



# Fundraising Toolkit

Handy tips, ideas and advice to help you raise funds for Pancreatic Cancer Action



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# Introduction

Thank you for choosing to  
fundraise for Pancreatic  
Cancer Action!

We are a small charity with a huge voice shouting about much needed change for pancreatic cancer, and are passionately committed to affecting real change.

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

Hearing daily of more people diagnosed late and dying from pancreatic cancer is a powerful reminder of why our work is so vital. With your help, we fund research into improving early diagnosis, create award-winning awareness campaigns, provide educational courses for primary care professionals and provide information for patients and clinicians.

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 do to make sure this happens more and more.



"We hope this toolkit will give you lots of inspiration, tips and hints or maybe you have some ideas of your own, for that truly unique event. **Remember, fundraising should be fun!** We are here to help and support you in any way that we can. **Thank you!**"

► **Ali Stunt, pancreatic cancer survivor and Founder & CEO Pancreatic Cancer Action**



# How your support helps

Pancreatic cancer has the worst survival rate of all cancers. 5-year survival is only **4%**. This figure has not changed in over 40 years. Pancreatic cancer is the **UK's 9<sup>th</sup>** most common cancer. **Only 10%** of patients are eligible for potentially curative surgery - due to late diagnosis. Around **9,000** people in the UK die of pancreatic cancer every year. Simply, we need more people diagnosed in time for surgery.



**£50**

allows us to send out one hundred easy-to-understand patient information booklets

**£150**

could help fund a print run of our informative symptoms poster

**£500**

pays for a three hour GP education seminar

**£1,000**

will contribute towards the development of a medical training app

**£5,000**

could fund an awareness campaign to help get more patients diagnosed early

**£10,000**

will fund life-saving research into the early diagnosis of pancreatic cancer

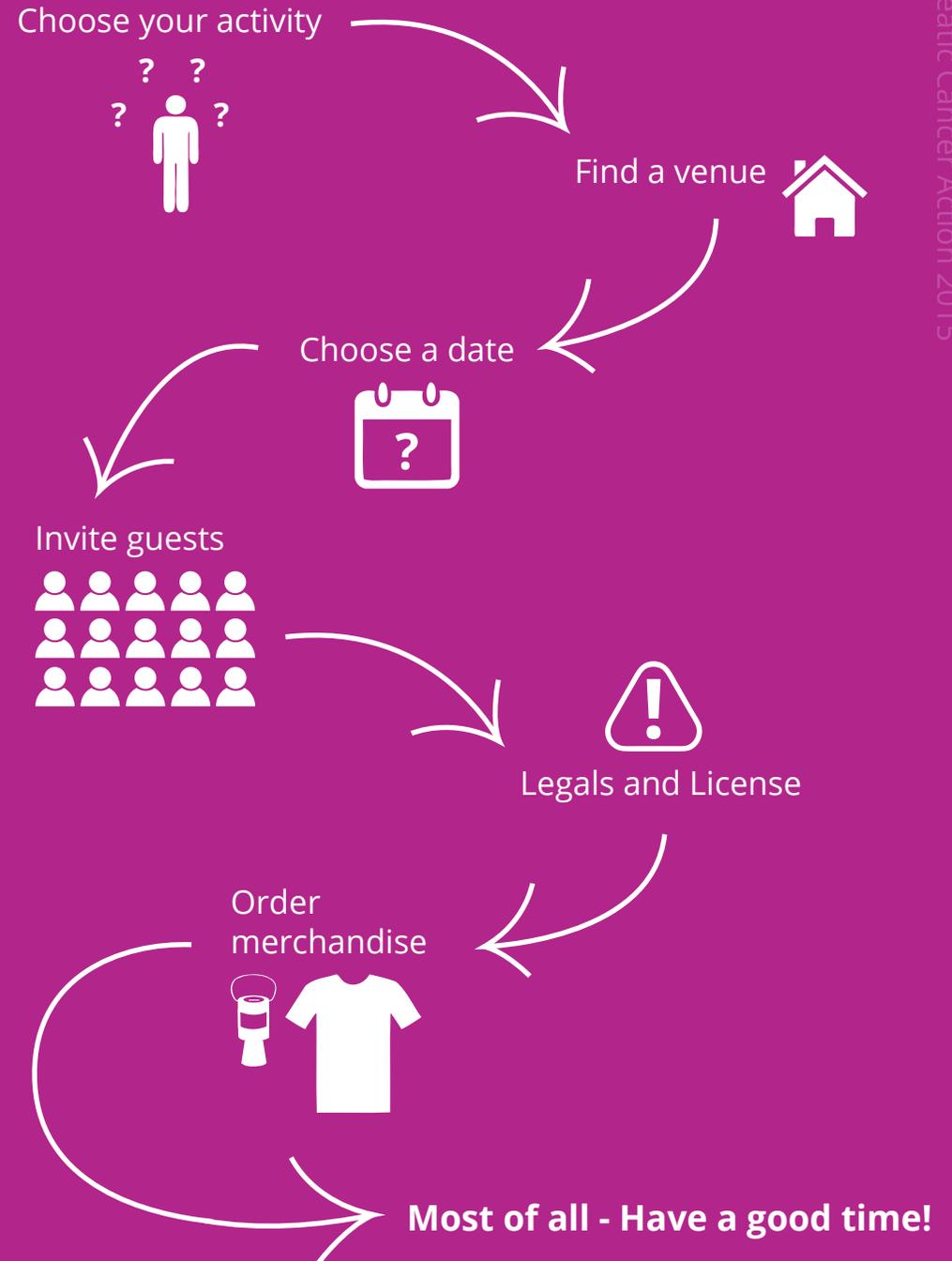
# Where to start

## Some points to consider:

- **How much time do you have to spare?**  
You will need to take into account planning, training and organising
- **How much do you want to raise?**  
If you set a big target it can be good to break it down into smaller activities.
- **Where & when will your event take place?**  
Do you need to book a certain venue in advance?  
Do you need to register for your event by a certain date?
- **Who do you want to involve?**  
Are you getting a team together or doing it alone?  
Will volunteers help you organise a large event?
- **Can you get your local newspaper or radio interested?**  
It's a great way to advertise your event and raise awareness



# Planning



# Take on a challenge

Whether it is an individual challenge such as a run or getting a team together for a sponsored walk, why not get fit and fundraise at the same time!

We can arrange free skydives (min sponsorship requirement) and participation in events such as the London-Paris cycle ride, The Great North Run and treks to far away places like Kilimanjaro. More challenges are added to our portfolio on a regular basis.

If you have already secured a place in an event and want to take part for us we would love to hear from you. Please email [fundraising@panact.org](mailto:fundraising@panact.org)



Choosing a challenge is a great way to experience something new and exciting.

All our challenges are booked through well established companies and we offer you support throughout the whole process. There is usually a registration fee to pay and then a minimum fundraising total you will need to reach.

“ Jacqui would tell you that at the beginning of this year she couldn't run to the end of the drive, her accomplishment going from “couch to 10k” is particularly impressive! ”

▶ Colin and Jacqui Pettigrew  
London 10k 2014

# Overseas challenges



## Unite and bike against cancer! Cycle-Cuba

- 15th – 23rd October 2015
- Registration fee: £299
- Minimum Sponsorship: £2,600



## Kilimanjaro Trek - Africa

- 8th-17th October 2015
- Deposit- £499
- Minimum Sponsorship: £3,950



## Trek Toubkal - Morocco

- 30th September – 4th October 2015
- Deposit: £199
- Minimum Sponsorship: £1,500



“ It was quite a challenge. My mum was the inspiration to keep me going as I know she would have been proud of me taking this on ”

► Bobby Butcher  
Kilimanjaro Trek 2014

Please visit our website for more overseas challenges [pancreaticcanceraction.org/support-us/fundraise](http://pancreaticcanceraction.org/support-us/fundraise) or if you would like more information about any of our challenges, please call our fundraising department on **0303 040 1770** to speak to a member of our team.

# Running Challenges



## Royal Parks Half Marathon

- 11th October 2015
- Registration fee: £45
- Minimum Sponsorship: £300



## Great North Run

- 13th September 2015
- Deposit- £41
- Minimum Sponsorship: £395



## Bupa London 10k

- 25th May 2015
- Free
- Minimum Sponsorship: £150



“ At times I felt ashamed to feel sorry for myself knowing what mum and others had to go through. I just dug deep & kept moving ”

▶ Josh Panton  
The Wall, Ultra Marathon 2014

Please visit our website for more running challenges [pancreaticcanceraction.org/support-us/fundraise](http://pancreaticcanceraction.org/support-us/fundraise) or if you would like more information about any of our challenges, please call our fundraising department on **0303 040 1770** to speak to a member of our team.

# Walking Challenges



## Striding For Survival

- 1st November 2015
- Registration fee: £10
- Minimum Sponsorship: £50



## Just Walk

- 9th May 2015
- Prices vary - 10k, 20k, 40k, 60k walks available
- Minimum Sponsorship: N/A



## Trek Fest The Beacons/The Peaks

- 6-7th June 2015/ 5-6th September 2015
- Prices vary - 13miles, 27miles, 54miles available
- Minimum Sponsorship: Varies with distance



“ Beautiful setting and beautiful people, all unfortunately touched by this terrible disease. A morning well spent raising funds and awareness for PCA ”

► Vicky McLaren  
Striding For Survival 2014

Please visit our website for more walking challenges [pancreaticcanceraction.org/support-us/fundraise](http://pancreaticcanceraction.org/support-us/fundraise) or if you would like more information about any of our challenges, please call our fundraising department on **0303 040 1770** to speak to a member of our team.

# Cycling Challenges



## Nightrider London

- 6th-7th June 2015
- Registration fee: £39
- Minimum Sponsorship: £175



## Prudential RideLondon

- 2nd August 2015
- Registration fee: £50
- Minimum Sponsorship: £1,000



## Edinburgh Night Rider

- 20th-21st June 2015
- Registration fee £39
- Minimum Sponsorship: Varies



“ I really enjoyed the event, it was very well organised and I would certainly do it again ”

► Ian Henderson  
Nightrider London, 2014

Please visit our website for more cycling challenges [pancreaticcanceraction.org/support-us/fundraise](http://pancreaticcanceraction.org/support-us/fundraise) or if you would like more information about any of our challenges, please call our fundraising department on **0303 040 1770** to speak to a member of our team.

# Other Challenges



## Skydive

- Tandem Skydive
- Deposit: £50-£100
- Minimum Sponsorship: £440-590



## Wing Walking

- Strict criteria - please visit our website for details
- Deposit- £50 (non-refundable)
- Minimum Sponsorship: £1,000



## Tough Mudder

- Various locations and dates
- Deposit: Varies on location
- Minimum Sponsorship: £150



“ I have never skydived before so I was nervous, but it was an absolutely amazing experience that I would do again ”

► Lynn Cutts  
Skydive 2014

Please visit our website for more challenges [pancreaticcanceraction.org/support-us/fundraise](http://pancreaticcanceraction.org/support-us/fundraise) or if you would like more information about any of our challenges, please call our fundraising department on **0303 040 1770** to speak to a member of our team.

# Community Fundraising

Community fundraising is a great way to get your colleagues, classmates or group involved in fundraising, bringing people together whilst raising vital funds. Whether you hold an event at work/school or in the evening as a way to wind down after a hard day's work is up to you.

To get started please visit our website: [pancreaticcanceraction.org/support-us/awareness](http://pancreaticcanceraction.org/support-us/awareness) to order your **Action Pack** or email [fundraising@panact.org](mailto:fundraising@panact.org)

## Some great ideas from our fundraisers:

- Car wash
- Street collection
- Poker night
- Quiz night
- Zumba marathon
- Shave your head
- Sponsored silence
- Comedy night
- Purple day
- Talent show
- Balloon Launch
- Movie night
- Music concert
- Cake sale



# Corporate Fundraising



## Charity of the Year

Help us become Charity of the Year within your company! We not only use our charity of the year partnerships to raise vital funds, but we see it as a fantastic opportunity to raise awareness of pancreatic cancer among the company's staff and clients.

We will work with you to develop a bespoke charity of the year partnership programme that meets your company's objectives whilst making a real difference into improving early diagnosis.

## Matched Giving/Funding

An easy way to raise funds. Many companies offer a Matched Giving/Funding scheme, providing additional funding usually on a £ for £ basis!

Please speak to your HR Department or Corporate Responsibility Team.

# Promote your event

If you are taking part in a fundraising event or activity, why not get in touch with the local press to tell them about it? It will help raise awareness of pancreatic cancer and give your sponsorship a boost!

## Send a press release

A press release is a short account of an event or piece of news that gives the journalist all the key details they need to cover the story. A short concise press release is more likely to be covered by the paper. Aim for approximately 200 words.

## Answer the Five W's in your press release:

- **What** you're doing
- **When** it's happening
- **Where** it's taking place
- **Which** charity you've chosen to raise funds for.
- **Why** you're doing it

## Other things to include:

- How much you hope to raise with your fundraising page.
- Information about pancreatic cancer and PCA.
- It's good to include a photo with your press release. Try to use one with you wearing your PCA T-shirt.

## Contacting your local Media

You can e-mail or post your press release to your local paper and radio station. You may know of them already but if not, you can find most local press on [www.mediauk.com](http://www.mediauk.com)

## Press release example



**(Insert name of area) man/ woman (Insert catchy description of event here) for Pancreatic Cancer Action**

(Insert participant name or fundraising group name) of (town) has taken up the challenge of (catchy description of event here) in (insert area) on (time and date) for Pancreatic Cancer Action.

(Insert name) hopes to raise over (amount) by (further details of any fundraising and why you are doing it).

(Name) said: "I decided to take part in this challenge for Pancreatic Cancer Action because (insert details of why the challenge is so important to the fundraiser). It will be a tough challenge (if it is a challenge of course) but it's great to know that I will be raising funds to improve research and make people aware of this grim disease that is remarkably underfunded in terms of research."

Pancreatic cancer is the UK's fifth biggest cancer killer with the lowest survival rate of all 21 common cancers.

Pancreatic Cancer Action is committed to working towards earlier diagnosis of the disease so that more patients at diagnosed in time for potentially life-saving surgery.

To sponsor (name) please visit (enter fundraising website if you have one).

ENDS

**For further information and help, please contact Pancreatic Cancer Action at [comms@panact.org](mailto:comms@panact.org).**

Refer any questions about Pancreatic Cancer to the Pancreatic Cancer Action press office on 030 040 1770.

# Safety and legal

## First Aid

Ensure you have adequate cover for the size of your event. For larger events, ask your local St John Ambulance crew for help

## Food

Contact your local authority for food hygiene regulations. You can also go online at [www.food.gov.uk](http://www.food.gov.uk). Remember you are responsible for any food you have prepared.

## Entertainment

If you are running a performance as part of the event you may need a Public Entertainment Licence. Many public venues will already have these licences.

## Publicity

Always include the Charity's name and Registration Number (1137689) on all promotional materials including posters, brochures and press releases.

## Gaming

This includes Bingo. For the latest information and legal requirements, please visit the Gambling Commission website.

## Collections

It is illegal to carry out house-to-house or public street collections without a licence. Applications must be made at least 6 weeks in advance to your local authority.

## Alcohol

If you are planning to sell alcohol at your event you will need an alcohol licence from your local authority.

## Insurance

Types of cover you may need include Public and Product Liability Cover, Pluvius Cover. PCA has public liability insurance and can provide documents on request.

# Maximise your income

## Maximise your supporters

Ask everyone you know to come along and get them to spread the word amongst their friends and colleagues too.

Don't forget to 'Like' our Facebook page and follow us on Twitter @OfficialPCA. Advertise your event & we'll RT to our followers!



## Make it easy for everyone to donate

Set up an online donation page with either Just Giving or Virgin Money Giving. Your pages can be personalised to include photos and a reason for the event.

**JustGiving™**



## Gift Aid it

The government gives charities an extra 25% in tax on all eligible donations. Providing we have your name, address and postcode and you are a UK tax payer we can claim. Please encourage your sponsors/guests/supporters to Gift Aid their donations.



# Top Tips:



Budget in advance for the event and include all the costs of running the event.



Ask for a free local venue & see if they can help decorate it for you too.



Get as much as you can loaned, discounted or donated where possible.



If you're having entertainment, ask if they can perform for free or at a reduced cost.



Ask local businesses to donate raffle/auction prizes, giving them a mention in publicity in return.



Charge for tickets/entry. Be careful not to overprice but don't undersell your event either.

Please send in your donations to Pancreatic Cancer Action. Chiltlee Manor, Haslemere Road, Liphook, Hampshire. GU30 7AZ or contact fundraising@panact.org for our account details.

With your help  
we can save lives

An amazing note  
from one of our  
supporters

your great  
work has  
saved the life  
of a friend.

Thank you



thank you

from everyone at Pancreatic Cancer Action

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

We would love to hear from you about your event, so please email us with your photos to let us know how you got on to [fundraising@panact.org](mailto:fundraising@panact.org)

(Please note: by sending in your photos, you are consenting to their use in future promotional materials)



The team at Pancreatic Cancer Action



# Good Luck!

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