



THANKS
A MILLION

We're thrilled to hear that you have chosen to support Macmillan Cancer Support. Together we can help change the lives of millions of people and make sure no one faces cancer alone.

By 2020 almost one in two of us will get cancer in our lifetimes. At Macmillan, we know a cancer diagnosis can affect everything, so we're here to support people to take back control. And now, thanks to your incredible efforts, we'll be able to reach even more people who need us.

You may have chosen to take on an activity for us because a loved one, friend or colleague has been affected by cancer. Perhaps you're getting involved because you've set up a tribute fund. This is an inspiring and positive way of remembering someone and supporting Macmillan at the same time – you can find out more at macmillan.tributefunds.com

Maybe you are organising Your Event because you simply want to help others through their cancer journey. Whatever the reason, you can rest assured that every single pound you raise for us will help us improve lives every single day.

Putting the 'fun' into fundraising

This guide to organising Your Event for Macmillan has been designed to make sure everything you do is fun and rewarding. Take a look through for lots of handy information including:

- **Ten easy ways to top up your total** – little things can make a big difference;
- **Ask the experts** – top tips for fundraising success courtesy of our super supporters;
- **Supercharge your fundraising** – it's packed with practical advice;
- **Your Event planner** – pop it on your wall today and get organised;
- **Stay legal and keep it safe** – useful guidelines to follow; and
- **How your money could help** – read Kate, Bill and Charmaine's stories.

We're with you every step of the way

As a member of Team Macmillan, you will receive our guidance on organising Your Event and fundraising for it. We will be with you until the big day and beyond, and we've got loads of resources that are available to you. Why not head to be.macmillan.org.uk to order from a selection of promotional materials and merchandise for Your Event? You can also choose from hundreds of poster, flyer and invitation templates that you can customise and print. Not only is be.macmillan.org.uk really easy to use, but it's also absolutely free.

Make life easy and make more money

Why not set up a JustGiving page for your fundraising activity? It's so easy and, because it collects money from your supporters automatically, it takes all the hassle out of rounding up your sponsorship. JustGiving will also claim Gift Aid from HMRC on Macmillan's behalf, just head to justgiving.com today.

And, while we're on the subject of Gift Aid, please make sure you don't forget about it. For every £1 your supporters donate (provided they pay tax at the time of donation), we are able to claim an extra 25p from the taxman. This extra money can make a huge difference to the lives of people affected by cancer, so please do encourage your eligible supporters to say that they are happy for us to claim Gift Aid on their donations when they fill in your sponsorship form.

You can find out more about Gift Aid, JustGiving and be.macmillan.org.uk in the *Supercharge your fundraising* section of this guide to organising Your Event.

Finally, whether you need information, advice or some moral support before Your Event, don't forget that we are always on hand to help. Just give our Fundraising Support Centre a buzz on **0300 1000 200** or drop us a line at fundraising@macmillan.org.uk

In the meantime, good luck with Your Event. Thank you for choosing to support us and help people with cancer to take back control of their lives.

Best wishes,



Claire Singlehurst
Director of Regional Fundraising



IT'S EASY TO PAY YOUR MONEY IN

Please follow these guidelines for the different methods you can use to pay in the money you have raised or donated to Macmillan Cancer Support.

Head to the bank

If you'd like to make a donation in person, you can pay in cash and cheques at the bank. For a paying in slip that you can use at any branch of NatWest, RBS or Ulster Bank please contact our Fundraising Support Centre. Call us on **0300 1000 200** or email **fundraising@macmillan.org.uk** and make sure you leave your details with us so that we can send you an acknowledgement letter.

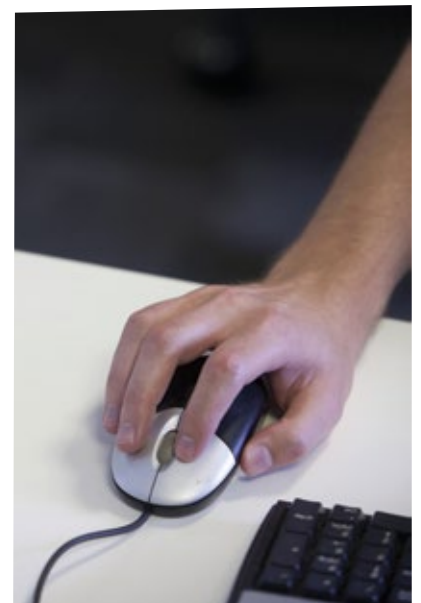


Pop to the post box

Cheques made payable to Macmillan Cancer Support can be sent by post to: **Freepost RTHE-KYHB-TRTJ, Supporter Donations, Macmillan Cancer Support, Camelford House, 87-90 Albert Embankment, London SE1 7UQ**. Please make sure you include the donation form included in the pack and don't forget to tell us about your amazing fundraising efforts.

Hop online

You can pay your money in to us directly at **macmillan.org.uk/yourevent** or you can make a bank transfer or BACS payment. Just contact the Fundraising Support Centre (you'll find our details above) and we'll provide you with a reference number and our account details. Or, why not set up a page on **justgiving.com**? It will collect money from your supporters automatically and take all the hassle out of collecting your sponsorship.



HOW DID IT GO?

We'd absolutely love to hear about your fantastic fundraising efforts. If you'd like to share your experiences and help inspire others, please drop us a line at fundraising@macmillan.org.uk answering these questions:

- *What activity did you do for Macmillan?*
- *What motivated you to fundraise for us?*
- *What did you get out of taking part in your activity?*
- *How would you feel about taking part in another activity in the future?*

