

Turn It Purple Toolkit

Join us in turning it purple this November!

Turn it
Purple™



Saving lives through early diagnosis

 panact.org  0303 040 1770





#TurnItPurple #PancreaticCancerAwarenessMonth
#PCAM #EarlyDiagnosisSavesLives



WE'RE TURNING IT PURPLE
for Pancreatic Cancer Awareness Month





Thank you for taking part in **TURN IT PURPLE THIS PANCREATIC CANCER AWARENESS MONTH**. This booklet is packed with ways you can get involved and help raise vital funds and awareness. November is a crucial time for us to unite, raise our voices, and shine a spotlight on the importance of early diagnosis of pancreatic cancer.

Pancreatic cancer is still the deadliest of all common cancers, with a **5-year survival rate of less than 8%**. This is something that has barely improved in the last 50 years. **Pancreatic Cancer Awareness Month** is vital in the fight to raise **public awareness** of the **symptoms and ensure early diagnosis to save lives**.

There are so many ways to get involved, from baking events to wearing purple and everything in between. Your support makes a

real difference, whether it's sharing information, raising funds, or simply spreading the word about pancreatic cancer's symptoms.

Together, we can turn it purple and bring much-needed awareness to this often-overlooked disease. Thank you for your continued support - **let's make this November one to remember!**

Anthony Cummings,
Chief Executive of
Pancreatic Cancer Action

How your money helps us?

Here are some ways your donations could help our work in the future



£500

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



£20

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



£10

Could deliver patients and families specialist information and support.

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



EXAMPLES OF THE IMPACT WE HAVE MADE WITH YOUR SUPPORT:



This year, we have distributed over **3000 health information booklets free of charge.**



We continue to fund a **NHS Pancreatic Clinical Nurse Specialist post** to support pancreatic cancer patients and their families.



To date, over **7000 GPs in the UK** have completed our **accredited e-learning module.**

Bake it PURPLE

How to get started

Holding a cake sale is an easy, fun way to get everyone involved in fundraising. They are quick to organise and can raise lots of money in a short time!

Location

There are so many places you can hold your cake sale or coffee morning - schools, work, home, clubs or groups you're a member of or even your local leisure centre or shops.

When?

It is up to you when you would like to host your Bake It event! If it is in your personal home, a weekend might be better to ensure people are off work. If you are doing it in a public area hosting a bake sale over lunch time is sure to attract more people's attention for a sweet treat!

Spread the word

Make sure you tell as many people as possible about your event. Maybe send out invitations or ask everyone to bring a guest. Posters and signs may help publicise your event too! Use our poster to help advertise the event!



Add a touch of purple

It's important to think about where the cakes will be displayed and how to enhance them. Some things to consider are - colourful cake decorations & cake toppers, purple table ornaments, balloons, banners and more!

It's not all about cakes

You don't have to just be restricted to cakes! You could offer homemade lemonade, coffee and tea or maybe even some savoury treats. You may also like to hold a raffle or introduce a competition for the best cake or a guess the weight or flavour.

Extras

Order your Turn it Purple materials from our online shop visit:
panact.org/shop

Wear it PURPLE



Holding a Wear It Purple day is easy to organise and a great way to get anyone involved in a fundraising event. We suggest a minimum donation of £2 per person wearing purple.

A touch of purple

Get creative with your purple themes

- Wear your PCA merchandise with pride
- Dye your hair/beard
- Have your nails painted purple
- Sport a purple wig
- Have a purple jumper day

You can visit our online shop for free extra materials -
panact.org/shop

Location

Once you have decided on your event, it's time to think about where would be best to make it a huge success. A purple jumper day may be best to host at work whilst sporting a purple wig could be done anywhere in public. You could ask people to sponsor you to dye your hair purple. Once your target has been achieved, you could host a night with your family and friends, and they could be part of the fun too!



Raise it. PURPLE



**DON'T FANCY HOSTING
AN EVENT? DON'T
WORRY YOU CAN STILL
GET INVOLVED!**

Collection tins

We are asking our supporters to place collection tins within their community – an easy and effective way to raise vital funds and improve early diagnosis of pancreatic cancer!

*If we have 50 collection tins
out in the community
we could raise £13,500
in just one year.*

Collection stands

There are lots of places where you can collect funds for us, such as your local high street, a local sporting event, a train station or a shopping centre. Supermarkets are also a great place to hold a collection stand.



PURPLE LIGHTS



During November, and particularly on World Pancreatic Cancer Day, landmarks around the UK light up purple to spotlight this disease that deserves more recognition.

Pay tribute to your loved one by lighting up your home or arranging a local landmark to light up purple.

You can find out more by visiting purplelightsuk.org



A-Z OF FUNDRAISING

A Arts and crafts

Get crafty and sell your items.

B Bingo!

Hosting a bingo night is sure to raise lots of funds.



C Coffee morning

Use our Bake It Purple ideas



D Dressing up days

Pick out your favourite purple outfit

E Exercise

Time to get fit! Take part in a run for PCA .



F Fashion show

Host a fashion show and bring your community together

G Guess how many?

Fill a jar with purple sweets, have people guess how many to win a prize

H Headshave

Would you brave the shave?

I Be Iconic!

Dress as your hero for a day



J Jogging

Jog so many miles a day/month and have people sponsor you



K Knitting

Get your purple wool out and start knitting for donations.

L Livestream

Host an online gaming session or class of your choice – cooking, crafting or fitness

M Music

Host a gig or offer your own musical skills to someone else's event for a donation

N Nails

Offer purple nail art for a suggested donation

O Obstacle course

Check out our events calendar to see if there's an obstacle course near you

P Plant sale

Plant some purple pansies, invite other keen gardeners over for a donation



Q Quiz Night

Host a quiz night and download our PCA quiz!



R Raffle

Host a raffle during your lunch break!

S Sky dive

A challenge for those adrenaline chasers!

T Treasure hunt

The person who finds the treasure, wins a prize!



U Non-Uniform day

Wear purple to work or school

V Go vegetarian

Go meat-free for a month and get sponsored



W Walking

Commit to walking so many steps in a month and get sponsored

X Have you got the X-Factor?

Host your own talent show in your work place.



Y Yoga

Take part in a yoga marathon.

Z Zip wire

Not for the faint hearted.

How to TIP 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

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



and practical advice to help you get the most out of your volunteering.

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

How to TIP in your workplace

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:

- Hold a Bake it Purple event.
- Have a 'Wear purple to work' day.
- Have fun with balloons – fill a box or office space with PCA balloons and guess how many is there!
- Have an awareness stand and collect funds too!

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.

panact.org/take-action/donate/payroll-giving/



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

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



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



PCA Hoodies

Available in a variety of sizes.

£20.00



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**



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!

Encourage sponsors to complete the gift aid declaration if they are UK taxpayers. 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".

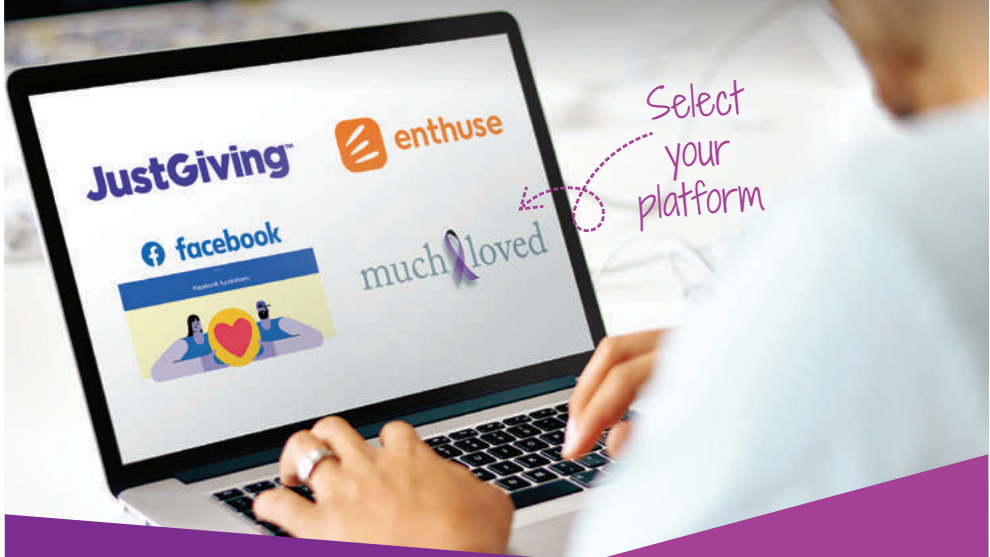
Promote your event

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 YOUR FUNDRAISING PAGE



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

1. Visit **TurnItPurple** on JustGiving to set up your fundraising page.
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**

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 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,
Suite 3.10 Covault, Fullarton Road,
Cambuslang, Glasgow, G32 8YL





Thank you for all your support

We hope that however you choose to support us this November it's a huge success and that you have fun, raising funds and awareness during Pancreatic Cancer Awareness month.

Take a look at our website for other ways to support us throughout the year.



Saving lives through early diagnosis



0303 040 1770



@PancreaticCancerAction



fundraising@panact.org



@OfficialPCA



panact.org



pancreatic_cancer_action

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