

Swim It 2023

Your Fundraising Pack



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**FUNDRAISING
REGULATOR**

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SCO39907) and the Isle of Man (604). Also operating in Northern Ireland. MAC19025. Please recycle

**MACMILLAN
CANCER SUPPORT**

Let's dive in...

Thank you for braving the deep end to do whatever it takes to support people living with cancer. We're here to answer any questions you have and help you smash your fundraising challenge!

The challenge

The challenge is to swim 21 miles (the length of The Channel!) over the course of June and July. It's completely up to you how you split those miles up - or you can brave swimming the whole lot in one go!

Complete your fundraising page

As part of the sign up process, we have created your very own Swim It fundraising page where you can post your updates, log your distances and see your milestone badges light up as you reach your targets! Not sure how to log your miles? No problem, we've created a '[how to guide](#)' to navigate you through it.

To make this page personal to you, visit the [Swim It website](#) and click on your account to add a photo, update your story and post to your supporters.

How to fundraise

It is quick and easy to collect your donations through your fundraising page. We're asking all of our Swim It heroes to raise £200 so we can continue providing vital support for people with cancer.

Share your fundraising page with your friends, family and colleagues (you can share directly to your social media from your page!) and tell them about the incredible challenge you are taking on.

Fundraise to receive rewards

To thank you for your efforts, we have some great Macmillan goodies up for grabs:

- Raise £10 for your swimming cap
- Raise £200 for your medal and swimming badge
- Raise £500 for your swimming towel and water bottle!



Fundraising Ideas

Here are our top tips to help you reach your £200 target to support people living with cancer.

Make a donation

One of the best ways to show your friends and family that you are serious about your challenge is backing yourself first. Self-donate £10 to your page and you'll receive your swimming cap as your first reward!

Tell people why you are swimming

Right now people living with cancer are feeling the pressure of the cost of living crisis. One in four say they feel like they 'can't afford life' and need your support.

Update your fundraising page, post on social media, and tell people why the money you're raising is vital in providing financial, emotional and medical support when people need it most.

Make a splash!

Facebook, Instagram, LinkedIn, BeReal... you name it. Read our [top 5 tips for fundraising on social media](#).

Snap a selfie

Take a photo to let people know you're taking on a challenge for Macmillan Cancer Support. If you've already got £10 and received your swimming cap make sure to snap a selfie in that to!

Show your progress

You're taking on an incredible challenge and people should know about it! Each time you swim remember to log your miles on your page to keep you motivated and show everyone how you're progressing.

Host a quiz

Boost your fundraising by hosting a quiz night with your friends and family to raise extra funds.

Hold a bake sale

Why not hold a classic bake sale for family and friends, or at work?

Match your fundraising

You could ask your workplace if they will support your challenge and match your fundraising.



FAQs

We've put together some questions and answers for you to help you along with your challenge. If you don't see your question here, you can either ask it in the [Facebook group](#) or email fundraising@macmillan.org.uk.

When is the challenge?

The challenge starts on 1st June and the ends on 31st July.

What distance is the challenge?

The distance of this challenge is to swim 21 miles, the length of The Channel.

What is the equivalent of my challenge in pool lengths?

For a standard 25m pool you will need to do a total of 1,351.85 lengths.

Can I complete the challenge at various locations?

The challenge can be completed wherever you like, however we advise that you do not complete the challenge in open water.

I haven't received my cap, how do I get one?

To receive your swimming cap you need to raise £10 on your fundraising page. Please be aware this item can take 2 weeks to arrive. If you haven't received it after this time, DM us and we'll look into it for you.

Do I need to train for Swim It?

The beauty of this event is that you'll get stronger as you go, but there's no need for extra training. You'll be doing it at your own pace, in your own time. There are different distances to choose from so you can find a challenge that suits. If you do want any extra training tips, [click here](#) to see our swimming training guides. If you have any concerns about your health or fitness please speak to your doctor first.

Do you have fundraising rewards?

Yes we do. To claim your swimming cap your page needs to have £10 on it. Raise £200 to claim your Swim It medal and badge. Raise £500 to claim your Swim It towel and water bottle. Once you've hit these targets you'll receive an email to claim these items.

Do I have to fundraise online?

Your page is safe and secure but if you prefer to fundraise in the more traditional way you can use the sponsorship form within this fundraising pack.



Sponsorship form

My name _____ My address _____

My address

My event

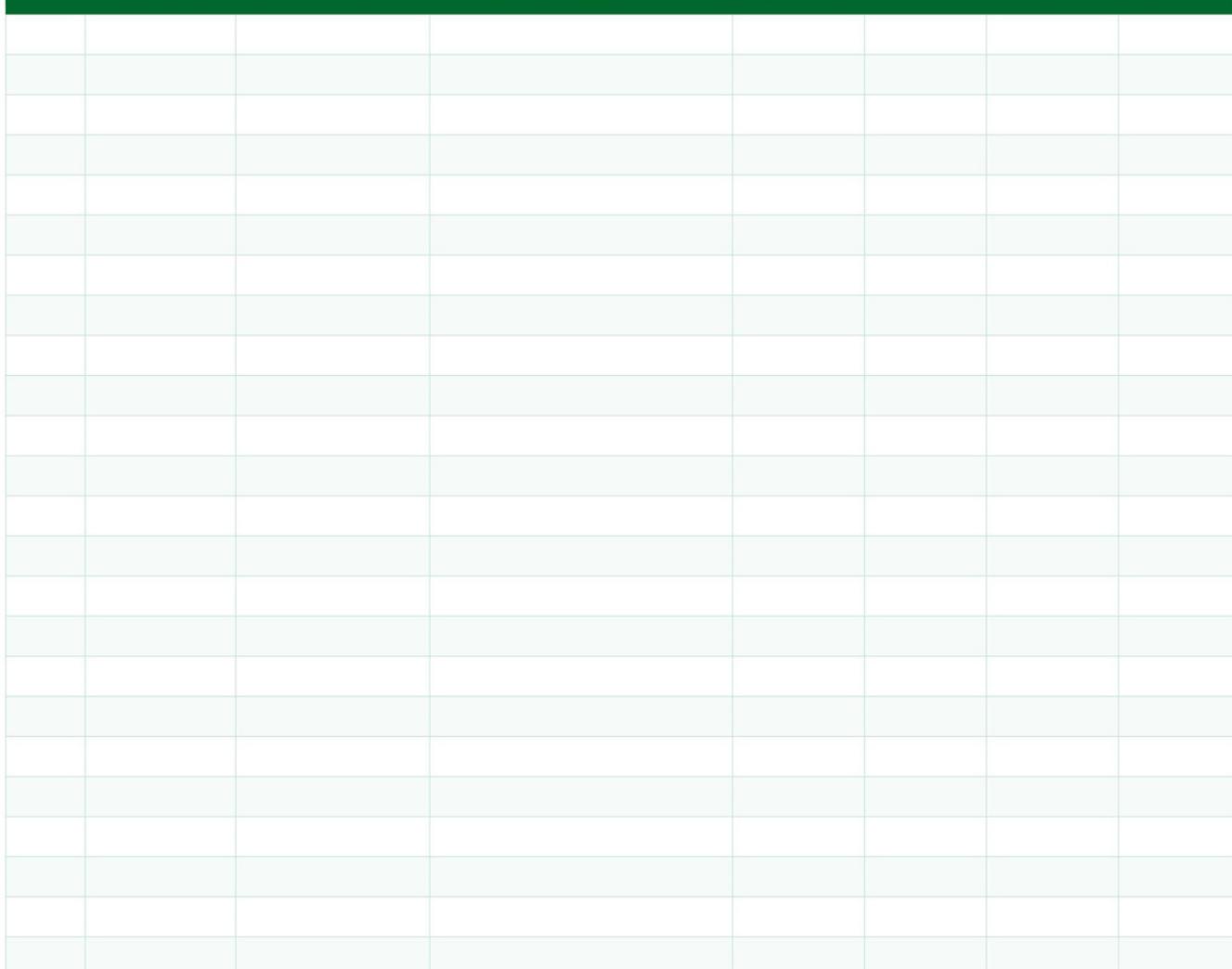
I'm fundraising with

Make every £1 worth 25p more. Gift Aid boosts donations and you won't miss out on sponsors who don't use online donations like JustGiving. After the event, send us this completed sponsorship form to:

Supporter Donations, Macmillan Cancer Support, PO Box 791, York House, YORK, YO1 0NJ

Title	Forename	Surname	First line of address (Please don't give your work address as it'll stop Macmillan claiming Gift Aid)	Postcode	Date paid	Your donation	Gift Aid (please tick)
Mrs	Jane	Smith	321A	CR1 3FG	26.04.22	£10.00	<input checked="" type="checkbox"/>

Good news! If you pay tax in the UK, you can Gift Aid your donation. Just make sure you ask each sponsor to fill in their name, address and donation amount in their own writing – otherwise, we can't claim Gift Aid. *All fields are mandatory.



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.

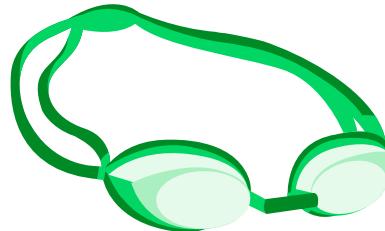


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**MACMILLAN
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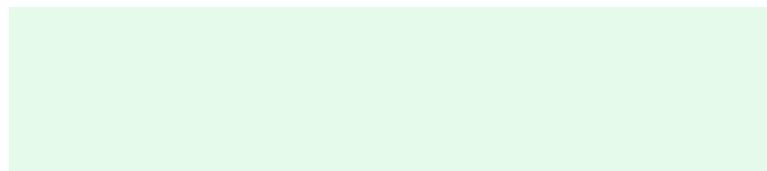
SWIM IT



Name

**swam the length of
The Channel (21 miles) and raised**

Fundraising total



**to support people living
with cancer**

A photograph of a man lying in a hospital bed, connected to medical equipment. A female nurse is smiling and talking to him. An ECG monitor is visible in the background.

**Good luck, and thank
you for going to great
lengths for people
living with cancer.**