like donation envelopes at the funeral, contact the Fundraising Team and we can get these sent out to you.
- You can set up an In Memory page using our Pansy Tribute Fund. This is an area where other people can make donations and leave online tributes and messages.



Leave a gift in your will to PCA

A small gift could make a significant difference to our work and allow us to continue the fight against pancreatic cancer for years to come.

You can make your will quickly and free and you will receive free professional advice from qualified solicitors throughout the process.



**MAKE A WILL
ONLINE.co.uk**



Find out more at panact.org/fundraise or email fundraising@panact.org

Involve your company

Twenty nine people are newly diagnosed with the disease each day

Raise awareness of pancreatic cancer and its symptoms among your work colleagues and collect funds at the same time!

Some ways to get your work colleagues involved with your fundraising:

- Take on a challenge event with a team.
- Take the plunge - team skydiving.
- Hold a Bake it Purple event.
- Have a 'wear purple to work' day.
- Organise an office sweepstake, raffle or treasure map hunt.
- Have an awareness stand and collect funds too!
- Encourage your colleagues to download **Easy Fundraising**: shops donate to us when you shop online at no extra cost to you.



Payroll giving

Payroll Giving is one of the easiest ways to donate!

You can donate directly from your salary to Pancreatic Cancer Action through Payroll Giving in Action and donate tax-free.

Matched giving

Many employers will match the fundraising efforts of their employees! Speak to your HR department or corporate responsibility team.

Charity of year

Help us become charity for the year within your company! We will work with you to develop a bespoke charity of the year partnership programme that meets your company's objectives whilst raising funds and awareness of Pancreatic Cancer.

Occupational health talk

Book an awareness talk for your workplace. We have three talk options where you & your colleagues can learn more about pancreatic cancer.



Find out more at panact.org/fundraise or email fundraising@panact.org

Support PCA in your community

Become a Action Ambassador Volunteer

Raising the profile of pancreatic cancer within your local area is a fantastic way to help, and we appreciate any support you can give.

- Bucket collections at local supermarkets and community events.
- Holding an awareness stand in local hospitals, pharmacies, supermarkets, or local business foyers.
- Encouraging local businesses to adopt Pancreatic Cancer Action as their charity of the year.
- Handing out leaflets to GP surgeries and anywhere else you feel will benefit from them.
- Start a fundraising group
- Cheer our participants on at events that are taking place near you.

We will support you along the way with awareness and fundraising materials and practical advice to help you get the most out of your volunteering.



Knowing the signs and symptoms means you can act on any concerns you might have, sooner



Collections

Collections are a fun and easy way to raise funds and awareness for us!

- Choose a popular location or a busy time to do your collection.
- Select a good date giving yourself enough time to organise volunteers if you need them.

Order your 'collection pack' by email fundraising@panact.org

Raffles

If you hold a small raffle on the day of your event, you do not need a special licence as long as;

- Tickets are sold on the same day as the draw.
- Tickets are all sold for the same price.
- Tickets are sold on the same premises.

Contact us about becoming an Action Ambassador: enquiries@panact.org

Paying in the money you've raised

Almost 10,000
people are
diagnosed each year
in the UK

Submit your donations

There are many ways you can pay in your fundraising to Pancreatic Cancer Action:

Via bank transfer to

- HSBC Account No: 41412345
- Sort code: 40-23-15

Please make sure you add your name as reference.

Via our website

- panact.org/donate

Via post

- Send a cheque
- To our Scottish office:

Pancreatic Cancer Action, Suite 3.10
Covault, Fullarton Road, Cambuslang,
Glasgow, G32 8YL.

Returns

When you have finished collecting, please return the tin and any unused items to us:

Pancreatic Cancer Action, BASE Bordon
Innovation Centre, Broxhead House,
Louisburg Barracks, 60 Barbados Road,
Bordon, GU35 0FX.



**DON'T FORGET TO THANK YOUR
SUPPORTERS FOR THEIR CONTRIBUTION!**

THE SHOP

Order your PCA merchandise to support your fundraising

Make sure you have all you need to promote your event. Visit: panact.org/shop



PCA Hoodies

Available in a variety of sizes.

£20.00



Aware Bear

Raise awareness with the PCA Aware Bear. Take him on holiday, put him on your desk or give one to your little one!

£5.00



Cat & Dog Bandanas

The perfect fashion accessory for your pet!

£7.00 each



Running Vest

Great for an ultimate challenge or a gentle jog!

£15.00

Enamel Pansy Pin

Worn in memory of those who have passed away from pancreatic cancer.

£2.00



Beanie Hat

Perfect for wearing in the colder weather.

£8.00



Adult T-Shirts

Available in a variety of sizes.

£8.00

Charity cheering pack

Our charity cheering pack is great to use when cheering friends and family on at events. Included in the pack is PVC banner, t-shirt, 4 balloons and cheer sticks. **£10.00**





Tough Mudder



London Marathon



Trekking

OTHER FUNDRAISING EVENTS

Find out more about all our challenge events at www.panact.org/fundraise



Cycling Challenges



Kiltwalk



Jog Jan for Pan Can



Bake Sale



PJs for PanCan

Pancreatic cancer is the **UK's 5th biggest cancer killer**

Pancreatic Cancer Awareness Month

Pancreatic cancer suffers from an extreme lack of awareness and funding. Our aim at Pancreatic Cancer Action is to change this and ensure that GPs, pharmacists and medical professionals are better informed and equipped to make an early diagnosis, whilst also making sure people know what early signs and symptoms to look for.

Help us raise awareness this November during Pancreatic Cancer Awareness month.

- Turn your home and community purple to help raise awareness panact.org/purple-lights-uk.
- Host an event with friends, family or colleagues – Using our resources - Wear it Purple, Bake it Purple or do your own thing.
- Become an Action Ambassador and give your time and voice to raise awareness.
- Donate online.

MOST IMPORTANTLY...TURN IT PURPLE!
PANACT.ORG/PCAM



Bake it PURPLE

- Bake it Purple guide
- Recipes
- Posters
- Cake Flags
- Name the Bear
- Balloons
- Collection box
- Sponsorship form

Love baking? Why not host your own coffee morning, afternoon tea or garden party with your friends and family? By ordering your Bake it Purple pack you can have fun whilst raising funds!



Order your Bake it Purple pack today
panact.org/bakeitpurple



Pancreatic cancer
can affect any adult.
It occurs equally in
men and women

Thank you for all your support

We hope your event is a big success and that you have had fun raising funds and awareness for Pancreatic Cancer Action!



Saving lives through early diagnosis

 0303 040 1770

 @PancreaticCancerAction

 fundraising@panact.org

 @OfficialPCA

 panact.org

 pancreatic_cancer_action

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