

# Fundraising pack



Thank you for choosing  
to support our work.



Thank you for choosing to support The Institute of Cancer Research, London.

Whether you have already signed up for a challenge event, or are planning to organise your own fundraising event in aid of the ICR, this fundraising pack contains everything you will need to help you meet your fundraising target.

If you have any questions about your fundraising please get in touch with the Supporter Events team who will be happy to help you.



## About us

The Institute of Cancer Research, London (ICR) is a world-leader in identifying cancer genes, drug discovery and developing precision radiotherapy. Together with our hospital partner The Royal Marsden NHS Foundation Trust, we are rated in the top four centres for cancer research and treatment worldwide.

As well as being a world-class research institute, the ICR is a higher education institution and a college of the University of London helping to develop the future leaders in cancer research.

You will be making a real impact by choosing to fundraise for the ICR. As the money fundraisers like you raise, will not only help contribute to the vital funds needed to support our work, but also help raise awareness of the ICR's mission. Together this will play an important role in helping us make the discoveries that defeat cancer.

Over the past few years, the ICR has made some world-leading discoveries. We identified key genetic changes that drive cancer's growth. We discovered a new family of drugs to fight skin cancer. We are developing smarter radiotherapy treatments, which are kinder and more precise, and will mean fewer trips to the hospital for patients. We can't do this without your support.

These are just a small number of the important discoveries made by our scientists and clinicians as they strive to defeat cancer. To read more about our latest discoveries, please go to our news page <http://www.icr.ac.uk/news-features/> and our blog <http://www.icr.ac.uk/blogs>

The money you raise funds our world-leading cancer research.

Thank you.

Telephone  
**0207 153 5307**

Email  
**sports@icr.ac.uk**

Web  
**[www.icr.ac.uk/sports](http://www.icr.ac.uk/sports)**

Social media  
**f [www.facebook.com/instituteofcancerresearch](http://www.facebook.com/instituteofcancerresearch)**  
**t [@ICR\\_London](https://twitter.com/ICR_London)**

# Top tips for successful fundraising



## Set a target

Setting a target will help you with your fundraising. Set your sights high and share this with your supporters - it is a great motivator not only for you but also for your friends and family. Research from JustGiving shows that fundraisers who set a target raise more in total than those without a target, and that their donors are more generous!

## Stretch your target

If you are close to your target, increase it. Your supporters will be more generous if they are helping you reach your goal, and less generous if they think you have already achieved your target. If things go well, keep raising it.

## Develop a plan

Once you have set your target, create a plan for how you are going to achieve it, taking into account any fundraising deadlines. If you are taking part in a challenge event, some funds may need to be raised before your event takes place.

See page 4 for tips on organising a fundraising event.

## Tell everyone

Make a list of all the people you would like to invite to sponsor you, or attend your event. Potential sponsors could include friends, family, work colleagues, companies, people you know at the gym, your social club, pub, school or university.

## Social media

Use social media sites such as Facebook, Twitter and Instagram to spread the word about your event. Follow the ICR on Facebook and Twitter and ask your supporters to link to us too, that way they will receive our regular updates and feel more connected to your cause.

See our online fundraising section on page 8 for more ideas.

 [www.facebook.com/theinstituteofcancerresearch](https://www.facebook.com/theinstituteofcancerresearch)

 [@ICR\\_London](https://twitter.com/ICR_London)

## Sponsorship forms

It is worth carrying a paper sponsorship form with you at all times because you never know what opportunities will arise. Ask your most generous supporter first. It is a good idea to have a large donation at the top of your form to encourage the rest of your supporters to follow suit. It can be difficult to chase people for their pledged donation after your event so try to ask for donations upfront where possible. You will find that many people will be prepared to give you the money straight away. Your sponsorship form is included at the end of this pack.

[www.icr.ac.uk](http://www.icr.ac.uk)



## Gift Aid

Gift Aid is a way that you can increase your fundraising total at no extra cost to you or your sponsors. If your sponsors are UK taxpayers, we may be able to claim an extra 25p for every £1 of their donation (that means that if they sponsor you £10, we will receive £12.50). It is essential that they fill in all the relevant columns on your sponsorship form, including their full name, home address and postcode. Further details on the Gift Aid scheme, and who is eligible, can be found on your sponsorship form.

## Ask for support

Contacting local businesses is a common fundraising technique. You can ask for a direct donation or for a raffle prize or auction item to use at your event. Keep your approach concise and include details about the ICR and why you are supporting us. Tell them about your event or activity and the overall fundraising target. If asking for a prize, let them know how you will be using it and how you will be acknowledging all donations. Remember to thank any contributors after the event and show your appreciation on Facebook or Twitter.

## At work

You probably spend most of your time with your work colleagues, so get them involved as much as possible. Many employers will support you on their intranet, social networking pages or they may run a matched giving scheme.

See page 5 for more ideas about fundraising at work.

# Organising a fundraising event



## Get planning

Planning well in advance is the key to a successful event and often the simplest ideas work best. Organising a fundraising event can be time consuming, so make sure you decide on something you will enjoy planning.

What sort of event do you want to organise? Who is your target audience? Are your plans manageable within the time and budget available? Once you have decided on your event, please keep us updated with your plans.

## Ask for help

Be realistic about what you can achieve on your own. If you need help, ask for it from friends, family or colleagues. It can be useful to organise a committee for larger events so that everyone is clear about their responsibilities. Make an action list every time you meet. You may be surprised by who your friends have in their address book or who their work contacts are; it could be that they have a contact who can help with your event.

## Date and venue

Do your research to make sure your event will not clash with any key public holidays or local events. Your venue will need to be affordable and have all the amenities you need for your guests, e.g. do you need parking or wheelchair access?

## Budget

Even small events need a budget to make sure that costs stay reasonable. Your plan is to raise money and ideally costs should be no more than 25% of the amount raised. It will help to try and get as much donated as you can, for example ask local businesses for gifts in kind in return for publicity at your event. For big events, it is often useful to set up a separate bank account so you can keep track of income and expenditure.

See page 8 for guidance on keeping your fundraising safe and legal, and advice on cash handling at events.

## Fundraising at your event

You may decide to raise money through ticket sales, auctions, raffles or collections at your event. Think of creative ways to make fundraising fun for your guests. If you have a theme to your event perhaps your fundraising can reflect the theme (e.g. a fancy dress fun run or a Rubik's cube challenge at an 80's theme party). Once you have made a budget for your expenditure, and you have decided your method of fundraising you will be able to work out how much you hope to raise.

## Who to invite

Start by listing all your family members, friends and colleagues. Ask all of your contacts to invite their friends and family. Social media can help you talk about your plans and spread the word quickly, easily and without any costs.

See page 7 for our Online Fundraising section to find out how social media can help you.

## Office fundraising

Involve your colleagues and employer as much as you can, there are lots of ways everyone can help out.

See page 5 for advice about fundraising at work.

## Media and Celebrities

The ICR is unable to contact celebrities or media agencies on your behalf. If you have connections of your own, it is always worth approaching them for support – please let us know if you do. Approaching local celebrities or newspapers is likely to be more successful than approaching those that are high profile. Local websites or blogs may also be willing to support you.

If you do secure any local media coverage we can supply you with information about us so that anything printed about the ICR is accurate and up to date.

## Thank your guests

After the event, remember to thank everyone involved and let them know how much they have helped to raise. They will be your contacts for your next event!

# Materials to support your fundraising



## Our logos

It is the ICR's policy not to permit use of our logo by others without a contract in place. Please do not reproduce the ICR logo without our permission.

Thank you in advance for your cooperation.

## Branded materials

So that you can let everyone know you are raising funds for us, we have produced a range of branded materials to help promote your fundraising.

Email [sports@icr.ac.uk](mailto:sports@icr.ac.uk) to order any of the following materials:

- Running vests - We have ICR running vests available for anyone taking part in a running event, whether it is one of our guaranteed places or your own ballot place
- T-shirts
- Balloons
- Cardboard money boxes
- Logo banners

We also have some materials available to download as PDFs:

- Event posters
- Logo posters
- A-Z of fundraising ideas
- Sponsorship forms

Please let us know if you would like any extra ICR materials. We may ask for a small donation to help us cover costs.



# Fundraising at work

Whether you are fundraising as a team of colleagues or promoting your individual fundraising in your workplace, there are lots of opportunities to fundraise at work.



## Team fundraising online

You can set up a company page on **JustGiving** to track how well your fundraising is going, and you can even encourage some friendly competition between branches/regions. A company fundraising profile connects your colleagues' individual fundraising pages so that you can see your grand total. To set up a branded company page visit [www.justgiving.com/corporate-fundraising](http://www.justgiving.com/corporate-fundraising).

## Get publicity

Publicise your fundraising efforts through your work intranet, company website, email signature, newsletters, social networking sites and posters in communal areas. It is a good idea to let all your colleagues, suppliers, customers and clients know what you are doing, and why you are doing it. Email the link to your JustGiving page so everyone can see how close you are to reaching your target. You will be surprised how many people will donate - especially around pay day.

## Corporate Social Responsibility (CSR)

Let your managers and CSR team know your plans - their support could really boost your fundraising.

## Matched giving

Many companies offer to match £ for £ the funds raised by their employees. Get in touch with your CSR department to see if your company will pledge to do the same. We are happy to help complete any matched giving forms that your company requires, or to confirm the amount you have raised for us.

## Permissions and insurance

Get permission to fundraise prior to your event from the relevant manager or site holder. In addition, you may need permission from your local council if the event is taking place on public property, or involves music.

Please note that we cannot accept responsibility for any damage, accidents or injury should they occur at your event. Your place of work may already have insurance to cover your event so please check well in advance. In some cases you may need a licence from your local authority to run a raffle or sweepstake.

See page 8 for advice on keeping your event safe and legal.

## Fundraising ideas for the workplace

- "Guess my time" sweepstakes if you are taking part in a run or challenge
- Bake sales
- Dress down days
- Quiz nights
- Raffles or auctions – if your company agrees you could raffle a paid day off work!

## Team challenges

Organise a team of colleagues to take part in a running or cycling event, or even an overseas adventure. Challenge events are great for team building - the feeling you get on completion of your challenge is like no other.

Please visit [www.icr.ac.uk/sports](http://www.icr.ac.uk/sports) to see our calendar of events.

# A-Z of Fundraising ideas

There are so many ways you can support our research. Whatever you decide to do, make sure you choose something that you will enjoy organising. Let us know your plans and we can support you with branded materials, see page 5 for details.

Remember to send us some photos of your event if you can.



## A

Auction of promises

## B

Bake-off  
Barbecue  
Bob a job (offering skills in return for a donation)  
Bucket collection (station / supermarket)

## C

Cake sale  
Car boot sale  
Cookery demonstration  
Cocktail evening  
'Come dine with me'

## D

Dog walking  
Dress-down day  
Dinner

## E

Ebay

## F

Face painting  
Fantasy football  
Fashion show  
Football match

## G

Gala dinner  
Games night (board or virtual)  
Geocaching  
GivingTuesday  
Golf day

## H

Head shave

## I

In lieu of birthday/Christmas presents  
Indoor games

## J

Jumble sale  
'Just say yes' (say yes to everything, within reason, for a day)

## K

Karaoke  
Keepy-uppy challenge  
'Kick the habit'

## L

Lent – giving up something  
Loose change collection

## M

Mile of pennies  
Murder mystery night  
Music concert

## N

Nearly new sale  
Non-uniform day

## O

Online fundraising page

## P

Party (tea / dinner / Eurovision)  
Poetry night  
Pub crawl

## Q

Quiz night

## R

Race night  
Raffle  
Riff-off

## S

Slave for a day  
Sponsored silence  
Supermarket bag packing  
Swear box  
Sweepstake

## T

Taxi service  
Teach a class  
Tombola  
Treasure hunt

## U

Ugly jumper day  
University challenge

## V

Video gaming marathon  
Volleyball tournament

## W

Wine and cheese night  
Wine tasting  
World Cup party

## X

X Factor competition  
Xmas jumper day

## Y

Yoga-thon

## Z

Zumba class

# Online fundraising

## Create an online fundraising page

Everyone is online, so you should be too. Online fundraising has become increasingly popular with the rise in exciting new computers, tablets and mobile technology. Your supporters will probably expect to be able to donate to you online, and with an online fundraising page they can donate to you at any time of day from anywhere in the world through a simple click of a button.

We recommend using **JustGiving** as they are both easy to use, offer great customer service and are always evolving to keep up to date with new technology and fundraising trends.

Please visit [www.justgiving.com/icr](http://www.justgiving.com/icr) to set your page.

Setting up an online fundraising page is the easiest and most effective way to collect donations for all different types of fundraising events. Whether you are taking part in a challenge event, organising a bake sale or hosting a charity ball, online fundraising can help boost your fundraising total and avoids having to collect funds after your activity. You can easily keep track of your increasing total onscreen which will help you stay motivated.

## Gift Aid

Online websites also make it easy to claim Gift Aid, which can add an extra 25% to your total. Your donors will receive an automated email acknowledging their gift and thanking them for their support.

## How to set up your page

To set up your fundraising page, visit either [www.justgiving.com/icr](http://www.justgiving.com/icr)



## Make your page stand out

**JustGiving** has lots of tips and ideas on how to make your page appealing to your supporters and to help you make the most of your fundraising page.

### Top tips for a great fundraising page:

- Set a sponsorship target
- Make it personal - tell people why you are fundraising
- Use photos to tell your story
- Explain what their support means to the ICR
- Explain what your challenge means to you

Once you have set up your page you will be sent an email with your link to your sponsorship page and you can email this to your friends and family. Share this link on Facebook and Twitter.

## Social media

Use social media sites such as Facebook and Twitter to spread the word about your event; this can be done by creating your own group or event on Facebook and then inviting all of your friends to join. Twitter is a great way let everyone know about your event and your fundraising successes.

Link to our social networking sites too. We are always keen to see updates on your fundraising events, so please tag us in photos and posts or tweet us. We are happy to share your photos and re-tweet your messages so get in touch.

 [www.facebook.com/theinstituteofcancerresearch](http://www.facebook.com/theinstituteofcancerresearch)

 [@ICR\\_London](https://twitter.com/ICR_London)    [#teamICR](https://twitter.com/teamICR)

Ask all your friends to support us on Facebook and Twitter so that they are kept up to date with our latest news and research. This will remind them how important your fundraising is and may remind them that they still need to sponsor you! The more connected they feel to your cause, the more they will support you.

## Blogs

You can use your JustGiving page to blog about your progress, or set up your own blog. Subscribe to our read blogs here:

<http://www.icr.ac.uk/blogs>

[www.icr.ac.uk](http://www.icr.ac.uk)

# Keeping safe and legal



If you are planning to fundraise, you should be aware of the laws that affect fundraising. The laws vary according to the activity. Regulations are in place to protect the public as well as you, the fundraiser. Your event may require permission from the police, your local council or from us as the charity concerned.

## Charity status

Exempt charity No X90004.

## Use of our logos

It is the ICR's policy not to permit use of our logo by others without a contract in place. Please do not reproduce the ICR logos without our permission. Thank you in advance for your cooperation.

We offer free branded materials to help publicise your event, [see page 4 for more details](#).

## Raffles and lotteries

There are very strict regulations regarding the organisation of raffles and lotteries. The ICR recommends that you follow the advice of the Gambling Commission in full.

In some cases, you may need to obtain a licence from your local authority, if so it is best to obtain your licence well in advance of your activity.

## Useful information from the Gambling Commission:

Running a lottery, including a raffle, tombola or sweepstake

Promoting society and local authority lotteries

Organising small lotteries

See [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for more details.

## Health & safety and risk assessments

When planning your event consider all possible hazards and risks. We strongly recommend carrying out a risk assessment to make sure you have the necessary precautions in place for a safe event.

Consider your first aid requirements and fire safety. Contact your local branch of St John Ambulance or British Red Cross and/or your local fire station for general advice.

### Useful links:

Running an event safely <http://www.hse.gov.uk/event-safety/>  
5 steps to risk assessment [www.hse.gov.uk/pubns/indg163.pdf](http://www.hse.gov.uk/pubns/indg163.pdf)

## Food, alcohol and music at events

If you are organising an event that involves food, alcohol or music, you may require a licence. Please check with your venue and your local authority.

The Food Standards Agency offers lots of useful advice and information on food hygiene <http://food.gov.uk>

## Insurance

The ICR cannot accept responsibility for any damage, accidents or injury should they occur at your event. You may need Public Liability insurance to cover your activity. Check with your venue first to see if you are protected under their policy.

## Data protection

Any information you record about people and guests involved in your fundraising event must comply with the Data Protection Act 1998. It is good practice not to share information or private data without the person's permission, and only keep the information as long as you need to for your event.

See [www.legislation.gov.uk](http://www.legislation.gov.uk) for full details.

## Keeping safe and legal Cont.



### Cash handling at events

Check there is somewhere safe to keep cash at the venue. Keep money in a secure box and ensure that there are two people with the money at all times. Think about who will bank the cash at the end of your event. It is safest to bank all cash and cheques as soon as possible after your event. Only place cardboard money boxes in supervised locations and never leave cash unattended. Do not send cash in the post.

### Collections

The ICR does not issue collection cans, buckets or seals, and is unable to support street collections or door to door fundraising. Cardboard money boxes are available for small collections on private properties or at private events. A collection held on private property does not need a licence but does require permission from the owner/manager. Make sure you have written permission with the date of the collection and the details of the premises where you wish to collect.

### Social media

We recommend double checking anything before you post or tweet - anything you say through social media becomes available instantly in the public domain.

### Charities Act requirements

If you sign up for an open challenge with one of our tour providers and choose a minimum sponsorship agreement, the ICR will cover the cost of your tour package (subject to approval). In most cases, the price that the ICR pays for your package will exceed £500 and you will therefore be considered a 'Professional Fundraiser' as defined by the Charities Act 1992.

Once you have signed up for your challenge, we will post you a Fundraising Agreement confirming certain minimum terms. This agreement will enable the ICR to comply with the Charities Act 1992. Please sign and date your agreement and return to us in the freepost envelope provided, or post to:

**Development Office, The Institute of Cancer Research,  
123 Old Brompton Road, London SW7 3RP**

## Other ways to support us

### Legacies

Legacy donations are an important source of funding for the ICR and past legacies have helped us to make some of our most important discoveries. By leaving us a legacy in your Will you could help us one day make the discoveries that defeat cancer.

To enquire about legacies, please go to [www.icr.ac.uk/legacies](http://www.icr.ac.uk/legacies) or call the team on **020 7153 5387**.



### Regular giving

Giving regularly via Direct Debit is an easy and convenient way for you to support our world-renowned research.

To set up a regular gift or to find out more, please go to [www.icr.ac.uk/donate](http://www.icr.ac.uk/donate) or call **020 7153 5387**.

### Donate in memory

Organise an event in memory of a loved one and set up a **JustGiving** page or friends and family to donate.





## Paying in form



### Sending us your money

Whenever you send money to the ICR, please complete and enclose a copy of this form. This will help us put your hard-earned funds to use as quickly as possible.

Please never send cash in the post.  
Make all cheques and postal orders payable to:  
**The Institute of Cancer Research**

Send them together with this form to:  
**Development Office**  
**The Institute of Cancer Research**  
123 Old Brompton Road  
London SW7 3RP

Please copy this form as many times as necessary so you can continue sending us the funds raised from your event on a regular basis.

These funds are:

- sponsorship money
- a personal donation
- a company donation

### Is this a personal donation?

If you are sending a personal donation (rather than sponsorship money of funds from an event) and you are a UK taxpayer\* then please sign below to make a Gift Aid declaration. Using Gift Aid will increase the value of your donation by 25% at no extra cost to you. To qualify for Gift Aid, it is vital you give your full name, home address and postcode.

#### \*Gift Aid declaration:

**Yes**, I am a UK taxpayer and I agree to The Institute of Cancer Research (ICR) claiming tax on all past, present and future donations I make to the charity. Please treat my donations as Gift Aid donations. By ticking this box I confirm that I am paying or will pay the amount of Income Tax and/or Capital Gains Tax to cover the amount the ICR and any other charities or Community Amateur Sports Clubs (CASCs) will reclaim for the tax year (6th April one year to 5th April the next year). Council Tax and VAT do not qualify towards Gift Aid. The ICR will reclaim 25p of tax for every £1 that has been given.

Signature

.....

Date .....

### Your details

Title ..... First name .....

Surname .....

Address .....

.....

..... Postcode .....

Daytime phone number.....

Email address .....

Online fundraising web address e.g. your just giving page

.....

### Your fundraising

Event/activity name .....

Date of event/activity..... Please find enclosed £.....

How are you sending us your funds (tick boxes)

Cheque enclosed with this form

Online [www.icr.ac.uk/donate](http://www.icr.ac.uk/donate)

I have now sent in all my funds Yes  No

### Company donations

If you are sending in a donation on behalf of a company please provide details:

Company name .....

Address .....

..... Postcode .....

Have you applied to a match giving scheme at your company? Y/N.....

If yes, please give details .....

**Your generous support will help us achieve our mission to make the discoveries that defeat cancer.**