



# You're our HERO!

Thank you for supporting the Ellen MacArthur Cancer Trust

**Fundraising Guide**

# Welcome!

Thank you for choosing to support the Ellen MacArthur Cancer Trust – we're so excited you're here! You are about to join a group of fantastic fundraisers doing something amazing to help young people in their recovery from cancer.



If you're still looking for fundraising ideas turn to **page 4** to get inspired.



Remember we have a digital resource pack ready and waiting for you [on our website](#).



Ready to go? Head to **pages 8 & 9** for useful information to help get your donations off to a flying start.



“On the trips some magic happens, and really it’s not about sailing, it’s about being together. We see a huge transformation in many young people the first time they come with us. We often have letters from parents saying ‘thank you’ for giving us our son or daughter back. Thank you for helping us make a difference.”

**Dame Ellen MacArthur,  
Founder and Patron**

# How YOU are making a difference

Each and every one of our fundraisers are crucial in supporting more young people in rebuilding their lives after cancer. Every penny you raise will make a huge difference.

## Where could your fundraising go...



**£25**

Supplies summer essentials including water bottles, games, and sun cream for a young person on their trip.



**£50**

Covers the cost of one young person's meals on board a four-day trip.



**£128**

Covers the cost for a young person's travel to and from locations across the UK to their trip base.



**£671**

Pays for a young person to come on their first four-day sailing trip in Largs or Cowes



**£781**

Funds a young person to come on their return 5-day trip of either sailing or at an outdoor adventure centre.



"It was just over a year since I finished treatment. Being around people who understand I'm not always 100% physically able was really important.

They helped me push myself when I felt able.

"A lot of people my age can't talk about cancer or get really uptight over it. I was with people who understand I've had cancer and I'm still healing. The impact of that on your life is unbelievable."

**Katie**

# Get inspired

How do you enjoy spending your time? What's your favourite hobby? Maybe you have a party trick up your sleeve?

Whether you would like to take on a personal challenge on your own, or involve a group of people, there are plenty of ways to raise money and have fun. Our team is here to support you.



**Take on a challenge** – Have you always wanted to row the Atlantic or is running 5k more your thing? Whether you run, cycle, swim or do it three-legged, there are plenty of [UK-wide challenge events you can sign up to](#). Or could you come up with your own?



## Ready, Steady, BAKE –

Challenge your friends, family or colleagues to a community bake off. Why not give it a nautical theme? How about a 'Big Boaty Bake-a-thon?' Eat cake, donate per slice (or two!) and share a cuppa as you raise money.



## An event to remember –

From stand-up nights to gala dinners, glitzy fashion shows to golf days, Christmas shows to Easter Egg Hunts there are so many fun events you can put on. You will find local venues are usually more than happy to help too.



**Stand out** – Head shave? Sit in a bath of beans? A dance-a-thon? A sponsored silence? Think outside the box and come up with an idea to inspire donations.



**Battle of the brains** – Quiz nights – in person or virtual – bring your friends, family and colleagues together, get the competition going and offer plenty of chances to raise cash. Don't forget prizes for best team name and winning team too!



**Quit it** – Get sponsored to boot your bad habits, or donate the money you have saved.



**Going digital** – Stream a musical performance from your home, host an online auction, or take part in a gaming marathon. There are endless ways to raise money with just an internet connection.



## Kayaking round the Isle of Wight with Tim

After rekindling his passion for kayaking Tim began to wonder, 'how far can I go?' In July 2019, with months of training behind him, he set off on a circumnavigation of the Isle of Wight – all 95km!



"This was by no means an easy day for me. But it is nothing compared to the challenge of cancer. I felt every paddle stroke was fuelled and motivated by the great power the water has to bring people together and make them stronger. The Ellen MacArthur Cancer Trust does that for young people who really need it every day."

**Tim Wiggins kayaked around the Isle of Wight raising a whopping £1266! (incl. Gift Aid)**



## Largs Golf Club – ladies charity golf day

“The Ellen MacArthur Cancer Trust is a locally-based charity a stone’s throw away from the golf club. I had heard of the good work undertaken by the Trust and we knew lots of people would support this worthwhile cause.”



## John’s annual clay pigeon shoot

“Volunteering on the trips has given me first-hand experience of where the funds raised at events like ours go into helping young people with cancer or in recovery. Believe me, the money raised is well spent and really helps, I have seen the change in the young people over a week’s sailing trip, it is inspirational and never ceases to amaze me.”



## Pensioners paddle the pennines

*John and Paul paddled their canoe 127 miles along the Leeds/Liverpool Canal over 12 days*

“One of the really enjoyable parts of the journey was meeting so many people in pubs, cafés and along the towpath. We are so glad we had the Trust’s logo on the canoe as people asked about it and after talking to them as we progressed down the canal, they asked us to pull over to make a donation. We collected over £100 in cash just from passers-by.”



## Danielle making scrubs for NHS frontline staff

“Having experienced the incredible work the Ellen MacArthur Cancer Trust does, I thought, how could I make my impact? I have a Jones sewing machine and joined a sewing group on Facebook for the NHS. I set a goal of sewing 13 gowns. But it’s gone way beyond that!”



## Izzy’s Spinnaker Tower abseil

“I was so excited to have this huge experience that would give so much back to the charity that gave me so much! It felt like I was going on one of the trips, it started with a few nerves but more excitement, then the proud feeling at the end and the happiness that I had smashed it! I loved every minute.”





## Ben and Hope's Goats Landy adventure

*Drove from John O'Groats to Land's End in a 1955 Land Rover*

"12 days, between three and eight hours driving per day, no radio, no air con, seven-year-old Hope navigating without assistance. An endurance test of one of the highest types!"

"I was inspired and energised by the sheer positivity of every person in the charity, whether that be an employee, volunteer, or indeed even a recipient of the amazing Ellen MacArthur Cancer Trust. The passion is infectious."



## Running in recovery

*Meg Holgate took on the Great North Run*

"The Ellen MacArthur Cancer Trust has really helped me regain confidence from being ill. When I got ill, I didn't realise how long it would take to get back to fully functioning, or as functioning as I now can be. Signing up for the Great North Run was a sign I was better."



## Teekay Shipping employees took on a two-day 80km hiking challenge over the South Downs

"As an office we don't do many events together, so I made a real effort to organise something that was challenging but gave people the option to participate as much or as little as they wanted by making it relatively accessible. As a result we had a turnout of people that was better than expected. The greater the participation the better the fundraising, because even if each person only raised a few quid it all counted towards the total."



## Juliet's hospital bake sale

"The atmosphere on the day was buzzing – a real community spirit developed in the hospital foyer, people mingled and chatted over a yummy bun and it certainly helped to raise awareness in my local area."

# How will you get donations to us?



## Raising funds online

Online fundraising pages are great for raising money and awareness. Head to [justgiving.com/emctrust](https://www.justgiving.com/emctrust) to set up a page and start sharing. Add a target and include photos and updates on your fundraising to update everyone. Donations are automatically paid to us.



If a paper sponsorship form works better for you, you can download one from our website.



## By post

Make cheques payable to 'Ellen MacArthur Cancer Trust' and use the enclosed Freepost envelope to send this to us.



## Pay in online

Donate any offline funds via our website at [ellenmacarthurcancertrust.org/donate](https://www.ellenmacarthurcancertrust.org/donate)



## Over the phone

Call **01983 297750** Monday – Friday 9am to 5pm.

*giftaid it*

Remember to ask your sponsors to include Gift Aid if they are UK taxpayers. It won't cost them any more, but we will get an extra 25% of whatever they donate from HMRC, and it makes a huge difference!





# Sharing your story

Top tips to promoting your fundraising:



- 1 Make it personal** – Why have you chosen to fundraise for the Ellen MacArthur Cancer Trust? Have we supported you or someone you know? This can be helpful in making what you are doing matter to other people, in engaging friends and strangers alike and raising the profile of what you are doing.
- 2 Use social media** – Share your fundraising adventure online with your social networks, and tag us on Facebook, LinkedIn and Instagram too! Share videos, photos and sponsorship links regularly to raise the profile and increase donations.
- 3 Tell the local media** – If you are doing something amazing, unusual, or hosting a fun community event, tell your local newspaper or radio. Explain why you are doing it, send them pictures of your training or preparation, then follow up with them when you have done it. They might even send along a reporter or photographer.
- 4 Spread the word** – How else could you let people know? School or work newsletter? Social media? Wherever you can!

# Six top fundraising tips!



**Set a target** – Use examples of the difference your money will make from page 3 and choose a target. This is a great way to persuade your friends to help you reach it and it will keep you motivated too.



**Share the love** – Just been for a training run? Tell your friends and share your sponsorship link. Tested a new cake recipe? Snap a photo and remind everyone to get their money ready. You get the idea!



**Ask for help** – If you are running an event or training for a big challenge, rope in friends and family to help you. Not only will you be able to share the workload but it will be more sociable and enjoyable.



**Say thank you** – Always thank all those who have helped you along the way. Tell them how important they have been and the difference their donations will make.



**Have fun** – Enjoy every minute and don't forget to share your fundraising plans with us so we can cheer you on, support you with resources and tell others what you are up to.



**Remember why you are doing this** – Every day 12 children and young people are told they have cancer (CRUK, 2019). Supporters like you play a critical part in helping more young people rebuild their lives after their treatment ends. Thank you!

"To find a charity which offers something so positive to young people really inspired us. The nautical link tied in well with the raft race and we thought it would really capture people's attention – it did!"

**Camilla and team dressed as Santa for the 2019 Lewes to Newhaven Raft Race, organised annually on the River Ouse, East Sussex**



# The fine print

We want to keep the fun in fundraising, as well as keeping you safe and legal, so here are a few things you need to know.



## Permission

If you are holding an event in a public area, you must get permission first. Contact the local authority or the property owner.



## Lotteries and raffles

If you are planning on using these to fundraise, you may need a licence. Please call the team on **01983 297750** and we can offer some advice.



## Volunteers

If you use volunteers to help at an event, you need to fully brief them on their roles and make sure you provide any equipment or safety clothing they need.



## Food guidance

Visit **food.gov.uk** for up to date advice on how to handle and cook food being served at a public event.



## Insurance

Before holding an event, check first to see if your venue has Public Liability Insurance in place. If you are holding the event at home, check your insurance covers it too. Any questions? Get in touch with us.



## Collections

Bucket collections can be done in public spaces, supermarkets and train stations, for example, but special permissions will be needed. Collection tins can be left in shops, pubs and offices but will need written permission. Boxes and buckets must be clearly labelled with the Ellen MacArthur Cancer Trust's name, address and charity number. They must be sealed during the collection and counting should be done with a witness. Full guidance will be provided when buckets and tins are sent to you. Get in touch if you would like any.



## Under 18s

If you are under 18, you will need permission from your parent or guardian to raise money for the Ellen MacArthur Cancer Trust. Please show them this pack and discuss your ideas to make sure they are happy with your plans.

# Other ways to get involved



## BECOME A

### 'FRIEND OF THE TRUST'

Make a difference every month by becoming a regular supporter. Sign up on our website [ellenmacarthurcancertrust.org/donate](https://ellenmacarthurcancertrust.org/donate).



## VOLUNTEER

### FOR THE TRUST

Could you spare a few hours to provide valuable support at sports events, talks and in local communities?

Go to our website to explore all the volunteering opportunities across the UK, that are key to delivering the magic for young people who need our support.

If you could be a brilliant volunteer  
Email [volunteer@emcancertrust.org](mailto:volunteer@emcancertrust.org)



## SHOP IN OUR

### ONLINE STORE

Get your hands on exclusive Ellen MacArthur Cancer Trust merchandise and gifts at [ellenmacarthurcancertrust.org/shop](https://ellenmacarthurcancertrust.org/shop)

Units 53-57, East Cowes Marina, Britannia Way,  
East Cowes, Isle of Wight, PO32 6DG  
Tel: 01983 297750 Email: [info@emcancertrust.org](mailto:info@emcancertrust.org)  
Registered Charity Number: 1096491  
Scottish Charity Number : SCO44013



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