

**WE ARE
MACMILLAN.
CANCER SUPPORT**

**PUTTING
THE**

'FUN'

INTO FUNDRAISING ...

Not to mention the 'fund' and the 'raising'.



**A guide for
Schools**

HELLO

Thank you for choosing to support Macmillan. Every single pound you raise will help us improve the lives of people living with cancer and their families.

Inside you'll find lots of ways to get involved – from hosting an event to individual challenges. We hope you enjoy being part of Macmillan and we are delighted to welcome you to the team.

Why we need you

We know a cancer diagnosis can affect everything. Your work, your finances, your relationships – your whole life. That's why we provide emotional and practical cancer support – so when someone's facing a difficult time, they can start to feel more in control again.

And now thanks to your incredible efforts, we'll be able to reach even more people who need us.

Giving you a helping hand

As a member of Team Macmillan, you'll receive guidance on organising your events and fundraising for it. We'll be with you until the big day and beyond. We've also got loads of resources that can help you out – simply head over to **be.macmillan.org.uk** to find out more.

For info, advice or if you just need some moral support, give our Fundraising Support Centre a call free on **0300 1000 200** or drop us an email at **fundraising@macmillan.org.uk**

Now all that's left to say is good luck and over to you ...

Best wishes,



Claire Singlehurst

Director of Regional Fundraising

SO WHAT'S INSIDE?

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TOP 10 FUNDRAISING IDEAS



Shhhhh!

The sound of silence in a school. Unheard of?

Not if you challenge pupils to not speak to raise money.



Spelling bee

S-P-O-N-S-O-R-S-H-I-P.

Get students to ask for a donation per word they get right.



Non-uniform day

Casual clothes day, own clothes day, home clothes day, non-uniform day, civvies day, dress down day – whatever you call it, kids love it. You could also do 'bring a game to school' day. Both for a suggested £1 to Macmillan.



Guess how many ...

Sweets in a jar is an old favourite, but let's get creative. How about ...

- footballs in a car
- baked beans in a bucket
- pound coins in a sock
- chocolate bars in a dustbin
- Scotch eggs in a goldfish bowl?

Charge a small fee per guess – and make sure you remember the magic number.



Treasure hunt

Whether you pound the pavements or forage in your school field, get teams to hunt for a series of clues to find the lost treasure. To help raise lots of booty for Macmillan, ask children for a small donation to dress up as a pirate or anything else they fancy.



Go the distance

Get your school or club to cover a distance using pound coins. It could be a mile or it could be the length of a school hall or playing field. Whatever the distance covered, the money raised will go a long way to help people affected by cancer.



Dress up and Dance

Has your school got the moves? Why not hold a non-uniform day with a twist and take part in Macmillan's fundraiser Dress Up and Dance. Ask your kids to bring in a donation, and don their favourite dance outfit for the day. Think jiving in jeans, twirling in tutus and hip-hopping in hoodies – we'll even provide you with your own dance DVD.

With everyone dressed up (and in face paint, if you fancy it), just put on the DVD packed with dance moves and get groovy. All of this fun can even count towards curriculum learning objectives.

www.macmillan.org.uk/dressup



Fancy dress

Fairies and gnomes, heroes and heroines, country and western. Fancy dress is a long standing favourite. Ideas for themes, and the fun you can have when dressed up, are endless. So get children to dress to impress for a small donation to Macmillan.



Talent show

Get your children to strut their stuff and show off their skills with a talent show and charge people for tickets to watch.



Art attack

Get the kids creative, painting works of art or a massive collage, all to raise money.





SUPERCHARGE YOUR

FUNDRAISING

To help you make your event as successful as possible, here's our handy list of hints and tips.

Event essentials

Our supporter website be.Macmillan is designed to support you in your fundraising efforts. To find out more, visit be.macmillan.org.uk

Make your own

If you need an eye-catching poster, a flyer, invitation or tickets, be.Macmillan has hundreds of templates for you to choose from. All you need to do is pick your product, add your event's details, download it to your computer and print. Simple.

Merchandise

be.Macmillan is also your one-stop shop for Macmillan event merchandise. Check out all the

great items we have to support you – from t-shirts to balloons, collection tins and more.

Ideas, ideas, ideas

Visit our 'Ideas of the month' section on be.Macmillan for tons of topical fundraising ideas. And if you need support with any of your own ideas, call our friendly fundraising team on **0300 1000 200** or email fundraising@macmillan.org.uk

To see how other supporters have promoted their events using be.Macmillan, watch our short video at be.macmillan.org.uk/supporters

Spread the word

Promoting your events will help you shout about your efforts and ultimately raise more money for Macmillan.

Look local

To tell people about your fundraising, you could use local media – such as newspapers, radio stations or even TV stations.

Get social

Social media sites, such as Facebook and Twitter, are a great way to tell your friends and followers all about your fundraising efforts.

And you can also keep in touch with Macmillan on Facebook at **facebook.com/macmillancancer** and **@macmillancancer** for Twitter.

(Fund)raising the bar

As well as putting on a great event, make sure you give supporters plenty of ways to donate their dosh and help fund all the essential services Macmillan provides.

Set a target

Fundraisers often tell us that they find it helpful to set themselves a fundraising target. It can help you stay motivated right up until the big day and also help to boost the total that you raise. Win-win.

Make donating a doddle

JustGiving is an easy way to collect donations from friends and family online. Simply set up your own web page at **justgiving.com** and share the link with your supporters.

Set up a unique text code

Make it even easier for people to support you by setting up a unique text code – that's automatically added to your JustGiving total.

All you need to do is make sure your JustGiving page is set up, log into your account at **justgiving.com/macmillan** and follow the instructions. Once you've got your code, let everyone know about it by popping it on all of your fundraising materials and post it proudly on social media.

For more information, head to **justgiving.com/justtextgiving**

Gift Aid

It's no secret. At Macmillan we love the taxman just as much as we love you and your supporters. That's because for every £1 someone sponsoring you donates (provided they're paying tax at the time of the donation) HMRC will give us an extra 25p at no cost to them.

So, in order for us to magically turn every pound you raise into £1.25, please make sure all of your supporters use Gift Aid on their donations.

To find out more, download our quick and easy guide to Gift Aid leaflet by logging onto **be.macmillan.org.uk** and enter 'gift aid' in the search field.



AMAZING GRACE

Andy had always been a dab hand in the kitchen and enjoyed passing on his culinary talents to 14 year old daughter Grace. So when Andy lost his appetite because of pancreatic cancer, Grace put everything she learned to good use by cooking up some tasty treats for him.

Among Andy's favourites of Grace's delicious dishes, were homemade soups and her Victoria sponge cake.

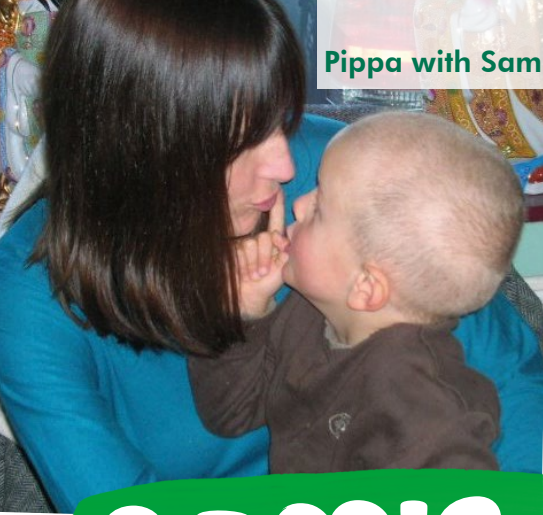
And Grace also mucked in to help her mum, Denise, when it came to family meal times. Denise says: 'She was a good support, she offered to cook which helped to take a load off me.'

Making a difference

Throughout it all, Andy and his family had support from a Macmillan nurse. 'She understood how we felt and understood the emotions we were going through. She helped us with the complicated forms and to get the right equipment at home for Andy,' says Denise.

Determined to give something back to Macmillan, and use all her foodie skills, Grace signed up to host a Macmillan Coffee Morning. Before the event Grace's mum told us: 'We're getting all our neighbours and family round. Great to make time for family and get to know people.' Grace also held one at her new school recently – raising £1,200. Amazing.

Pippa with Sam



SAM'S STORY

At just four years old, Sam was diagnosed with kidney cancer. Fortunately the family's Macmillan nurses were there to give them the 'normality', Pippa, Sam's mum, says that they needed.

'We were relaxing at home and Sam just collapsed in pain. I was worried it was kidney stones, but it was far worse.

'I felt like a cloud was lowered around me. I heard the word 'cancer' and it was like everything carried on happening around me. It was too much to handle,' says Pippa.

It was through the strength of Sam and his Macmillan nurses that helped the family cope. Pippa says: 'Sam was absolutely brilliant. Children surprise you with their strength. Macmillan

was absolutely fantastic with him. And our Macmillan nurses were there whenever we needed them.'

Living life to the full

'Macmillan would travel into the school and clean Sam's line for him. It seems like a little thing, but it gave him more normality. He was full of life and really positive.

'Macmillan also gave us a great booklet about how to talk to children about cancer – and we used that for Sam's sister Amy. It really helped with something that was very difficult,' says Pippa.

YOUR YEAR AHEAD



Use this handy planner to help you stay organised throughout the year – whether you're planning a jumble sale in January or a disco in December.

To get you started, here are some questions you might want to think about:

- WHERE** will it happen?
- WHO** is going to come?
- WHAT** do you need?
- HOW** will you raise money?

And remember, our Fundraising Support Centre is also here to lend a hand. Call us on **0300 1000 200** or email **fundraising@macmillan.org.uk**



January

February

March

April

May

June

July

August

September

October

November

December



KEEP IT SAFE AND 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 down this need-to-know info for you.

Collections

Collections are a great way to raise money, especially in a busy area. However if you're planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by your Local Authority (Northern Ireland has slightly different regulations). Before you approach your Local Authority for a license, please advise us of your plans and await approval. Licenses are not required on privately owned land – just ensure you have the permission of the owner or business.

Raffles and lotteries

Raffles, lotteries and prize draws are all governed by legislation – so before holding one and spending money on getting tickets printed, please contact our Fundraising Support Centre. 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 Fundraising Support Centre.

Food hygiene

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. No one likes a poorly tummy, especially as a reward for raising money for charity.

Data protection

Make sure any electronic or paper records you keep about people involved in a fundraising event complies with the Data Protection Act. As a rule of thumb, don't keep information about people any

longer than you have to, and don't share information or data about someone without their permission. For further details of our Data Protection policy please refer to macmillan.org.uk/dataprotection

If you have any further questions, or if you have any specific fundraising ideas you want to discuss you can contact our friendly fundraising team on **0300 1000 200** or at fundraising@macmillan.org.uk





**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.

CALLING ALL DISCO QUEENS AND DANCING DUDES



Make a song and dance for Macmillan by joining in with our non-uniform day with a difference – Dress Up and Dance.

All the funds you raise will help us to make sure when someone's facing a difficult time, they can start to feel more in control again.

Get involved at macmillan.org.uk/dressup

We're here for you

When you have cancer, you don't just worry about what will happen to your body, you worry about what will happen to your life. At Macmillan, we know how a cancer diagnosis can affect everything and we're here to support you through.

From help with money worries and advice about work, to someone who'll listen if you just want to talk, we'll be there. We'll help you make the choices you need to take back control, so you can start to feel like yourself again.

No one should face cancer alone. For support, information or if you just want to chat, call us free on **0808 808 00 00** (Monday to Friday, 9am–8pm) or visit **macmillan.org.uk**



Registered with
**FUNDRAISING
REGULATOR**

Please make sure you fill in all of these details.

Name _____

Address _____

Postcode _____

Email _____

Phone _____

Event name _____

Please return your completed sponsorship form to:
Freepost RTHE-KYHB-TRTJ, Supporter Donations,
Macmillan Cancer Support, 89 Albert Embankment, London SE1 7UQ

SPONSORSHIP FORM

WE ARE
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CANCER SUPPORT

Need more copies?
Simply download extras
from be.macmillan.org.uk

Make your gift work harder

giftaid it

Do you pay tax? If so, by simply completing this form you can boost the value of your gift by 25p for every £1 without costing you a penny. If I have ticked the box headed 'Gift Aid', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Macmillan Cancer Support to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Title	Initials	Surname	House name or number	Postcode	Date paid	Your donation	Gift Aid (please tick)
Mrs	J	Smith	321A	CR13FG	26.04.16	£10.00	✓
Mr	P	Johnson	65	GU3 2SQ	26.04.16	£15.00	✓
(Please fill in your name and home address in your own writing – otherwise we can't claim Gift Aid.)							
Total							
Date paid to charity							

By submitting this form you agree to us recording your details on our database, so we can provide you with the best possible support every time you contact us. We will also contact you from time to time by phone, email, text or post to tell you about how we can support you and how you can get involved with our team. Your details will be kept securely and only shared with our suppliers or partners who work on our behalf or with us to deliver and improve services for people affected by cancer. We never sell or swap your details with third parties. If you prefer us not to use your details in this way, you can email contact@macmillan.org.uk, telephone 0300 1000 200, or write to us at Macmillan Cancer Support, 89 Albert Embankment, London, SE1 7UQ.



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REGULATOR**

DONATIONS FORM

**WE ARE
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CANCER SUPPORT**

Please use this form to donate money raised from a G&A collection or fundraising event.

I would like to give a gift of £ _____	Home address* _____ _____
Name & address* _____ _____	_____ _____
_____ _____	Postcode* _____
Postcode* _____	Telephone number _____
	Email address _____
Your details	
Title (Mr/Mrs/Miss/Ms/Other)* _____	
Name* _____ _____	

* Fields marked with an asterisk must be completed. Please let us know if your circumstances or address details change so that we can amend our records.

About your donation (what did you do to reach your target?)

Macmillan Cancer Support and our trading companies would like to hold your details in order to contact you about our fundraising, campaigning and services for people affected by cancer. If you would prefer us not to use your details in this way please tick the box.

We do not sell or swap your details with any third parties, but in order to carry out our work we may need to pass your details to service companies authorised to act on our behalf.

Please return this form with your gift to:

**Macmillan Cancer Support, Freepost RTHE-KYHB-TRTJ, Supporter Donations,
89 Albert Embankment, London SE1 7UQ.**

(If you want to use a stamp please omit the Freepost line in the address)

Thank you for helping people living with cancer by supporting our work.

Please make your* <input type="checkbox"/> cheque <input type="checkbox"/> postal order <input type="checkbox"/> charity voucher payable to Macmillan Cancer Support OR you can debit your <input type="checkbox"/> CAF charity card <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Switch/Maestro	Card expiry date _____ Valid from date _____ Issue number (Switch/Maestro only) _____ Billing address if different to company address _____ _____ _____
Card number _____ _____	
Security number _____ _____	



Registered with
**FUNDRAISING
REGULATOR**
Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604).
A company limited by guarantee. Registered company in England and Wales (2400969) and the Isle of Man (4694F).
Registered office: 89 Albert Embankment, London SE1 7UQ. MAC15587

**WE ARE
MACMILLAN.
CANCER SUPPORT**

YOUR EVENTS

Pin this on you wall and start planning your events.



A large, vertical, rounded rectangular area with a light green background and horizontal lines, intended for writing event details.