

## Small steps, big difference

Every penny you raise by taking part in a sponsored walk will have us change lives. We will use it to provide people living with cancer and their families and carers with essential information, expert medical care, emotional support and practical help.

# MILES FOR MACMILLAN

## Fundraising guide

## Questions about cancer?

For answers, help or just a chat, call the Macmillan Support Line free on **0808 808 00 00** (Monday to Friday, 9am–8pm) or visit us at [macmillan.org.uk](http://macmillan.org.uk)

Working together to improve the lives of everyone living with cancer.



Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). MAC13187

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## Thank you

First of all, thank you for deciding to organise your own Miles for Macmillan event. We hope you have a great day out with your friends and family. Walking is a truly great way to keep fit, enjoy the great British countryside and do your bit to support people affected by cancer.

## Stuck for ideas for your walk?

If you're struggling to come up with ideas that'll get people signing up to your big event, try some of the following:

- Have a look on **macmillan.org.uk/walking** for inspiration.
- Try a midnight walk or a dawn walk for early risers.
- Choose a theme and get everyone to go in fancy dress.
- Finish your walk with a picnic.
- Look at your local council or tourist board website for recommended walks in your area.
- Pick a country pub you want to visit and start the walk five miles away

## Fundraising tips

Remember to ask all your fantastic walkers to collect sponsorship. Without supporters like you and them, we wouldn't be able to provide our vital support to people affected by cancer in the UK. To help you raise more money, here are some top fundraising tips we know work:

### Set yourself a high target

Tell people how much you aim to raise. A high target can really motivate a potential sponsor to help you on your way.

### Collect the sponsorship straight away

People are unlikely to be offended if you ask for their pledge when they sponsor you. It'll also mean you don't have to spend time collecting it afterwards.

### Remind your sponsors to tick the Gift Aid box

If a sponsor is eligible for Gift Aid, ask them to fill in their details so we can claim tax relief on your hard earned funds.

### Ask your employer if they do matched-giving

It's a simple way to double your sponsorship. Companies like to contribute this way and they can claim tax relief by sponsoring you.

## Use the distance you are walking to raise money

Get people to sponsor you per mile or kilometre.

## Set up an online sponsorship page

You can do this on sites such as JustGiving. You can then email the site's link to your friends so they can donate quickly and easily by credit or debit card. Set up a JustGiving page by following four simple steps:

1. Go to **justgiving.com/macmillanevents**
2. Click on 'Create your page'.
3. Create an account with JustGiving and choose a web address for your page.
4. Now you're set to personalise your page with a photo and some details about you and why you're walking for Macmillan.

When you're happy with your page, email it out to everyone you know and watch the sponsorship roll in. Sponsorship raised via online sites such as JustGiving is paid directly to Macmillan, so you don't have to worry about anything except publicising your page. We'll also set up an individual record for you so we can keep track of exactly how much you've raised.

## Fundraising materials

Macmillan has a brilliant website called **be.Macmillan**. You can become a member of it at **be.macmillan.org.uk**. Once you've done that, you can begin to create a range of communications to publicise your walk, including easy-to-make posters. Also on these pages, you can learn more about Macmillan and pick up some tips on how to make sure your fundraising materials have maximum impact.

## Macmillan Cancer Support

Macmillan improves the lives of people affected by cancer, both those living with cancer and their families and friends. We provide practical, medical, emotional and financial support and we push for better cancer care.

### About cancer

- There are two million people in the UK living with cancer.
- There are around 300,000 new cancer diagnoses in the UK each year.
- One in three of us will be diagnosed with cancer at some stage in our lives.

## About Macmillan

- We fund Macmillan nurses and other health and social care professionals including consultants, dietitians, radiographers, speech therapists and benefits advisers.
- We provide a range of practical support at home, from allowing carers some precious time off to giving someone a lift to hospital.
- We provide both emotional support and information through our phone service, website, support groups and trained professionals.
- We provide financial help to cover the additional costs cancer can bring, including benefits advice and a range of grants to cover anything from heating bills to travel costs.
- We are a force for change, listening to people affected by cancer and working together for better cancer care.

## About your sponsorship

- £25 could pay for a Macmillan nurse for an hour, helping people living with cancer and their families receive essential medical, practical and emotional support.
- £191 could pay for a Macmillan nurse for a day, helping people living with cancer and their families receive essential medical, practical and emotional support.
- £954 could pay for a Macmillan nurse for a week, helping people living with cancer and their families receive essential medical, practical and emotional support.

## Gift Aid guide

Every donation you make to Macmillan – whatever its value – could be worth more if you choose to Gift Aid it at no extra cost. Gift Aid is a scheme that allows charities to claim from HM Revenue & Customs the tax that supporters have paid on their donations. To put it simply, for every £1 people sponsor you, Gift Aid allows us to claim an extra 25p back from the government.

## How does it work?

Anyone can Gift Aid their donation, providing they are a UK taxpayer who has paid income or capital gains tax in a tax year that is at least equal to the value Macmillan will reclaim from their donation.

So, if someone donates £10, their donation is eligible for Gift Aid provided they have paid at least £2.50 in income or capital gains tax in the same year they donate.

## How do I go about it?

Simply ask your sponsors to complete the Gift Aid box on your sponsorship form in their own handwriting. They should include their full home address and postcode.

## Health and Safety

Please remember to wear comfortable shoes and to dress according to weather conditions. Take your time whilst walking and rest when needed. Any participant who has concerns about their physical condition is advised to consult their doctor before taking part. Macmillan Cancer Support does not accept any responsibility for any injury, loss or damage to participants or their property incurred during participation in this event.

## Insurance

By organising a fundraising event you are responsible for taking adequate steps to ensure that the event poses no risk to others. You may wish to consider arranging public liability cover for some events which will protect you against claims made by third parties for injury or property damage as a result of negligence.

**Macmillan's own policy is unable to afford protection for you**, but we have arranged with our insurers for discounted premiums to be made available to our event participants organising fundraising events. If you think you may need public liability cover please telephone your local fundraising office with details of the event you are planning. Contact information can be found below.

## Contact us

If you have any questions about anything to do with your walk or how to pay your sponsorship money to Macmillan, please contact your local fundraising office (visit [macmillan.org.uk/inyourarea](https://www.macmillan.org.uk/inyourarea) for details) or email [walking@macmillan.org.uk](mailto:walking@macmillan.org.uk)