

RUNNING CHALLENGE

Your fundraising and training guide

**WE ARE
MACMILLAN.
CANCER SUPPORT**





'I WAS SO HAPPY WHEN I CROSSED THE FINISHED LINE AND KNEW I HAD COMPLETED THE CHALLENGE'

Kimberly Stevenson, Team Macmillan Runner

WE'RE THRILLED TO HAVE YOU ON BOARD

Hello and welcome to Team Macmillan and your own special fundraising pack. We can't thank you enough for taking part in an event for Macmillan Cancer Support. Your hard work will make all the difference to people affected by cancer.

Without dedicated people like you, we wouldn't be able to provide all that we do – the vital services that support so many of those affected by cancer. You should feel incredibly proud of yourself for taking part. We know we're proud of you.

Raising the funds

For many of you, raising your sponsorship money may feel more daunting than getting the actual training done. But don't worry – we've covered both with fundraising tips galore, and a handy training guide you can pop in your sports bag.

We've also included a wall planner so you can count down to the big day. Get ready to have a lot of laughs along the way, as well as during your event, and don't forget to ask everyone you know to support you. Why not get ahead of the game and check out all the fab services your sponsorship money will fund at macmillan.org.uk? Then, when you ask people to sponsor you, you can tell them about all the good their money will do.

WE'RE MACMILLAN CANCER SUPPORT

Today, two million people are living with cancer in the UK, and around 300,000 new cases are diagnosed every year. More than one in three of us will get cancer at some stage in our lives, so it really does affect us all.

Macmillan wants to reach and improve the lives of everyone living with cancer. We're the nurses helping people through treatment. The experts on the end of the phone. The advisers telling people which benefits they're entitled to. The volunteers giving people a hand with the everyday things. The campaigners pushing for better cancer care. The fundraisers who make it all possible.

We count on our supporters to fund 99% of our services. So it's thanks to the effort and generosity of people like you, your friends and family that we're here for people during the toughest fight of their lives.

£100 could mean that the Macmillan Support Line would be able to help people affected by cancer claim £2,691 in the benefits they're entitled to.

£156 could run the Macmillan Support Line for an hour, providing an average of 13 people with essential information and support.

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

£918 could fund a Macmillan nurse for a working week.

£2,026 could fund a Macmillan rehabilitation support team for a week, providing a range of services, including physiotherapy and diet advice, to people with cancer.

IT'S AS EASY AS ONE, TWO, THREE...

We've come up with 10 top tips to help you raise those all-important funds. But before you get stuck in, you may want to have a think about a few things:

Time on your side?

How much of it have you got? If you can't spare much, concentrate on simple ideas, such as setting up an online sponsorship page or asking your company for a donation.

What floats your boat?

Do you have any interests you could base your fundraising around? For example, if you're in a book club, hold a book sale. Or if you play five-a-side football, organise a tournament.

Target the givers

Work out who's most likely to give you money. Will it be friends, work colleagues, members of your sports club or customers at your local pub? Think about what kind of fundraising events would appeal to them then make your move.

Do some delving

Research your approaches to fundraising. If family, friends and colleagues have done any fundraising in the past, ask them what worked for them. As well as benefiting from their tips, you could also learn from any mistakes.

10 FOOLPROOF FUNDRAISING TIPS

1 Check out the font of all fundraising knowledge

Have a look in *The little green book of fundraising ideas* which you can download at macmillan.org.uk/fundraisingideas. It's packed with 101 tried and tested ways to raise money, so there's bound to be one that suits you.

2 Get by with a little help from your friends

Get your nearest and dearest on board, they could be your greatest assets. Ask them to:

- sponsor you
- pass on your sponsorship form or link to your online page to all their friends
- help out at any of your fundraising events, for example by donating stuff for a car boot sale or turning up in force for your pub quiz night.

3 Get work involved

There are lots of ways you can use the workplace to fill your fundraising coffers. Make the most of inter-team rivalry by organising an office Olympics, bake off or quiz night. Find out if your company operates a matched-giving scheme. If they do, they'll match the money you raise pound for pound – double the funds in one go.

And don't forget to use your work intranet, noticeboard or email to let everybody know about your event (check with your boss first, though). For example, adapt the signature at the bottom of your email – just provide some details and a link to your online page.

4 Keep it local

Keep the sponsorship rolling in by making the most of your neighbourhood. Head down to your local supermarket to make a collection or pack shoppers' bags for a small fee. And don't forget to contact us for Macmillan T-shirts first.

Approach local companies you know personally. If they're unable to donate money, ask for a prize which you can use in your other fundraising activities.

5 Have a knees-up

Hold a quiz night, race night or disco. Pubs, bars and restaurants will often donate a room or private area free on weekdays if it means you get people through the door.

6 Make the most of the internet

Try setting up a blog so your sponsors can keep track of what you're doing. Blogging sites such as twitter.com are ideal for this, or specialist sites such as realbuzz.com.

Why not set up an online finishing time sweepstake? It's quick and simple to do thanks to Guess2Give. Set it up at guess2give.com and ask your friends, family and colleagues to guess your finish time at just £3 a pop.

Or perhaps you'd like to set up a Macmillan tribute page and tribute fund in memory of a loved one? It's a great way of remembering them and you can collect your sponsorship money there too. Find out how at macmillan.tributefunds.com

7 Set up an online sponsorship page

Creating your own online sponsorship page is a great way to raise loads of money. The money's paid directly, you don't have to do anything but publicise your page and you can tell everyone about your event quickly and simply. Which means your friends, family and colleagues can also donate quickly and simply, using a credit or debit card.

Just head over to one of the many online fundraising providers out there, such as JustGiving, Virgin Money Giving or BT MyDonate. They're easy to set up and you can personalise your page with photos and some details about why you're taking part in your challenge event. Then, just email it to everyone you know.

justgiving.com/macmillan
virginmoneygiving.com
bt.com/mydonate

Most online fundraising providers will let you create a widget, which you can place on Facebook, and other social media pages, as well as your work intranet.

You can also collect your sponsorship money via JustTextGiving – just ask people to donate using a simple text message. Set it up and run it for free at justgiving.com/justtextgiving

8 Stay legal

Fundraising is all about having fun and raising money but, it's also subject to laws and legislation. Don't worry, though – we've broken this need-to-know info down so have a read and get in touch if you have any questions (the contact details are included in your welcome letter).

When fundraising for an overseas challenge, you need to state orally and in writing that a proportion of the money you raise will be spent on the costs of the challenge. The exact amounts are on your sponsor form and the wording should be as follows:

*[Your name and the date of the challenge.]
Each participant must raise a minimum of [£X]. At least X% of this money will benefit Macmillan Cancer Support, with the balance spent on the costs of the participant's trip. However, 100% of any sum raised over £X will benefit Macmillan Cancer Support.*

Collections

Collecting donations from the public is a great way to boost your funds. But did you know collections are governed by law and you need to get permission first?

- If you're planning to hold a collection on public property, such as a shop, pub or supermarket, you'll need to check it's alright with the owner beforehand.
- If you're hoping to hold a collection on public property, such as a park, street or town square, you'll need a local authority licence. These can take several weeks to arrange so allow plenty of time.
- You won't need our permission to hold a collection, but we will need to know about it. Just in case our local Macmillan fundraisers are planning to hold a collection in the same place at the same time.
- Whether your collection's public or private, it's important you fill in a Macmillan collection box request form. Download the form at macmillan.org.uk/challengeresources or ask your Macmillan Events contact to send you one. The only collections we can't provide boxes for are those that are house-to-house or pub-to-pub.

Raffles, lotteries and prize draws

Raffles, lotteries and prize draws are all governed by legislation – please don't hold any of these without contacting us first. Also, be aware that lottery laws cover any events which are purely down to luck or chance, such as duck or balloon races even.

Insurance

When you organise a fundraising event, you're responsible for making sure it poses no risk to others. That's why we'd recommend you take out public liability cover for events such as a sponsored walk or sports event. Unfortunately, Macmillan's own policy won't cover you but we can advise you about the kind of cover you need. Just get in touch with our Facilities team by calling **020 7840 7851**.

9 Stick 'em up

The more fundraising materials you get out there, the more funds you'll raise. We have a fantastic website called be.Macmillan. Use it to create your own personalised posters from a range of templates and get publicising your event or fundraising activities.

Just remember to include who, what, when and where, plus your contact details and the link to your online sponsorship page. All promotional materials should also include our charity registration numbers. Find out more at be.macmillan.org.uk

We can also provide you with a range of fundraising materials, such as balloons, posters and bunting, to help you decorate and advertise your fundraising events. Order packs at macmillan.org.uk/challengeresources or contact us for an order form. But please order only what you need as it will cost us to provide these items.

10 Check out our pages for your event

We've got ideas aplenty on our Facebook pages, so why not take a look if you need any more ideas? Just stroll over to facebook.com/macmillancancer and become a fan of our official page. We also have team pages under Likes on the left-hand side of the page – just find the team for you and click on it.



MAKE AN EVEN BIGGER DIFFERENCE WITH GIFT AID

Gift Aid is tax relief on money donated to UK charities. To put it simply, for every £1 you get sponsored by a UK tax payer, Gift Aid allows us to claim an extra 25p back from the government. It's an easy way to raise extra money for Macmillan Cancer Support at no extra cost to you or your sponsors.

If you're going on an overseas challenge, the exception to the Gift Aid rule will apply. As Macmillan is using a percentage of your sponsorship to pay for the costs of your trip, HM Revenue and Customs considers you to have received a benefit for taking part in the challenge. That means that you cannot claim Gift Aid on any donations made by you, your immediate family or any company under your control. The rule doesn't apply if you're meeting the costs of the trip yourself.

How do I go about it?

Ask your sponsors to complete the boxes on your sponsor form in full in their own handwriting – this includes their full home address and postcode.

We estimated that in 2011 we missed out on over £60,000 of available Gift Aid from running events and overseas challenge alone. This was due to forms not being filled in correctly so please encourage your sponsors to complete your sponsor form fully.

What if I have an online sponsorship page?

If you set up an online sponsorship page via justgiving.com or a similar provider, all of your donors will be asked about Gift Aid during their donation.

What if my sponsor is a higher rate taxpayer?

If one of your sponsors pays tax at the higher rate, they can personally claim tax relief on the difference between the basic and higher rate. For example, if they pay 40% and give £10 to Macmillan, we can receive £2.50 Gift Aid (providing they have donated online or have completed your sponsor form fully), making a total of £12.50 – this is called the 'gross donation'.

Your sponsor can then claim tax relief for the additional 18% in their annual tax return, reducing the tax they pay by an additional £2.30.

What if my company donates?

Company donations are eligible for Gift Aid at a standard rate of 25%, however Macmillan isn't able to reclaim this directly. Instead, your company can get tax relief via their quarterly Corporation Tax returns (or CT61 (Z) to give them their proper name). This means that your company should donate the total 'gross donation', including the tax they will later reclaim – so if your company wanted to make a net donation of £100, they should give you £125 and then reclaim the £25 tax via their quarterly returns.

Please note that any Gift Aid we reclaim cannot be credited to your individual fundraising total. This is because we receive Gift Aid as a quarterly lump sum from HM Revenue and Customs and it takes weeks to break it down into individual totals. However, Gift Aid provides a significant source of additional income for Macmillan, allowing us to help thousands more people affected by cancer.

SENDING IN YOUR SPONSORSHIP MONEY

Now that you've joined Team Macmillan, we've set up a supporter record just for you. This means we can keep track of exactly what you've raised for us and when you sent it, so you don't have to wait until your event is over to forward your sponsorship to us. And the sooner we receive it, the sooner we can use it to help people affected by cancer.

There are a fair few ways you can send your sponsorship to us:

At your local NatWest

You can pay your sponsorship money directly into any branch of NatWest. Just ask us to send you some Bank Giro Credit slips (BGCs), which you can use to deposit your sponsorship. This will be automatically added to your fundraising total.

By electronic bank transfer

You, or your sponsors, can transfer money directly into our bank account. Please contact us so we can give you the account details and the correct code to quote at the time of transfer. That way, the money you transfer will be credited to your fundraising total.

By post

Fill in the payment slip included in this pack, remembering to fill in your name and the amount sent, then send it to the address on the slip.

By online giving page

Don't forget that all the money raised via online fundraising sites, including any Gift Aid, will be forwarded to us directly.

By phone

We accept credit and debit card donations over the phone.



SCRIBBLES

