

Outsmart cancer

Smart ideas and inspiration to help you get the most from your fundraising efforts



worldwide
cancer research

Ready to go all out on cancer?

Make the biggest impact possible by helping to fund the world's most novel and exciting research

At Worldwide Cancer Research, we aim to fund the world's most promising research projects; hand-picked by our experts for their potential to advance our understanding of cancer.

By fundraising for us, you become part of this powerful international network; someone whose efforts can

sow the seeds of future breakthroughs in how we will diagnose, treat and prevent the disease in the future.

We hope that this guide will fire your enthusiasm. You'll also find plenty more ideas, tips and resources online at worldwidecancerresearch.org/fundraising



Since 1979 we have funded **1,807** projects in **34** countries

Cupcakes in Croydon are funding drug breakthroughs in Cambridge.

Need advice or have any questions?

Call: 01334 477910

Email: events@worldwidecancerresearch.org

We're happy to help.



Foam pies in Falkirk are funding treatment tests in Philadelphia.



Swimming in Swindon is funding lab research in Sydney.



The Biryani Bandits and Band of Baisabs

Describing themselves as 'six mates from different corners of the globe all living in Dubai', the Biryani Bandits and Band of Baisabs joined forces to take on The Rickshaw Run; a 3,500km adventure across the Indian sub-continent.

Despite being in a seven horsepower 'glorified lawnmower' with a maximum speed of 55kph (downhill), the friends smashed their £1,000 fundraising target on route to the finish line.

It's certainly one way to spice up your fundraising.

Calling all movers and shakers (and bakers)

It takes every kind of fundraiser to take on every type of cancer.

Worldwide Cancer Research is the only UK charity funding early-stage research into any type of cancer. And crucial to this wide-ranging approach are the efforts and generosity of our fundraisers.

While many of them go to extraordinary lengths to help us – up to 26.2 miles in some cases – you don't need to be marathon-fit to fundraise; simply pick an idea that plays to your strengths and go for it. Here are just a few ideas to whet your appetite.

Cheesecake in Cheshire is funding drug tests in California.



Outbake cancer

Cake is the archetypal crowd-pleaser, so bake sales are always a popular choice. Hold a coffee morning for friends and family (perhaps on World Cancer Day in February) or arrange to sell your wares at work. For tips and advice, download our handy how-to guide at <https://bit.ly/How2bakesale>

Outrun cancer

While we have a number of marathon and other endurance event places available to fundraisers, a simple fun run can be just as rewarding. You can use an online service such as JustGiving or VirginMoneyGiving to collect donations, or download traditional sponsorship forms from <https://bit.ly/WCRsponsorship>

Either way, it's a good idea to ask a friend to make the first (generous) donation, as this encourages others to follow suit.



Half-marathons in Manchester are funding screening systems in Madrid.

Outwash cancer

A car wash requires a suitable venue and keen volunteers, but it can be a great money-spinner – and a brilliant way to make Worldwide Cancer Research more visible in your community. You can download the 'how to' guide and order fundraising materials from our website by visiting <https://bit.ly/How2carwash> (alas, no wetsuits and flippers).



Tutus in Taunton are helping to fund imaging techniques in Tel Aviv.

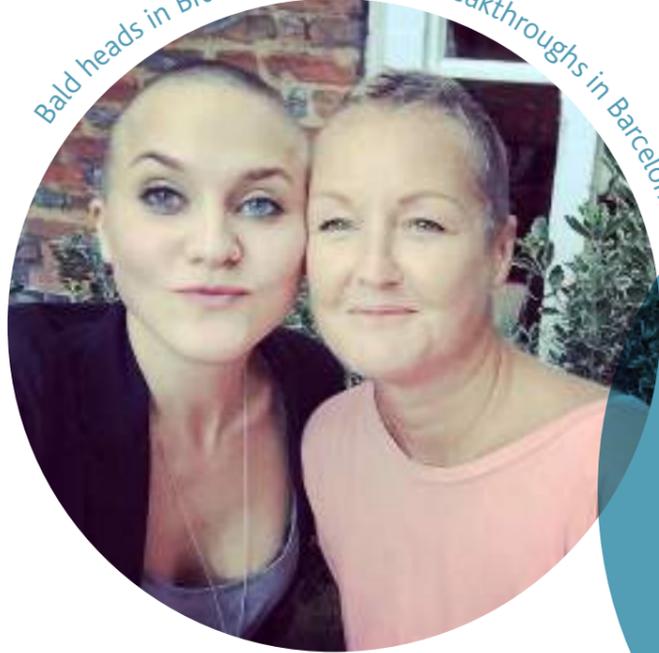
Outperform cancer

Fundraising with colleagues can be an effective way to build team spirit and boost your fundraising total (costumes optional, although they can increase your social media shares). Get started by getting your hands on a fundraising pack full of hints, tips and tools by emailing events@worldwidecancerresearch.org



We also need shavers and wavers (and ravers)

Bald heads in Brae are supporting breakthroughs in Barcelona.



Outshine cancer

A fundraising event is a chance to shine, but you don't have to shave your head or have a bad hair day to attract the spotlight; just put an extra twist in the everyday. For example, mechanics can offer a simple service in exchange for donations and window cleaners can shake a different kind of bucket. Whatever you decide, we'd love to hear about it, so please be sure to register your event on our website by visiting <https://bit.ly/WCR-event>



Power couple Gemma and Craig

Gemma and Craig Scott have already raised over £13,000 for Worldwide Cancer Research, by training and running side-by-side; they even had a charity themed wedding.

Both of their families have been affected by cancer, so this is a cause that's close to

their hearts. Now the Scotts are taking on their biggest ever challenge; running 10 marathons on two continents in just over a year, ending with 'The Wall' – a 69-mile ultra marathon along Hadrian's Wall. All power to them.

Great Scotts indeed.

Party people in Portsmouth are helping to fund research tools in Paris.



Outdance cancer

Throwing a party is a brilliant way to get lots of people involved in your fundraising efforts. You could turn up the fun with karaoke, choose a fancy dress theme, or make your event a tribute night (ABBA anyone?) Remember we're here to help or answer any queries on **01334 477910** and at events@worldwidecancerresearch.org



Stick-wavers in Woking are supporting drug development in Wellington.

For more fundraising ideas, visit worldwidecancerresearch.org

Outperform even your own expectations

How to make the most of your fundraising efforts

Once you've chosen your fundraising event or activity, there are a number of things you can do to maximise your income:

Set a fundraising target

Once this is settled, you'll be able to set up a fundraising page on an online platform such as JustGiving or VirginMoneyGiving. This is free, simple to do, and gives you an easy way to share your plans, pictures and updates, while raising money securely online.

Register your event

It's encouraging for us to know what our supporters are planning, so if you've not already done so, please take a minute to register your event at <https://bit.ly/WCR-event>

Stock up on materials

Our free fundraising pack includes hints, tips and tools to get you started.

If you haven't already claimed yours, you can request one by sending an email to events@worldwidecancerresearch.org or by visiting our website at <https://bit.ly/WCR-resources> - where you can also order additional items. Please allow 10-14 working days for your materials to arrive.

Spread the word

If you think your event might be newsworthy, please contact our events team at events@worldwidecancerresearch.org and we can support through our social media activity.

You could also try contacting your local newspaper to see if they will list or even write about your event. Always provide the journalist with 'the five Ws' - Who, What, Where, Why and When. And if you've been inspired to raise funds through an experience of cancer, let the journalist know that too. You may find it useful to use the press release template on our website as a starting point.

It's also a good idea to create an 'event' on Facebook and encourage your friends to click 'interested' or 'attending'. Remember to share updates or pictures to maintain interest.

Get the tax office to do their bit

Providing they are a UK taxpayer, anyone who supports your fundraising efforts can add the equivalent of 25p more for every £1 they donate thanks to Gift Aid - a government scheme that enables UK registered charities to claim back tax on donations.

All they need to do is tick the Gift Aid box on the sponsorship form or follow the instructions at JustGiving or VirginMoneyGiving.

Gifts of
£1,330
or more keep a promising project on track for an entire week



The Stride for Steve Team

Friends and family chose to remember Steve Towlson and his love of the great outdoors, by hiking 60 miles along the Trent Valley Trail in 24 hours, on what would have been his 60th birthday.

On route, the team raised over £7,000 for Worldwide Cancer Research. As chief organiser

Lynne Fisher explained; "One of the best things I have ever achieved in my life came about because of the worst thing that has ever happened." It just goes to show how rewarding digging deep can be.

Creating powerful new memories.

For every
£26.60
raised, we can fund another hour of ground-breaking research

Our promise to you

We genuinely appreciate your commitment to Worldwide Cancer Research and are grateful for every penny you raise.

Naturally, you'd expect us to adhere to the highest standards of fundraising practice and we also have a **Supporter Promise**, which sets out our commitment to delivering a great experience for every fundraiser.

Specifically, we promise to always be clear on where your money is spent, to always respect the confidentiality of any personal data you share with us and to always listen to and acknowledge your feedback.

Please let us know if we can help in any way.



Texters in Twickenham are helping to tackle drug resistance in Toronto.



Carryings-on in Cardiff are supporting tumour studies in Crete.



Out of your hands and into labs around the world

How to send in your money so we can fund more ground-breaking research

After all your hard work, we want to make sure that sending in your money is as easy as possible. Here's a quick guide to your options:

Donate online

If you have used an online giving site such as JustGiving or VirginMoneyGiving, all donations will come to us automatically. If you have been collecting in another way but have access to internet banking, you can also donate to us quickly and easily; just set up a transaction in the usual way. When prompted for a payment reference, please enter your Supporter Number (if you have one) as well as your surname and postcode. This will enable us to track the payment - and say thank you.

Donate by phone

Simply call us on 01334 477910 with your credit or debit card details and we will be happy to accept your donation. We'd also love to hear how and why you raised your contribution.

Donate by post

Please make your cheque payable to 'Worldwide Cancer Research' and send it to us along with any completed sponsorship forms. The address is Worldwide Cancer Research, Madras House, South Street, St Andrews, Fife, KY16 9EH.

For more information, please visit worldwidecancerresearch.org/donating or call our supporter services team on **01334 477910**

Online

Name: **Worldwide
Cancer Research**
Number: **00772226**
Sort Code: **83-26-28**

By phone

01334 477910
By credit or
debit card

By post

By cheque to
'Worldwide Cancer
Research'
At: **Madras House,
South Street,
St Andrews, Fife,
KY16 9EH**



For more
fundraising ideas,
visit our website

Thank you

We really appreciate your efforts and so do the 150 scientists whose work we are funding around the world.

Seconds out

Let's start fundraising and get further down the path of outsmarting cancer

Shave your head, bake a cake, swim a mile, toss a caber, wash some cars, sing karaoke, collect pound coins, buy a duvet day, ride a tandem, grow a beard, hold a quiz, throw a party, skydive, wear a kilt, dress like a chicken, throw a welly, pack some bags, taste some wine, strut your stuff, climb a mountain, piggyback your partner, shake a bucket, shake a leg...

It doesn't matter what you do, every penny raised helps to power ground-breaking research into any type of cancer.



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