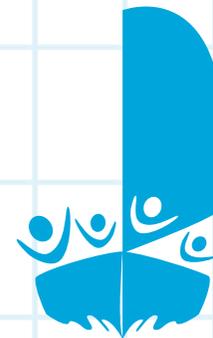


Fundraising

Your complete guide to raising money
for the **Ellen MacArthur Cancer Trust**

Guide



ellen
macarthur
cancer trust

rebuilding young
people's confidence

Thank you for fundraising for the Ellen MacArthur Cancer Trust!

By meeting the challenges of sailing at sea, our young people gain confidence and are reminded there is life beyond their illness. They also meet other young people who know exactly what they have been through, and realise they are not alone.

Thanks to the support of people like you, over the past 10 years we now work with every young person principal treatment centre in the UK, these work with 95% of young people being treated for cancer.

Our trips give these young people an opportunity to help rebuild their confidence straight after treatment, which is enormously important in their long-term recovery.

We help them to re-discover their future.

We believe every young person in this position should have the chance to join us, and every single pound you raise from your fundraising challenge will make a huge difference to the lives of these incredible young people.

Good Luck!
Dame Ellen MacArthur

Ellen MacArthur



The Ellen MacArthur Cancer Trust takes young people aged between 8-24 sailing to help them regain their confidence, on their way to recovery from cancer.

Our young people's lives have been devastated by illness. They now have to overcome significant challenges – physical and psychological – to rebuild their lives.

Our trips allow each young person to step away from their illness in an inspiring, safe and fun environment. It restores the independence treatment stripped away.

With your help we can support more young people in recovery from cancer.

This guide will give you some top tips to make your fundraising a runaway success! We're always on hand to help, so get in touch if you need us!

Getting started...

Get Inspired!

Think of a great way you want to raise money for the Ellen MacArthur Cancer Trust. Our supporters never fail to surprise us with their inventive ways to raise money, but equally tried and tested ideas are just as effective.

Space Invaders

What sort of space will you need for your event? Indoors or outdoors? Big or small? What facilities do you need? Top tip – tell the venue your event is for charity and you may get a reduced rate.

Use Us

Tell us what you are up to and our team of expert fundraisers can help with any queries or ideas that you may have.

A Little Help from Your Friends

Need some help fundraising? Make a list of tasks that need doing, then recruit some willing volunteers to assist.

If You Don't Ask.....

Holding a raffle? Ask local businesses to donate prizes. Need equipment? See if you can borrow rather than buy stuff. You will be surprised how generous people can be when they know you're fundraising for charity.

Set a target

And once you've set your fundraising goal, tell everyone! Seeing how you're progressing helps inspire people to give generously.

Spread the word

Media coverage is a great way to promote your fundraising and encourage support. Tell us about your event – WHEN it will take place, WHAT you are doing, WHY you are raising money for the Trust and HOW people can support or contact you – and we can help promote the event on our website, Facebook and Twitter pages.



TOP TIP:
**Tell the venue
your event is
for charity and
you may get a
reduced rate.**



What to do?

Ideas for fundraising are endless, but here's some inspiration to trigger your imagination and put the FUN into fundraising.

BBQ/dinner party: invite your friends round, offer drinks and some good grub and charge £10 to enjoy your fundraising hospitality. 20 pals = £200!

Quiz Night: create a brain-busting quiz for your friends or colleagues.

'Guess the...': weight, amount, name etc of anything you want! Although if you're putting something in a jar it's probably best to make it something people would like! Guess the baby photo competitions are always popular too.

Themed Party: international, Murder Mystery, Hawaiian ...the choice is endless!



Bake Off: hold a bake off challenge at work or amongst friends and family.

Rubber Duck Race: entrants pay a fee, choose a duck and have their name attached.

Mad Hatter's Sensory Tea Party: host a tea party, but blindfold guests and they have to guess food by smell, touch or taste.

Office Olympics: organise a series of mini-events to crown the Office Champion. Throwing rolled up paper into the recycling bin (points for distance), speed typing, synchronised chair swivelling, timed filing.

'Blue-Sky Thinking' swear box: challenge your workmates not to use office jargon for the day, every time they do, they pay up. Make a hit list of banned terms.

Cold Turkey: sponsor people to give up their bad habits for a week.

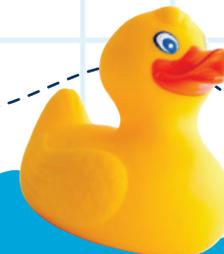
Involve Kids: hold a child-friendly event like a Teddy Bear picnic.

50/50 Raffles: sell raffle tickets and offer half the proceeds as prizes.

Birthday Pledges: ask for donations to the Trust as a birthday present.



FINISH



Challenge yourself!

Whether on your own or in a team, what better way to raise money and enjoy an adrenaline rush than taking on a challenge? Push your physical limits, overcome a fear or do something totally new, but get double the fundraising feelgood factor!

Here are some possible challenge ideas:

- **Run a marathon**
- **Organise a sports tournament**
- **Skydive**
- **Wolf Run**
- **Cycle challenge**
- **Abseil the Spinnaker Tower**
- **Tough Mudder**
- **Triathlon**
- **Challenging walk or climb**
- **Sailing adventure**

Every year we enter a team into the Great South Run – a 10 mile run along the coast of Portsmouth and Southsea. If you would like to join our Trust Team, get in touch!



Seven-year-old Skye cycled 600 miles across America for the Trust!

Averaging 25 miles a day with her mum and dad, it was, as she said, “nearly 100 miles for every year I’ve been alive!” On the last day she covered an incredible 46 miles.

The family camped and cooked on a small stove every night of the three-week trip, even encountering a few rattlesnakes along the way.

Dad Ben said: “Skye never complained and she cycled so hard, even on the last day, which exhausted me!”



CLICK
HERE FOR
UPCOMING
EVENTS

Paige's Story

Paige was diagnosed with a brain tumour when she was just 10. Her mum Jane recalls "The consultant told us Paige had a tumour behind her eyes that was so big he was surprised she hadn't had a seizure, it was just crazy. Everything happened so fast. I remember her saying she didn't think she was going to walk out of hospital alive."

"Cancer is terrible for anyone, but often, after treatment, the person can carry on with their life the same as before. When it affects the brain, the person can change a lot." says Jane.

"Before her surgery Paige was a right little tomboy, really active, always playing cricket and football but afterwards she was like a zombie, which was very difficult. Since then it has been one thing after another."

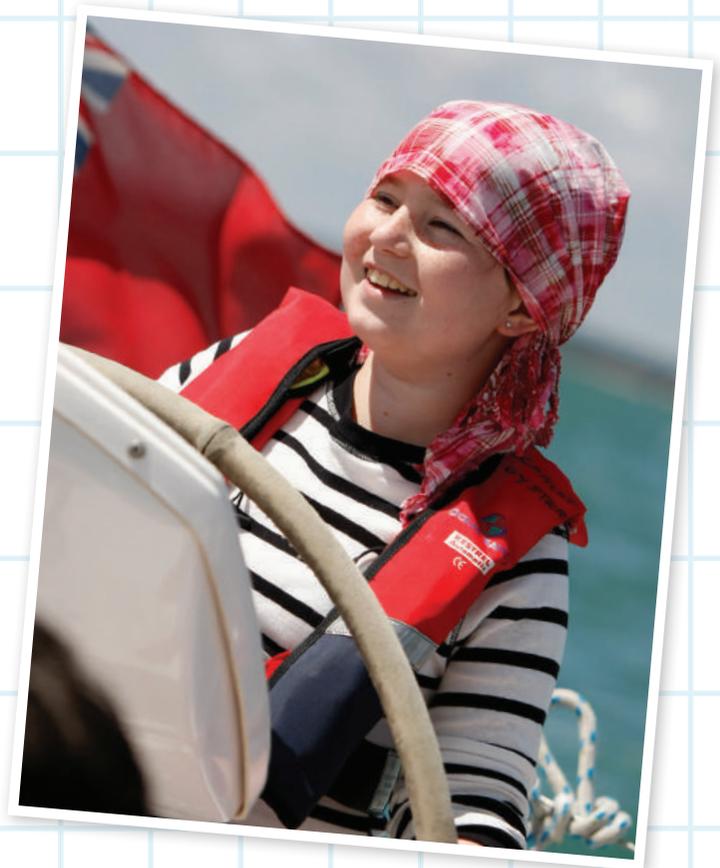
"Five years ago Paige relapsed and we were told there wasn't much more the doctors could do. Miraculously this tumour vanished, but then three more appeared and we had to fight hard for new radio-surgery treatment which was really effective. Paige is not yet in remission and the tumours are still there but they are static, which is great news. There have been many side-effects, Paige is now 18 but will always be the same height as when she was 10, and her memory has been affected so she can't really go out by herself. "We get through most things by just laughing about

them. When Paige was recently told she had cataracts she joked they should just put her down now! She has an amazing sense of humour and takes everything in her stride.

"I was delighted when I found out Paige could go sailing with the Trust and try something different on her own. I read in the Trust newsletter that the trip aims to rebuild confidence, and it certainly did.

She came back a different person, her confidence was back! She couldn't stop talking about meeting Ellen and her dog, and she loved absolutely everything about the trip."

Paige returned to our Waterpark residential activity week in the Lake District in 2011, and has taken part in the J. P. Morgan Asset Management Round the Island Race for the last 2 years.



"I couldn't pick my best bit of the trip; I had so much fun and had loads of water fights. I'd love to go again, any day!"



Raising the Cash

Create an online fundraising page

Go online and set up a fundraising page for your event with Virgin Money Giving. This will allow you to reach a wider audience who can donate in a fast and secure way. A step-by-step guide on how to do this is on the next page of this booklet.

Start social networking

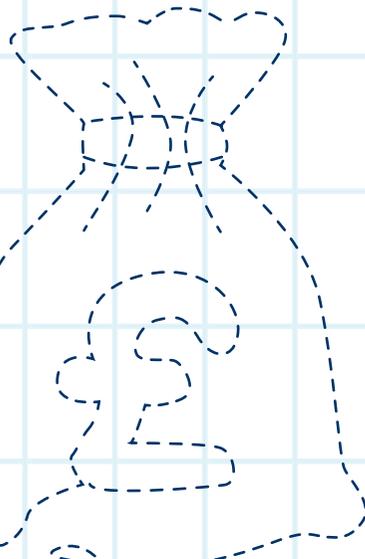
An easy way to share your fundraising page with a wider audience, post updates about your event or challenge to keep people up to date and engaged. The more of a 'story' you tell, the more people are likely to start rooting for you and donate.

Matched Giving

Some workplaces operate a matched-giving scheme, where they will match the amount you raise. Give them credit by publicly thanking them at your event and/or in your social media posting and any press releases/media commitments.

Gift Aid

This is a government scheme allowing charities to claim an extra 25p for every £1 sponsored. The money comes direct from the government; we are simply reclaiming tax already paid on donations. Get UK taxpayers to tick the Gift Aid box on your sponsorship form and include their full name and home address including postcode.



**Gift Aid:
Get UK taxpayers
to Gift Aid their
sponsorship money
and raise an extra
25p for every
£1 sponsored**



Setting up your **virgin money giving** page



Step 1: Your fundraising challenge

Click the 'Create your page' button on the homepage. You will be asked the what, when, where and who about your event. If you're taking part in an organised event the details may already be pre-loaded so you can just search for your event.

Step 2: Your charity

Next you will be asked the name of the charity you wish to support. Just enter 'Ellen MacArthur Cancer Trust' and Virgin Money Giving already has us saved.

Step 3: Register or sign in

To set up your page you will be asked to register or, if you already have an account, sign in with Virgin Money Giving. Register by simply entering your contact details and choosing a password for your Virgin Money Giving account.

Step 4: Customise your page

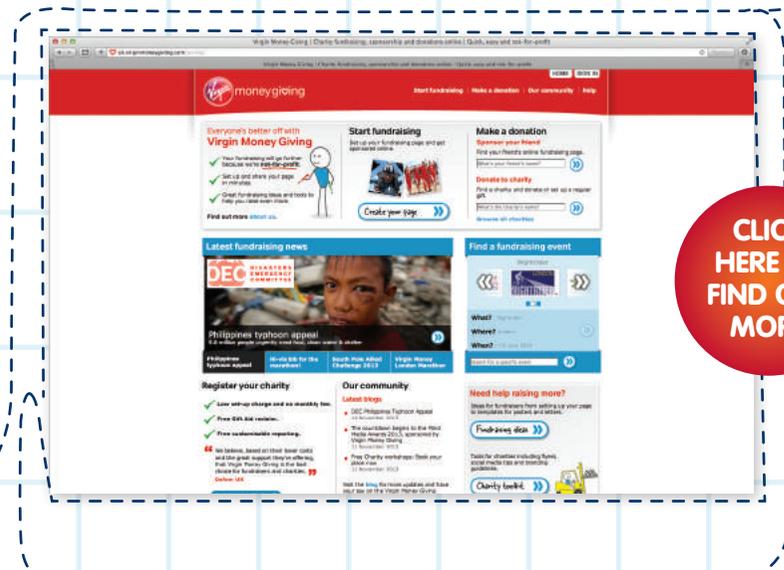
Click the 'create my page' button. Now you can give your page a title, enter information about you and your event and add special features like a countdown calendar, photo gallery and history of the other fundraising events you've done. Top tip – set a fundraising target as research shows pages with targets raise 8% more than those without!

Already raised money outside of Virgin Money Giving? Add this to your

page via the 'offline fundraising' box. Update this page whenever you like by signing in and choosing 'update my page'.

Step 5: Get sponsored!

It's time to tell everyone about your fundraising. From your Virgin Money Giving account share a page link with friends, family and workmates by email, Facebook and Twitter. You can add a 'sponsor me' button to your website or blog too.



CLICK
HERE TO
FIND OUT
MORE

5 ways to help the pennies roll in through email

Email is a really powerful tool for fundraising. Here are a few tips on how to send an email to hit the sponsorship spot.

1. Spread the word

Family, friends and workmates are great starting points but think creatively too. What about people at clubs you belong to, school, church, neighbours, even local businesses and the press. Tell more people and you're likely to raise more money.

2. Give your fundraising a WOW factor

The subject line for your email can make or break it. 'Do you want to see Dave without any hair?', 'I'm going to run through the middle of London in my pyjamas' and 'Want to see me chase Paula Radcliffe for 26 miles?' could all raise interest.

3. The Personal Touch

You probably have quite strong reasons for doing what you are so share some of that passion and motivation! Why is

fundraising for the Ellen MacArthur Cancer Trust important to you? What training or preparation are you doing? Your chosen event is a challenge in itself, but so is all the hard work that goes into the build up.

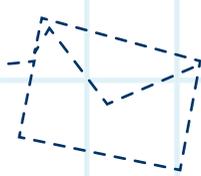
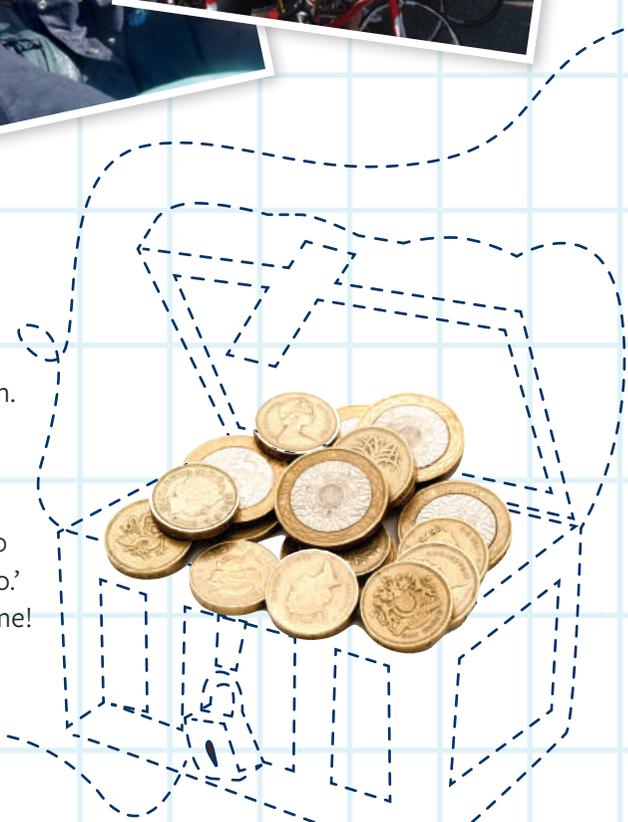
4. Prove you're the real deal

People are wary of emails nowadays, especially ones asking for money. It's important people know your message is 100% genuine. Give people a legitimate and secure way to sponsor you and follow your progress via your Virgin Money Giving page. Link to www.ellenmacarthurcancertrust.org too so they can see what we do.

5. Never think it's job done

You know how it is with emails, sometimes you have good intentions

but are too busy to read them. Don't be embarrassed to email again. Perhaps use... '3 weeks in and fundraising is going well, I've raised £xx so far and only another £xx to go.' Gentle reminders are welcome!



Your event – a handy checklist!

A few things to think about in the build up to your event...

Keep everyone safe

Holding an event with food? Make sure it is cooked thoroughly. Alcohol? Make sure people drink responsibly. Ensure crowds and traffic are managed properly. Who is your first aider(s) and how are you dealing with lost children etc.

License to Thrill?

You may require a license if your event is going to incorporate dancing/music, sale of alcohol, selling of goods in a public place, collecting money in a public place, extended hours and provision of food or drink. Don't overlook this!

Be Prepared

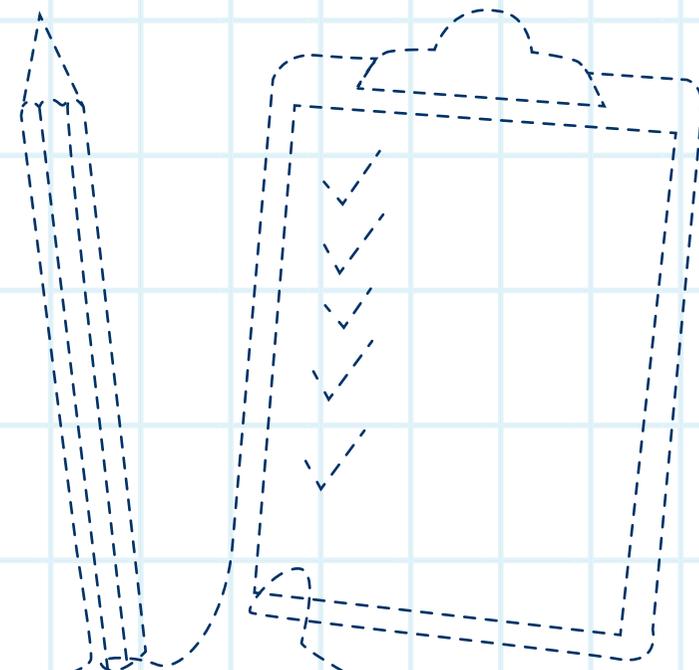
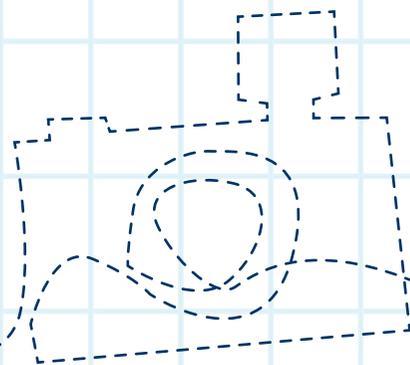
Write a list of what needs to be done before people arrive, and get there early to make sure everything starts on time!

Brief your volunteers

Let all your volunteers know what their responsibilities are for the event and make sure they have got all of the equipment/information they need to carry them out.

Take lots of photos

Make sure you get consent to use photos taken during the event. Use photos on social network pages and local media to raise more money/awareness of your event.



SAY THANKS!

Everyone likes to receive a thank you so make sure all your supporters know how your event went and how much vital cash you raised!

Send us your funds

You can do this in a number of ways:

- **By cheque** – include details of how you raised the money and include your contact details so we can say thank you.
- **Bank Transfer** – phone or email us and we will send through bank details.
- **Phone** – call 01983 297750 and we will process payment.
- If you have any paper sponsorship forms, send them back to us with the cash you have raised so we can claim Gift Aid.

Share your story

Inspire others to follow in your footsteps by sending us any photos or stories from your event to getinvolved@emcancertrust.org - we can use them on our website and social media pages to encourage others to get involved like you!

The difference YOU make



Did you know, almost 80% of young people who receive treatment for cancer in the UK now survive. That's about 2,800 a year. Good news! Currently we can only work with a fraction of these.

£24 PAYS for one young person's essentials during their trip

Your help will allow us to inspire and support even more young people in rebuilding their confidence after illness.



THANK YOU

THANK YOU for raising funds for the Ellen MacArthur Cancer Trust. We hope your event is a great success and everyone has a great time!

Don't forget: We would LOVE to hear how it goes so email us with your story and any photos to getinvolved@emcancertrust.org (NB: by sending photos you are consenting for their use in future Trust promotional materials).

Other ways you can support the Ellen MacArthur Cancer Trust:

- **[Become a Friend of the Trust](#)**
- **[Volunteer](#)**
- **[Shop in our online store](#)**
- **[Leave a donation in your will](#)**

Contact us     

General Enquiries:

info@emcancertrust.org

Fundraising and Volunteer Enquiries:

getinvolved@emcancertrust.org

Corporate Enquiries:

corporatesupport@emcancertrust.org

Phone: **01983 297750**

Write to: **Ellen MacArthur Cancer Trust,
Units 53-57 East Cowes Marina,
Off Britannia Way, East Cowes,
IOW, PO32 6DG**

Search on Facebook:

[Ellen MacArthur Cancer Trust](#)

Follow us on Twitter: **[@emctrust](#)**

Watch us on jimmyteens.tv:

[Ellen MacArthur Cancer Trust channel](#)

Registered. Charity No. 1096491

I would like to donate a single gift to the Ellen MacArthur Cancer Trust

Every penny we receive can make a difference to the lives of the young people recovering from cancer that we take sailing each year.

I would like to give a one-off donation (please tick next to amount below):

- £24** pays for one young person's trip essentials kit
- £60** pays for either 8 young people's sleeping bags or a summer outdoor games kit
- £180** pays for a trip BBQ for 50 young people, volunteers & skippers
- £240** pays for waterproof jacket & trousers, a lifejacket & lifejacket annual service for 1 young person

£ I want to give the amount stated as a single gift to support your work

Name:	
Home Address:	
Postcode:	
Tel No:	Email:

From time to time we would like to send you information on our work.
If you would prefer not to receive information from us, please tick this box:

giftaid it

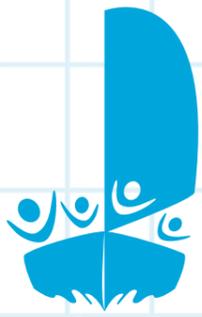
I want to Gift Aid my donation. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

Signed:

Date:

Please send this completed form along with a cheque made payable to The Ellen MacArthur Cancer Trust to:
Ellen MacArthur Cancer Trust, Units 53-57, East Cowes Marina, Off Britannia Way, East Cowes, Isle of Wight, PO32 6DG

Many thanks for your support, from all at the Ellen MacArthur Cancer Trust



ellen
macarthur
cancer trust

rebuilding young
people's confidence

Help the Trust to make a difference

The Ellen MacArthur Cancer Trust works with young people aged 8 to 24 from across the UK, aiming to rebuild their confidence following treatment for cancer. Our sailing trips are all about having fun and building confidence in a safe and supportive environment.



www.ellenmacarthurcancertrust.com