



*Registered charity number 1073241  
Here to help before during and after cancer*

# **Fundraising Guide**

**Everything you need to know to help  
make your fundraising safe, legal,  
fun and successful.**

**Whether you fundraise at home with  
friends, at work with colleagues, in your  
school or local group, your support is very  
much appreciated.**

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## About us and what we do

**Cancer Campaign in Suffolk is your local cancer charity. We are here to help before, during and after cancer.**

- CCIIS is dedicated to providing advice, information, education and support to Suffolk residents before, during and after cancer.
- CCIIS' education workshops focus on early detection of cancer and lifestyle choices and is available to schools, businesses and community groups across Suffolk.
- We provide support, information and advice to cancer patients through specialist staff at our John Le Vay Cancer Information Centre, working in partnership with Ipswich Hospital.
- Our Complementary Therapists provide much needed help, comfort and support to hundreds of cancer patients in Suffolk every year.
- The services we provide are supported only by your generous donations.
- Every pound donated to Cancer Campaign in Suffolk stays in the local community for the benefit of all Suffolk residents.
- We are your local cancer charity and are not affiliated to any national charity.

## How we can support you

Our fundraising team is here to help. Not only will you receive friendly and helpful fundraising advice, we can also provide a range of fundraising materials including:

- Official CCIIS sponsor forms
- Poster templates
- Invitation templates
- CCIIS leaflets
- Donation boxes
- Help with publicising your event on the CCIIS social media platforms
- And more

For fundraising support, contact our office by calling 01473 211884 or email [theteam@cancercampaigninsuffolk.co.uk](mailto:theteam@cancercampaigninsuffolk.co.uk)

## Our top event planning tips

**A successful fundraising event is all about the planning, plus a large dose of enthusiasm! Here are a few of our top tips to get you started:**

### It's a date!

When picking a date, ensure you give yourself enough time to organise the event. Watch out for clashes with other events – check local 'what's on' websites and listings as well as the CCiS event calendar at [www.ccisuffolk.org/events](http://www.ccisuffolk.org/events). Also consider whether school holiday dates could impact on attendance levels (depending on who your key audience is).

### Location, location, location!

Consider the number of people who will be attending as well as the space and type of facilities needed. For instance, where will they park? Will you need to provide toilets? Will refreshments be required?

If you need to book a venue, ensure you do it in good time and don't forget to mention it's for charity as you might be offered it at a reduced rate or even for free!

### Calculate your costs

Include all costs such as venue and equipment hire, printing, etc. This will then help you work out how much you will raise after costs.

You may be able to reduce costs by borrowing equipment, asking local businesses to donate prizes or even cover some of your expenses.

### What's your target?

Consider your target and break it down into manageable chunks, if necessary, to help you plan how each 'chunk' will be raised. Make sure your target is considerably higher than your costs, to ensure all your hard work is worthwhile. It helps to tell everyone how much you intend to raise to encourage them to give generously and adds a buzz to the whole event!

### Know your audience

This will help you identify the most effective ways to promote your event, even down to creating invitations and posters you know they'll like and where to place them.

### Spread the word!

Allow plenty of time to publicise your event. See page 8 for useful tips and advice on promoting your event.

### Keep us informed

Whatever your plans do let us know by contacting the fundraising office – details below. We'd love to know how you're supporting us and, of course, we're here to offer advice and support should you need it.

## Keep safe, stay legal

**Whilst we don't wish to dampen your enthusiasm or creativity, charity fundraising is regulated by law and you, as well as CCiS, need to comply with legal regulations.**

### Health and Safety

It is your responsibility to ensure your event poses no risk to others. You will need to carry out a risk assessment which will help you identify any risks and take steps to limit those risks. More information regarding risk assessments can be found at [www.hse.gov.uk](http://www.hse.gov.uk).

Do make sure that everyone involved with your event is aware of any potential risks and of any special requirements for taking part, eg fitness levels, training or specialist equipment needed.

You are responsible for ensuring your event runs safely. CCiS cannot accept liability for any loss, damage or injury to people or property as a result of your event or activity.

### Insurance

Your event **MUST** be covered by insurance and, if you're the event organiser, you may need to take out specific insurance cover.

Any event held in a public building (eg. local village hall) **MUST** be covered by public liability insurance. Do check that the venue you are using has public liability cover.

Please note, events organised by you in aid of CCiS are **NOT** covered by CCiS' public liability insurance.

**For further information go to the legal and insurance section of [www.ciof.org.uk](http://www.ciof.org.uk)**

### Licences

Obtain all necessary licenses, permits and consents for your event or activity. Contact your local authority for advice and to obtain relevant licences - remember to mention your event is for charity.

### Collections

If you are organising a collection in a public place, then you must obtain a street collection licence from your local authority. You must also ensure you have permission from the owner if collecting on private land (shops, pubs etc.).

Collecting buckets are available from the CCiS fundraising office, contact details below.

**Raffles, tombolas and lotteries**

If you are thinking of including a raffle, tombola or lottery within your fundraising event or as a fundraising event on its own, do please contact the fundraising office, details below, before organising your event.

**Food hygiene**

Do follow good food hygiene procedures and comply with food safety regulations. For further information contact your local authority.

**Data protection**

Any electronic or paper records you keep about people involved in a fundraising event must comply with the Data Protection Act. You must not keep information any longer than necessary or share information or data about someone without their permission. Find out more at [www.ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr](http://www.ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr)

**CCiS logo**

You must obtain CCiS' permission before using the CCiS logo on any printed materials or online sites. Please contact the fundraising office for CCiS's Logo Agreement Form. Any printed material bearing the CCiS logo will need to be forwarded to us for approval prior to printing.

**For more information on the fundraising codes of practice relevant to your event visit [www.ciof.org.uk](http://www.ciof.org.uk)**

Cancer Campaign in Suffolk

*your local cancer charity here to help before, during and after cancer*

*1st Floor, 56-58 St Margarets Street, Ipswich, Suffolk, IP4 2BD*

Tel: 01473 211884; Email: [theteam@cancercampaigninsuffolk.co.uk](mailto:theteam@cancercampaigninsuffolk.co.uk); Web: [www.ccisuffolk.org](http://www.ccisuffolk.org)

Registered Charity Number 1073241

## Online fundraising

**Creating an online fundraising page can help you keep track of your fundraising and save you time and effort – here's how:**

- It's quick and easy to set up a page.
- You can personalise your page with photos, a blog and a fundraising target.
- You can email the link to all your family, friends and colleagues.
- It's totally secure and enables people to donate to your event wherever they live.
- People tend to give more when they donate on line.
- Online fundraising websites automatically collect gift aid on our behalf which helps keep our administration costs down.
- It can save you a lot of time and trouble chasing people for sponsorship after the event.

To set up an online fundraising page go to [www.ccisuffolk.org/givesupport](http://www.ccisuffolk.org/givesupport)

If you need any help in setting up your online fundraising page, do get in touch with us.

## Spread the word!

**Publicising your event can have a big impact on its overall success. Here are a few hints and tips to help you create a real buzz around your event to help reach as many people as possible.**

### Your story

Inspire people by telling them why the event or activity you are organising in support of CCiS is so important to you.

### Word of mouth

Is still a very powerful form of promotion. Make sure you tell everyone you know – family, friends, colleagues, local pubs, gyms, libraries, supermarkets and schools.

### Staff and community news

Make use of staff newsletters and community news boards and magazines by placing an advert or article. Many will accept adverts or articles for charity events free of charge.

### Social networking

Twitter, Facebook and MySpace are quick and easy and a very effective way of spreading the word about what you're doing. Keep in touch with your supporters to update them on your plans and fundraising - you could even start a blog.

### Internet

A great way to promote your event for free! List your event on local 'what's on' websites, including radio stations, newspapers and council websites. Don't forget to let us know about your event so we can include it on the CCiS website.

### Media

Contact your local media and send them details of your event, both before and after. Your event details are more likely to be published if accompanied by good quality photos.

**You might want to make some posters or leaflets to promote your event, so here are a few things to bear in mind:**

- Make it clear that you're raising funds in aid of CCiS and that you're not actually representing CCiS.
- CCiS are happy to supply templates for posters and invitations with space for you to insert your event details. Using these will save you time as we won't need to approve them before you start using them. Contact the fundraising office for more details.
- If you'd prefer to create your own materials using the CCiS logo you'll need to complete our CCiS Logo Agreement form and get approval from CCiS for all your materials before you start using them.
- If you have any queries at all regarding promotional materials, do contact CCiS' office, details below.

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## Money, Money, Money!

### Get your fundraising off to a flying start with a few of our top fundraising tips:

- Only use official CCiS sponsorship forms and get a generous sponsor at the top of each sheet to set the standard!
- Encourage people to sign up to Gift Aid so that CCiS can claim a further 25% from HMRC on every pound a person donates.
- Set up an online fundraising page or post a link on social networking sites, remembering to send the link to CCiS and all your friends – see the section on Online Fundraising on page 7.
- Ask your employer to match or part-match what you raise.
- Tell your sponsors and donors – as well as CCiS – if any event costs will come out of the money being donated.

### Legally, anything you raise in aid of CCiS belongs to CCiS, so do make sure you:

- Collect and store all money raised – particularly cash – safely and securely.
- Keep everything you raise separate from your own money.
- Keep accurate records of all monies received or pledged, plus a record of all activities you carried out to raise that money (on occasion we may need to see these).
- Return all original sponsorship forms to CCiS, together with the monies you've raised.
- Pay everything you've raised to CCiS no later than 8 weeks after your event or activity.
- Ensure any cheques from you and your supporters are made payable to Cancer Campaign in Suffolk, not to you personally.
- Offer donations back to your supporters should your event be cancelled, but if anyone declines their refund - or if you are unable to trace the donor - you'll need to pay it straight to CCiS.

## After the event

**You did it. You might be tired, but you'll definitely be elated!  
We're really grateful for your support – thank you for everything you've done.**

### **Just a few things to remember to finish off your successful event:**

- Say thank you to your supporters – everyone who helped with and donated to your event.
- Do let us know how you got on and, if you can, send a few words with some photos for us to publish on our website or facebook page (do make sure you've permission from the people in the photos first).
- Send in the money you've raised (cheques made payable to Cancer Campaign in Suffolk) no later than 8 weeks after your event.

## Stuck for ideas?

Here's a few of our own that might inspire you.

<b>F</b>	<b>Fashion show</b>	Ask businesses to sponsor. Charge admission and sales commission.
	<b>Fete</b>	Organise your own fete for your local community or team up with organisers of an annual event.
	<b>Film evening</b>	Recreate an evening of vintage cinema by showing classic films and musicals.
	<b>Foreign coins</b>	Ask people to donate their leftover holiday coins, then change into sterling.
<b>U</b>	<b>Unwanted presents</b>	Arrange a post-Christmas sale of unwanted gifts. Ask traders to donate a percentage of their takings.
<b>N</b>	<b>New year resolutions</b> <b>Non-Uniform day</b>	Get sponsored to stick to your new year's resolutions. For kids at school.
<b>D</b>	<b>Dance</b>	Barn dances, tea dances, salsa dances – anything goes.
	<b>Darts tournament</b>	Challenge local pub teams to compete for prizes.
	<b>Dog show</b>	Charge pet-owners to show off their pooches. Ask pet shops to sponsor the event.
	<b>Duck race</b>	Sell numbered plastic ducks and launch them from a bridge. The duck to finish first wins.
<b>R</b>	<b>Race day or night</b>	Organise an event at your local dog or horse racing track or arrange a fake racing night.
	<b>Ramble</b>	Take to the countryside for a mass walkabout. Throw in a theme (fancy dress, three legged, Easter). Charge for entry and ask all participants to get sponsored.
	<b>Recipe book</b>	Publish favourite recipes of your own or from local restaurants and chefs.
	<b>Recycling</b>	Check out the CCiS recycling page on the website for recycling scheme's we're involved in.
<b>A</b>	<b>Abseil</b>	Go over the edge for CCiS and get sponsored for your bravery.
	<b>Aerobics</b>	Organise a sponsored aerobathon with the help of local gyms, leisure centres and sports shops.
	<b>Afternoon Tea</b>	Make a brew and get baking. Include a cake sale, auction or tombola.
<b>I</b>	<b>Auction</b>	Auction off original items which have been donated, or auction services of people and businesses.
	<b>Indoor market</b>	Rent out stalls to local traders, or take cut of profits.
	<b>Ironing</b> <b>It's a knockout</b>	Offer your ironing services - at a cost. Revive the 80s game show by inviting teams to compete in silly games in silly costumes.
<b>S</b>	<b>Safari supper</b>	Get friends and neighbours involved and drop by each others houses having a different course at each stop.
	<b>Scavenger hunt</b>	Like a treasure hunt, but participants have a list of items to collect.
	<b>Shoe shine</b>	Get polishing at your nearest train station or shopping centre.
	<b>Skydiving</b> <b>Swimathon</b>	Free fall your way back to earth - for sponsorship. Get sponsored per length, mile, minute, hour...
<b>E</b>	<b>Ebay</b>	Get yourself registered on Ebay and sell off your unwanted items, donating the proceeds to CCiS.
	<b>Eyebrows</b>	Get sponsored to shave them off - they grow back eventually!

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Registered Charity Number 1073241

## Register your event

### It's important that you register your event with us.

We can then look at the best ways we can support you to help you make your event as successful as possible and maximise your fundraising opportunities.

For a registration form contact us at the office:

Telephone: 01473 211884

Email: [theteam@cancercampaigninsuffolk.co.uk](mailto:theteam@cancercampaigninsuffolk.co.uk)

## Stay in touch

**Remember, we're here to help. So please don't hesitate to call or email us at the fundraising office, we'll be happy to help you in whatever way we can.**

### Office:

Telephone: 01473 211884

Email: [theteam@cancercampaigninsuffolk.co.uk](mailto:theteam@cancercampaigninsuffolk.co.uk)

Website: [www.ccisuffolk.org](http://www.ccisuffolk.org)

### Follow us on:



[@CCiSuffolk](https://twitter.com/CCiSuffolk)



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



[@CCiSuffolk](https://www.instagram.com/CCiSuffolk)



Karen Hare  
Chief Executive

## Useful websites

### For online fundraising:

Justgiving: [www.justgiving.com/](http://www.justgiving.com/)  
 Virgin Money Giving: [www.virginmoneygiving.com/](http://www.virginmoneygiving.com/)

### When organising your event:

Health and Safety guidance [www.hse.gov.uk](http://www.hse.gov.uk)  
 Royal Society for the Prevention of Accidents [www.rospa.com](http://www.rospa.com)  
 Road Safety advice <http://think.direct.gov.uk>  
 Personal safety advice [www.suzylamplugh.org](http://www.suzylamplugh.org)  
 Legal and insurance guidance [www.ciof.org.uk/events-and-training/resources/returning-to-public-fundraising-key-legal-issues](http://www.ciof.org.uk/events-and-training/resources/returning-to-public-fundraising-key-legal-issues)  
 Fundraising guidance [www.ciof.org.uk](http://www.ciof.org.uk)  
 Food hygiene guidance [www.food.gov.uk](http://www.food.gov.uk)  
 Data protection guidance [www.ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr](http://www.ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr)

### Councils in Suffolk:

Suffolk County Council [www.suffolk.gov.uk](http://www.suffolk.gov.uk)  
 Babergh District Council [www.midsuffolk.gov.uk](http://www.midsuffolk.gov.uk)  
 Forest Heath District Council [www.westsuffolk.gov.uk](http://www.westsuffolk.gov.uk)  
 Ipswich Borough Council [www.ipswich.gov.uk](http://www.ipswich.gov.uk)  
 Mid Suffolk District Council [www.midsuffolk.gov.uk](http://www.midsuffolk.gov.uk)  
 St Edmundsbury Borough Council [www.westsuffolk.gov.uk](http://www.westsuffolk.gov.uk)  
 East Suffolk Council [www.eastsuffolk.gov.uk](http://www.eastsuffolk.gov.uk)  
 Waveney District Council [www.eastsuffolk.gov.uk](http://www.eastsuffolk.gov.uk)

### What's on Listings (below are just a few, there are many more):

[www.wherecanwego.com](http://www.wherecanwego.com) [www.britinfo.net](http://www.britinfo.net)  
[www.thebestof.co.uk](http://www.thebestof.co.uk)