Your complete guide to fundraising
Thank you for getting involved with fundraising for Macmillan Cancer Support.

Your efforts will help us make sure no one faces cancer alone. In this pack you will find everything you need to know to organise, promote and reach any targets set for whichever fundraising activities you and your colleagues decide to do. Here is an outline of what we have put together for you:

- Welcome Letter
- A-Z of Workplace Fundraising Ideas
- Getting the Most Out of Your Fundraising
- Your Fundraising Events
  Wall Calendar
- How Your Money Could Help People Affected by Cancer
- How to Pay Your Money in

• Stay Legal and Keep it Safe
• Sponsorship Form
• Payroll Giving
• Work and Cancer
• Volunteering
• Be Inspired
• Other Macmillan Events (optional extra)

Good luck with your fundraising. If you need any advice or support, our friendly fundraising team are on hand to help you on 0300 1000 200 or at fundraising@macmillan.org.uk
We’re delighted that you would like to support Macmillan Cancer Support. Together we can help change the lives of millions of people affected by cancer.

By 2020, almost one in two of us will get cancer in our lifetimes. It’s the toughest fight most people will ever face. But they don’t have to go through it alone. The Macmillan team is there every step of the way. From the nurses and therapists helping people through treatment to the campaigners improving cancer care.

Our ambition is to reach everyone affected by cancer – but we can’t do this alone. You may have chosen to support us because a loved one, friend or colleague has been affected by cancer, or simply that you want to help others through their cancer journey.

From a treasure hunt, a team fundraising ‘Go Green Day’ or running a marathon to a pub quiz, everything you do to raise money will play a vital role in helping us achieve our ambition. Macmillan is a national charity, with local impact.

**PUTTING THE FUN INTO FUNDRAISING**

This fundraising pack has been designed to make sure all the fundraising you do for Macmillan is fun and rewarding. In here you will find top tips, ideas and information to help you. You can also visit be.macmillan.org.uk to order a range of promotional materials and merchandise. Choose from hundreds of poster and flyer templates that you can easily customise and print (further details are in the Getting the Most Out of Your Fundraising section).

Whether you need information, advice or some fundraising materials, our fundraising team at our fundraising support centre are here to help so please feel free to get in touch on 0300 1000 200 or at fundraising@macmillan.org.uk

Whether you chose to do a fundraising activity or to give a direct donation, every pound you raise can help us change the lives of people affected by cancer.

Good luck and thank you.

Best Wishes from

**Your Macmillan Fundraising Team**
Auction of promises
Ask colleagues to come up with a promise – such as getting coffee for the whole team for a week or getting your boss to wear fancy dress or do a job swap. Auction the promises over the company intranet or on the staff noticeboard.

Bring and buy sale
Ask colleagues to bring in unwanted gifts, console games and other gadgets and organise a bring and buy sale one lunchtime. If you have a company car park, make it a car boot sale.

Coffee morning
Hold a cake sale during your coffee break or get involved in Macmillan’s World’s Biggest Coffee Morning.

www.macmillan.org.uk/coffee

Dress down day
Take the tie off and charge people to have a dress down day; wear a onesie to work, don some fancy dress or ‘Go Green’ for a day and wear green wigs, T-shirts and anything else green. (You can even order some merchandise from be.macmillan.org.uk)

Expedition
Near or far, to the Pennines or just to the pub, organise your own company expedition. This can be sponsored or ticketed. Or you can contact our friendly fundraising team on 0300 1000 200 to find out about our local walking and our hiking events.

Give it up
Get someone to sponsor you to give up something for a period of time, e.g. coffee, chocolate, your BlackBerry or smartphone, or give up smoking for good. Fines could be charged for falling off the wagon. You could also opt to go ‘cold turkey’ and register for our Go Sober for October event at gosober.org.uk

Head shave
Change your style and shave your head to keep cool during the summer months, or avoid bad hair days at any time of year. Set a target (aim high) and recruit a volunteer to ‘brave the razor’ once the fundraising target is reached.

Five-a-side
Organise a football tournament with teams of your colleagues, rival companies (friendly competition of course), friends and/or family, e.g. at your local sports centre and charge an entry fee per team. You can even sell tickets to spectators.

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Change your style and shave your head to keep cool during the summer months, or avoid bad hair days at any time of year. Set a target (aim high) and recruit a volunteer to ‘brave the razor’ once the fundraising target is reached.
Ice cream day
Fill a cool box with supermarket ice creams and lollies. Sell them around the office on a really hot day.

Jailbreak
Organise a competition where teams dress up as convicts and try to get as far away as possible from a starting point without any money or mobile phones (or any other device with internet connection). Each team can pay to enter or get sponsored. Give a prize for the team that gets the furthest away or one for the most unusual mode of transport.

Karaoke
Hold a karaoke night at your local restaurant or pub. People can pay for a party ticket, pay to sing a song or be paid not to sing.

Lunch-less
Ask everyone to bring a packed lunch and donate the money they would have spent on lunch that day to Macmillan.

Mmmmm
Have a summer BBQ. Make the food with a group of friends or colleagues or ask a local company to donate it and ask people for a donation to attend.

Night at the races
Organise a horse racing evening at a local venue. You can show horse races by video, elect a ‘bookie’ and raise money from ‘bets’ and tickets.

Odd job days
Raise money from friends and family by doing all those odd jobs they never get time to do. Mow the lawn, tidy the garage, hang those pictures and give your ‘handy-man’ fees to charity.

Pedal power
Organise a sponsored cycle. Choose a scenic route and invite families, colleagues and/or local companies to take part. Have different distances or levels of difficulty so as many people can join in as possible.

Recycling
Encourage your colleagues to ‘go green’ and raise money by recycling your mobile phones and printer cartridges. For more information call our fundraising support centre on 0300 1000 200.

Quiz night
Test your friends’, family’s or colleagues’ knowledge by organising your very own quiz night. Make it all about sport or music or whatever you are passionate about. Alternatively persuade your local pub to help by donating the takings from its regular quiz night.

Sweepstake
Set up a sweepstake for a big event which could be anything from the first goalscorer in the FA Cup final to the winner of the latest reality TV competition. You can download any of our sweepstake examples from our Ideas of the Month section on be.macmillan.org.uk (enter ‘ideas of the month’ in the search field and select any of the months).
Trading places
Trade places with someone for a day. It could be a work colleague or someone who has a completely different role. Or if you’re a manager, get sponsored to go back to the ‘shop floor’.

Unsaid phrases
Pick your most common corporate speak and challenge people not to use these words for a day by penalising those that do. Or you can stick a swear box in the office. And if people’s worst crime is not swearing but doing something else that causes offence, then get them to pay for this misdemeanour.

Valued customers
If you regularly ask for customer feedback, get customers involved in fundraising by suggesting your company makes a donation for every customer survey returned.

Wine tasting night
What a good excuse to try some fantastic wines. Invite a local wine merchant in and charge participants an entry fee.

Xmas costumes
Get in the festive spirit and get sponsored to wear festive costumes into work or fine those that don’t. Get competitive by awarding the best/worst dressed team or individual. Or you can hold a competition for the team that has the best Xmas decorations in their area of the office.

Yo-yo championships
Say hello to an old playground favourite: the yo-yo. You could even try spinning it around in front of a paying audience. Then whirl all the money raised right over to Macmillan.

Zzzz
Give up some valuable sleep. Challenge colleagues to turn up early for work for a week and get team heads or managers to sponsor them. Organise tea and bacon sarnies for the early risers (for a price of course).

Don’t forget to use the sponsorship form contained in this pack when you are fundraising. You can also use the calendar to promote your event(s) to your colleagues.

For more fundraising ideas for your workplace, please visit our Ideas of the Month section on be.macmillan.org.uk (enter ‘ideas of the month’ in the search field).

If you have any fundraising ideas you want to discuss, or if you want more inspiration, our fantastic fundraising team are here to help. Get in touch on 0300 1000 200 or at fundraising@macmillan.org.uk
We want to make your fundraising as simple and successful as possible. So we’ve provided everything you need to get the most out of your efforts.

**be.macmillan.org.uk**
Welcome to the wonderful world of be.Macmillan, our fabulous website to support you in your fundraising efforts.

Visit our Ideas of the Month section (enter ‘ideas of the month’ in the search field) where we feature topical fundraising ideas. Further ideas can also be found in the A-Z of Workplace Fundraising Ideas section of this pack, or if you want to discuss any ideas you have you can contact our friendly fundraising team on 0300 1000 200 or at fundraising@macmillan.org.uk

If you need an eye-catching poster to advertise your event, a flyer or an invitation, you can choose from hundreds of templates. Just add your event and contact details, download it to your PC and print. Simple.

You can also check out all the great merchandise we have to support you, from t-shirts, balloons, collection tins, through to green wigs and more.

See how other supporters have promoted their event using be.Macmillan by watching our videos at be.macmillan.org.uk/supporters

**Publicity and PR**
Promoting your fundraising activity through the media will help you shout about your efforts and ultimately raise more money for Macmillan. You could obtain excellent free publicity for your fundraising in your local media – local papers, radio stations and even regional TV stations.

**Social Media**
If you have a Facebook page, or if you’re on Twitter, then make sure you tell everyone about your Macmillan fundraising events and keep them updated. We would love you to share your amazing fundraising achievements by connecting with us on Twitter or Facebook at: /macmillancancer @macmillancancer

**Beat your target**
People who set a target raise more money. A brilliant way to create a sense of team effort, achievement and engage everyone involved is to set a fundraising target that you can achieve on your own or as a team. The more ambitious and challenging your goals, the more reward you will get back and the more you will be able to help people affected by cancer.

You can also mark the progress of your sponsorship to date, thank your fundraisers or show off your fundraising success by using our totaliser poster which can be downloaded and customised from be.macmillan.org.uk, just enter ‘totaliser’ in the search field.

To know how your vital funds will be used, see the How Your Money Could Help... section.
**justgiving.com**

JustGiving is the easy way to raise money for Macmillan and donate online. It makes it simple to set up your own fundraising web page and collect donations from friends and family online. That means no more paper sponsorship forms.

If you want to create your own company page, all you need to do is go onto [justgiving.com](http://justgiving.com) – it really is easy and enables all your supporters to see what you are doing.

Please tell us once you have created your page so we can help support you, and if you need help setting it up then just contact us at fundraising@macmillan.org.uk

**Gift Aid**

To maximise your fundraising efforts, don’t forget to ask your supporters and colleagues to use Gift Aid on their donations.

Gift Aid is a wonderful scheme. It gives charities like us the opportunity to claim back the UK tax that supporters have already paid on their donations. So every single £1 becomes £1.25 at no additional cost to the donor.

**Giftaid it**

**Cheers**

Finally we just want to say thank you so much for wanting to fundraise through your company for Macmillan. We hope you will enjoy raising money for us. On behalf of the people that Macmillan is able to help because of your support – thank you.
If you want to discuss any fundraising ideas, please feel free to contact our friendly fundraising team on 0300 1000 200 or at fundraising@macmillan.org.uk.

To help you keep track of and promote any of your fantastic events we have put together this calendar which you can update throughout the year.

For additional fundraising ideas, you can refer to our Ideas of the Month on be.macmillan.org.uk or the A-Z of Workplace Fundraising Ideas included in this pack.

Enjoy fundraising for Macmillan.
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Enjoy fundraising for Macmillan.

If you want to discuss any fundraising ideas, please feel free to contact our friendly fundraising team on 0300 1000 200 or at fundraising@macmillan.org.uk
Read Mario, Bill and Charmaine’s stories to see how every pound you raise will help us make sure no one faces cancer alone.

Bill’s Story

Bill’s wife Betty was diagnosed with pancreatic cancer in 2007. Sadly doctors were unable to remove the tumour.

While Betty was recovering from the operation, the couple met Tony, who went on to become their Macmillan nurse. Bill says the whole family became very fond of Tony, and wouldn’t have coped without him.

‘Without Macmillan it would have been one hell of a bad journey.’

You can watch Bill’s story at macmillan.org.uk/Bill

Charmaine’s Story

Charmaine has been a Macmillan cancer nurse specialist for 14 years.

Her main role is making sure that patients have the information they need to make informed decisions about their treatment and cancer journey, helping them to feel more in control of what’s happening.

‘Being a Macmillan nurse is like wearing a badge of honour.’

You can watch Charmaine’s story at macmillan.org.uk/Charmaine
Mario’s Story

Mario was diagnosed with Non-Hodgkins Lymphoma. He was self-employed and too ill to work. He lost his business, his home, and was getting divorced.

It was his Macmillan nurse Pat who helped him through these difficult times. He was given a council flat and Pat arranged for him to receive a Macmillan Grant to help furnish it.

‘I felt like I was falling from a great height but Pat, my Macmillan nurse, was there to catch me.’

You can watch Mario’s story at macmillan.org.uk/Mario

Macmillan Relies on Donations

From Supporters Like You for 99% of Our Funding

Without people like you there would be no Macmillan nurses like Charmaine or grants to help people such as Mario or Bill and we would not be able to offer other services which provide the support, energy and inspiration to put people facing cancer back in control of their lives.

The figures below show what the money you raise could fund. If you wish to set a fundraising goal you can use these examples to demonstrate the impact you and your colleagues are making in helping people affected by cancer.

£132 could fund a Macmillan cancer information and support officer for a day. This would mean more people affected by cancer would have someone to answer their questions and talk to about their concerns.

£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.

£500 could help a father or a mother apply for a grant for childcare during his/her cancer treatment.

£1,000 Every £1,000 we spend on the financial support element of our phone service could lead to our cancer support specialists helping people affected by cancer claim £30,426 in benefits they are entitled to.

£4,393 could pay for a Macmillan nurse for a month, helping people living with cancer and their families receive essential medical, practical and emotional support.
Please follow these guidelines for the different methods you can use to pay in the money your company (or individual employees) have raised or donated to Macmillan Cancer Support.

**Cash/cheque – at the bank**
To make a donation by cash or cheque in person at the bank – please contact our fundraising support centre on 0300 1000 200 or at fundraising@macmillan.org.uk
They’ll be able to send you a paying in slip to use at any branch of NatWest, RBS or Ulster Bank and take your details so that we can send you an acknowledgement letter.

**Cheque – via post**
Cheques 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 include a covering letter with your company name and address and any additional details regarding the donation.

**Paying in online**
You can set up a JustGiving page at justgiving.com It is simple and enables you to automatically collect money from your supporters and claim Gift Aid.
Please contact our fundraising support centre and they can provide you with a reference number and our account details to use for a bank transfer or BACS payment. They can also take your details so we can send you an acknowledgement letter.
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 (details given below). 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 (details given below).

**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/TermsandConditions/PrivacyPolicy.aspx

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
We need your support
Please read the information below to help us benefit even more from Gift Aid.
If you require more fields on your form you could photocopy it, or alternatively download a copy from be.macmillan.org.uk

Raise even more with Gift Aid

Using Gift Aid means that for every £1 you give, Macmillan Cancer Support can claim back 25p from HMRC, helping your donation go further.

This means that £100 can be turned into £125 just so long as donations are made through Gift Aid. Imagine what a difference that could make – and it doesn’t cost you a thing.

So if you want your donation to go further, Gift Aid it. The money raised from Gift Aid goes a long way to helping Macmillan make sure fewer people face cancer alone.

Guide to Gift Aid

Write your full name
To claim Gift Aid, the form must be clearly completed in the sponsor’s handwriting.

Fill in your home address
Please do not include your work address as HMRC need to know where you live to claim Gift Aid.

Avoid ditto marks
Unfortunately, we can’t claim Gift Aid on your donation if ditto marks (") are used.

Write down your donation
The most important bit – how much would you like to sponsor someone for their event?

Tick the Gift Aid box
If you’ve read the declaration and are happy to include Gift Aid, please tick the box.

Tip: please do not fill in the form on someone else’s behalf or as a couple.

HOW YOUR MONEY HELPS

£2 could keep a Macmillan information and support centre stocked with free cancer information leaflets for an hour.

£10 spent on running our benefits advice service could help someone with cancer claim £190 in entitled benefits.

£27 could pay for a Macmillan nurse for an hour, helping people living with cancer and their families receive essential medical, practical and emotional support.

£2
£10
£27
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, Camelford House, 87-90 Albert Embankment, London, SE1 7UQ

Make every £1 worth 25p more at no extra cost to you
It’s just a little box to tick, but Gift Aid makes a huge difference when it comes to how much money we can raise to support people affected by cancer.

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<th>Title</th>
<th>Initials</th>
<th>Surname</th>
<th>House name or number</th>
<th>Postcode</th>
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<th>Gift Aid (please tick)</th>
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<td>Mrs</td>
<td>J</td>
<td>Smith</td>
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<td>Mr</td>
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(Please fill in your name and home address in your own writing – otherwise we can’t claim Gift Aid.)

Your Gift Aid declaration: By ticking the Gift Aid box, I confirm that I am a UK taxpayer and I would like Macmillan Cancer Support to treat this donation as a Gift Aid donation. I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the current tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

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.
The joy of sharing

Payday. It’s the best day of the month. Some people celebrate by hitting the shops. Others by hitting the pub. But why not encourage your gang to share a little of that joy with us through payroll giving?

Not only is it a super simple way to support us, but it’s also the most tax effective, because donations are deducted before tax. For example, if someone donates £10, only £8 comes out of their salary and the taxman pays the rest. Or if they’re on a higher tax rate (40%), only £6 comes out of their salary.

Because we know how much and how often you and your team will be making donations, we can plan ahead and make sure your hard-earned cash is put to the best possible use.

www.macmillan.org.uk/payrollgiving
We’re in this together

By 2020, almost one in two of us will get cancer. That means you’re likely to have to manage the impact of cancer in your workplace.

Macmillan’s experience with people affected by cancer makes us ideally placed to help you. Our expertise is in workplace training, advice and support.

Join Macmillan at Work

Sign up to Macmillan at Work today to receive a free copy of our Essential work and cancer toolkit, which will introduce you to our excellent advice, guidance and everyday tips for you and your employees.

You’ll also get access to further online resources and regular updates on work and cancer and other long term conditions via our newsletter.

What’s more, you’ll be able to book one of our specialist training and consultancy sessions, which cover topics such as making adjustments in the workplace, talking about cancer and supporting carers.

It’s time to make your workplace as supportive as it can be for anyone touched by cancer.

www.macmillan.org.uk/atwork

‘We found the session very useful and worthwhile and hope to take a number of ideas forward.’

Rebecca, Employee Relations Consultant, Spire Healthcare
No matter what your interests or passions are, there is bound to be something for you if you want to volunteer with Macmillan.’

Katie, Volunteer

Volunteers – we love them

At Macmillan we couldn’t do what we do without the amazing work of our volunteers.

There are lots of different ways in which you and your team mates can volunteer to use your time, energy and experience to help support people affected by cancer.

You could join one of our local fundraising groups or you can even start one of your own. Perhaps you fancy rolling up your sleeves and giving someone with cancer a hand with gardening, shopping or lifts to the hospital, or maybe you can help us push for better cancer care by getting involved in our campaigning activity. There are even opportunities for those with cancer experiences of their own to share their story with others be it online, in the media, in schools or in person.

However you and your colleagues choose to get involved, you will be inspiring others and helping us to make sure no one faces cancer alone.

www.macmillan.org.uk/volunteer

Questions about living with cancer? Call free on 0808 808 00 00 or visit macmillan.org.uk

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). Also operating in Northern Ireland. Registered office: 89 Albert Embankment, London SE1 7UQ. MAC13410_0914
We worked with SITA UK because they want to be a company that gives something back to the communities it serves.

‘Our relationship with Macmillan has not only enabled us to do this, but, just as importantly, we have engaged and connected with our employees in a way that we never have before.

Our Big Ride cycle relay from Aberdeen to Cornwall seemed like an unachievable challenge, but thanks to the dedication of our people and the fantastic help and support we received from Macmillan, we did it. I’m thrilled that we have managed to raise over £80,000.’

David Palmer-Jones, CEO, SITA UK

Contact our fundraising support team on 0300 1000 200 or at fundraising@macmillan.org.uk
Thank you so much for raising money for Macmillan.

Every single penny raised will help make sure no one faces cancer alone. If you have any questions about your activity we’re here to help. Get in touch on 0300 1000 200 or at fundraising@macmillan.org.uk

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.

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