



**GET  
ON  
BOARD**

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

Help improve the lives of  
people affected by cancer

01	<b>INTRODUCTION</b>
02	<b>WE WORK TOGETHER</b>
04	<b>GET ON BOARD</b>
06	<b>GET CHALLENGED</b>
08	<b>GET FUNDRAISING</b>
10	<b>GET VOLUNTEERING</b>
12	<b>GET GIVING</b>
14	<b>FUNDRAISING IDEAS</b>
16	<b>PAYING IN FUNDS</b>

Some charities fund research into the causes and treatment of cancer; others care for people with cancer in the last stages of their lives. Macmillan is different.

We are a source of support for those living with cancer today. We provide practical, emotional, medical and financial support, and campaign for better cancer care. We are there to help from the moment someone suspects they have cancer, and we support their family, friends and carers too.

Macmillan's ambition is to reach everyone affected by cancer that wants and needs our help. You can play an important role in helping to achieve this, by supporting us in one or more of the ways outlined in this pack. Together with The Royal Bank of Scotland Group employees, we hope to raise £1.5 million over the next three years to improve the lives of people affected by cancer in your communities.

**We are Macmillan**



Together, The Royal Bank of Scotland Group and Macmillan Cancer Support are making a difference to the lives of people affected by cancer.

You may have already heard that in April 2008 Macmillan welcomed a three-year partnership with The Royal Bank of Scotland Group (RBS Group). This partnership will see £1.5 million allocated to tackle the poverty that can be caused by cancer.

This will be through donations of £500,000 to Macmillan for 3 years.

With these donations, Macmillan will be able to broaden our current services to help people cope with the financial impact of cancer, which includes financial advisers and a telephone helpline. This extends the work RBS Group is already doing in financial inclusion and money guidance, through The Royal Bank of Scotland Group MoneySense programme for schools and adults.

### **Thank you for your support so far!**

In 2007, RBS Group employees raised over £200,000. I hope that each year you will continue to help us raise even more and take part in our volunteering schemes.

In this booklet you will find everything you need to kick-start your own personal partnership with Macmillan. However, if you have any queries or need help or advice, please call me on **020 7840 4641** or email **[rbs@macmillan.org.uk](mailto:rbs@macmillan.org.uk)**

You can also keep up-to-date with the latest news and find out further information on our dedicated microsite for RBS Group employees, **[www.macmillan.org.uk/rbs](http://www.macmillan.org.uk/rbs)**

I look forward to hearing all about your fundraising and volunteering activities over the next three years.

**Good Luck!**

**Francesca Insole**  
**Macmillan Cancer Support**



# GET ON BOARD

RBS Group employees are invited to get on board and support Macmillan! Choose as many activities to get involved in as you wish from these four options:



Details of all these activities and more are featured in this book and on our microsite – [www.macmillan.org.uk/rbs](http://www.macmillan.org.uk/rbs)



# GET CHALLENGED

at one of our specially tailored  
team-building activities

RBS Group teams will go head-to-head to raise money and awareness for Macmillan, by gaining support from their local community. We're looking for groups of 20-25 people or more to take part in one of our bespoke Get Challenged events.

### Macmillan Get Challenged events

The team building activities will be tailored to the needs of the employee team and the local Macmillan office.

Each activity is designed to be fun and interactive! The added benefits are that staff can help raise money for a good cause, see what it's like to work for Macmillan, and add value to our organisation.

Events can take place in one day or you can choose to spread challenges over a longer period.

In advance of the away day, all teams will be set a small fundraising challenge, to prepare them for the tasks ahead.

On the day teams will need to work together to raise as much money as possible using their skills of negotiation, team work and sheer determination. Some of the activities may not have a

fundraising element, but will add value to Macmillan.

Challenges could include:

- organising, promoting and running a small fundraising event
- getting local press to publish a photograph or securing a broadcast on the local radio station
- running a Macmillan stall in a public place to meet a fundraising and/or an awareness raising target
- manning an information pod to help distribute information about our services
- setting up a competition or raffle to be organised and held in one day
- organising and running a public collection.

**So, get on board, sign up your colleagues and get challenged!**

Contact Francesca Insole on **020 7840 4641** or email [rbs@macmillan.org.uk](mailto:rbs@macmillan.org.uk)



# GET FUNDRAISING

for one of our national events

Take part in the Worlds Biggest Coffee Morning or, if you're feeling a little more energetic, run in the next London Marathon!

You could even hold your own fundraising event. There are over a hundred different ways you can raise money for people affected by cancer. It doesn't matter how big or small your fundraising idea, Macmillan will give you all the support you need.

If you're looking for some inspiration, see our fundraising tips on page 14. Remember to let us know what you are planning, so we can support you and help advertise your event.

Visit our website to find out what events are happening in your area.  
[www.macmillan.org.uk/rbs](http://www.macmillan.org.uk/rbs)

To find out how to pay in the money raised from your events, please see page 16.



**GET  
VOLUNTEERING**

to help people living with cancer

It's not just money we need to help people affected by cancer; we also need your time and skills to help us add value to the work we are doing.

Without volunteers we could not offer the services we do. With two million people now living with cancer in the UK, we need more volunteers to help us achieve our goal of reaching everyone affected by cancer by 2010.

We need people with a range of skills. If you can offer your admin skills to one of our regional offices, or give direct practical support to someone living with cancer, then we need you.

If you would like to register for opportunities or want to find out more, please contact Francesca Insole on **020 7840 4641** or email **rbs@macmillan.org.uk**

Remember to check out the community investment pages on **Insite** for information about volunteering.

**Did you know?**  
**As an employee of RBS Group, you could qualify for a Community Cashback Award.**  
**See page 16 for further information.**



# GET GIVING

from your salary each month  
with Give As You Earn

If you don't have the time but really want to help, you could choose to donate money each month and The Royal Bank of Scotland Group will double-match what you give.

Regularly donating a fixed sum of money from your salary is a simple way to give. It's also the most tax effective, because donations are deducted before you pay tax.

For example, if you donate £10, only £8 comes out of your salary and the taxman pays the rest. Or, if you're on a higher rate tax (40%), only £6 comes out of your salary, with the taxman paying the rest.

### Double-matched payroll giving

RBS Group has one of the most generous payroll giving schemes in the UK. For every £1 donated directly by employees from their pay, RBS Group donate a further £2 (up to a maximum monthly contribution from the Group of £200).

To sign up to payroll giving, please visit the community investment pages on **Insite** for an application form.

### How you'll be helping

By giving from your salary each pay day, you will be helping us to provide vital resources and services throughout the UK. Knowing how much and how often you will donate, means that we can budget effectively and plan ahead to make the best use of your regular, tax-free donation.

- £5 per month will pay for a Macmillan benefits adviser for half a day, providing welfare benefits advice and support for people affected by cancer.
- £10 per month will fund a Macmillan information professional for a day.
- £20 per month will fund a Macmillan nurse for a day and help run a typical small Macmillan information and support centre for an hour.

The *Little Green Book of Fundraising Ideas* is packed with 101 suggestions of great ways to raise some money. If you're looking for a little inspiration, you can order a free copy from the Macmillan website [www.macmillan.org.uk/Get\\_Involved/Fundraising\\_ideas](http://www.macmillan.org.uk/Get_Involved/Fundraising_ideas)

Here are a few examples of fundraising ideas from *The Little Green Book* to get your imagination flowing.

## NO.65

Ask your family, friends and colleagues to empty their pockets every evening for a week. Their small change can change lives.



## NO.83

Create your very own version of the popular TV show. You and a few friends or family all take turns to host a dinner party in one week. At the end of each evening you all rate the host's performance. Ask for a donation to take part.

COME  
DINE  
WITH  
ME

## NO.17

There are many events you can compete in to become an Office Olympic champion. Try speed typing, synchronised chair swivelling, bin basketball or longest paperclip chain in a minute.

OFFICE  
OLYMPICS

## NO.21

Did you know that a day's wage is less than half a percentage of a yearly salary? So why not donate a day's wage and encourage others to follow your example? You could designate a specific date of importance such as Easter Friday, your birthday, or a date of local significance.



## NO.1

Why not give something up for charity? Whether it's smoking, drinking too much, overspending, or even biting your nails, get sponsored to give it up.

COLD  
TURKEY

# PAYING IN FUNDS

Funds raised at centrally organised activities, such as Get Challenged events or Macmillan's national and regional events, should be submitted as instructed by your local Macmillan contact.

If you have raised funds for Macmillan independently, please print and complete the payment form featured on the microsite and send a cheque, made payable to Macmillan Cancer Support. You can also use the form to pay by credit or debit card.

The form and cheque should be sent to Francesca Insole, Account Manager, Corporate Partnerships Department, Macmillan Cancer Support, 89 Albert Embankment, Vauxhall, London SE1 7UQ.

If you have any payment queries, please contact Francesca at [rbs@macmillan.org.uk](mailto:rbs@macmillan.org.uk)



RBS Group want to recognise your charitable efforts and help make a difference to the charities and local communities to which you have chosen to commit your time and skills.

If you have chosen to help Macmillan Cancer Support, you can apply for a Community Cashback Award, providing you meet the criteria detailed on the application form at [www.macmillan.org.uk/rbs](http://www.macmillan.org.uk/rbs)

You can apply as a:

- regular volunteer
- individual fundraiser
- team fundraiser
- community project team.

This award could equate to between £100 to £1,000 for Macmillan.

For further information, please contact your Community Investment Representative or visit the Community Investment pages on Insite.

### Ordering merchandise

Merchandise and materials, such as collecting tins, posters and green wigs, can be found at [www.be.macmillan.org.uk](http://www.be.macmillan.org.uk)

If you need t-shirts or other materials not featured on [be.macmillan](http://be.macmillan), contact Francesca at [rbs@macmillan.org.uk](mailto:rbs@macmillan.org.uk).

# DID YOU KNOW?

**£24** could pay for a Macmillan nurse for an hour

---

**£350** could pay for a much-needed convalescent break for someone with cancer and their carer

---

**£544** could help run a typical large Macmillan information and support centre for a working day

---

**£1,877** will run our CancerLine for a working day providing on average **152** people affected by cancer with essential information, practical and emotional support

---

**£7,596** will run the Macmillan Benefits Helpline for a working week, dealing with **137** cases and identifying **£204,423** in benefits

---

# THANK YOU FOR YOUR SUPPORT

Macmillan Cancer Support improves the lives of people affected by cancer. We provide practical, medical, emotional and financial support and push for better cancer care. One in three of us will get cancer. Two million of us are living with it. We are all affected by cancer. We can all help. We are Macmillan.

Macmillan Cancer Support  
89 Albert Embankment  
London SE1 7UQ  
Tel 0800 500 800  
CancerLine 0808 808 2020  
[www.macmillan.org.uk](http://www.macmillan.org.uk)

© Macmillan Cancer Support, September 2008 MAC11570  
Macmillan Cancer Support, registered charity number 261017.  
Isle of Man charity number 604.



This paper is 100% recycled – please recycle



**WE ARE  
MACMILLAN.  
CANCER SUPPORT**