

## FUNDRAISING SUPPORT PACK



# thank you for your support





***FORCE came to  
my rescue and  
I wanted to give  
something back***

## WORKING LOCALLY TO SUPPORT ANYONE AFFECTED BY CANCER

**Cancer Support & Information Centre**

**Support at one of our FORCE@  
locations**

**Funding for cancer research**

**Purchase of equipment to improve  
treatment**

FORCE is an independent charity that relies mainly on voluntary donations. We need to raise in excess of £1.5 million every year. You can help us do this by fundraising, making a one-off donation or giving regularly, using our award-winning shop in Heavitree or leaving a gift in your will.

***Every penny you raise  
is spent LOCALLY!***

# thank you!

It's brilliant news that you have decided to give your time to fundraise for **FORCE Cancer Charity**.

We have played a vital role in local cancer services since 1987 and believe that **ANYONE** affected by cancer deserves the best possible treatment and professional support close to home.

The work of FORCE relies mainly on **voluntary contributions**. Without your support we wouldn't be here, so whether you've decided to cycle, run, dance, sing, shop, jump, swim, bake or donate – enjoy it and remember **YOU ARE** making a **HUGE** difference to so many lives.

## GOOD LUCK

The Team @ FORCE



# WHAT MONEY HELPS FORCE TO BUY



**£30**

gives one person the opportunity to attend a support group



**£50**

would enable one person to attend a community exercise programme



**£100**

enables us to offer benefits advice to someone facing financial challenges



**£500**

would provide support services to children and families for one week



**£1,000**

would run our counselling service in one of our FORCE@ locations for one month



**£5,000+**

would pay for nurses to deliver chemotherapy for one month in all of our FORCE@ locations





# PUT THE FUN INTO FUNDRAISING

Here are some ideas to help you on your way. Whatever you decide, to make it fun!

**5-a-side Football** **50/50 Auction** **Aerobics** **Antiques Road Show** **Archery Competition** **Auction of Promises** **Balloon Race** **Balls – Midsummer / Valentine** **Banger Racing** **Barbecues** **Barn Dance** **Bingo** **Book Shop** **Boules Tournament** **Bric-a-brac Stall** **Bring and Buy** **Brunch-Lunch** **Bucks Fizz Breakfast** **Car Boot Sale** **Coffee Morning** **Collecting at Sports Events** **Collection Boxes** **Concerts** **Corporate Sponsorship** **Craft Fair** **Cream Teas** **Cycling Challenges** **Dance** **Darts** **Disco** **Dog Show** **Donkey Derby** **Draws** **Duck Race** **Fairs** **Fancy Dress** **Father Christmas Sleigh** **Fetes** **Fireworks** **Head Shave** **It's a Knockout** **Jewellery Party** **Jumble Sale** **Karaoke** **Karting Challenges** **Kids Painting** **Ladies Days** **Laser Shoot** **Majorette Competition** **Mini/Half Marathons** **Open Gardens** **Pancake Race** **Parachute Jump** **Short Mat Bowls** **Silences** **Slims Speciality** **Speaker** **Sporting Challenges** **Stop Drinking** **Stop Smoking** **Sumo Wrestling** **Swim Table Sale** **Teddy Bear's Tea Party** **Tug-of-War Competition** **Village Skittles**



# OUR TOP FUNDRAISING TIPS



**The simplest ideas** are often the best.

## **Make it fun!**

Fundraising is meant to be fun so enjoy what you do.



**Give something back.** Even if it's just a slice of chocolate cake, your donor is more likely to sponsor you with a larger donation.

**Spread the word.** Word of mouth is the ultimate marketing tool. Contact local press and radio, stick up posters where possible and distribute flyers.



**Raise money online.** FORCE has joined forces with Just Giving – an online platform that helps you raise sponsorship easily or to make a one off donation. People are more generous this way and is a great way to let everyone know what you are doing.

**Think about who you know and what they do.** For example do you know someone who would be willing to donate a prize for a raffle?



**Tell your story.** Consider a blog and share it via social media. You might find you'll get further support by way of donations from friends, family or even strangers.

**Involve your family,** friends / colleagues / neighbours or even your 4 legged friend.



# WHEN PUTTING TOGETHER AN EVENT

## Consider...

- Setting a target.
- Who's coming? What event will appeal to them?
- Whether the event clashes with another event both locally and nationally, school holidays etc.
- Whether there is easy access and sufficient parking, public transport, if there is enough space for your target audience – and think about the weather!
- Whether you need a licence for using a public highway, for serving alcohol, running a raffle or playing music.
- Whether there is a catering policy at the venue and do you have flexibility to do as you wish?
- Keeping expenses to a minimum by asking for items and services to be donated or at reduced rates and say that you are fundraising for FORCE. Asking local businesses to sponsor you is a great way to keep costs down and to advertise your event.
- Where the money is coming from i.e. entrance fees, raffles, sponsorships, donations etc. Please check that it will cover your costs and raise funds too!
- Who you can ask for support. The sooner your supporters have the date in their diary and commitment to help, the better! Keep your supporters involved. Ask FORCE early if you wish us to be at your event.
- What resources you need for before, during and after the event i.e. people, signage, refreshments, money for floats, raffle prizes, advertising materials, PA systems, tents, gazebos, tables, chairs, decorations, FORCE literature etc.



# MAKING IT SAFE AND LEGAL!

## You need to consider the following when planning an event:

In keeping with charity law please follow the Institute of Fundraising Code of Practice: [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)

### LICENCES

#### Public Liability Insurance

Certainly for any third party venue you must make sure to check their Public Liability Insurance documents to see if you would be covered. Sometimes this is not possible. In this case you would need to purchase insurance to cover yourself.

#### Public Entertainment Licence

If you wish to play music at your event you may need a PRS licence [www.prsformusic.com](http://www.prsformusic.com)

#### Sale of Alcohol Licence

If you wish to sell alcohol and the venue is not already licenced, you will need to obtain one from your local authority.

#### Collection Licence

Needed for collecting on the streets and in public places. Please contact your local authority. Once obtained we can provide buckets and collection tins. Under 16s are not permitted to collect money through public collections.

#### Data Protection

Make sure any electronic or paper records you keep about people involved in a fundraising event comply with the Data Protection Act. Don't keep

information about people any longer than you need to and don't share information or data about someone without their permission.

### RAFFLES AND DRAWS

A Draw allows you to sell printed tickets in advance of an event, listing some of the prizes and the cost of the ticket. It MUST be drawn at a specific date and time.

You MUST have a licence.

Tickets for a Raffle can be sold without a license if the prizes are given on the same day. You cannot pre sell raffle tickets. Check with your local authority for full guidance. Some venues, such as church halls, will not allow raffles or draws so do check.







## HEALTH AND SAFETY



To ensure your event is safe and enjoyable for everyone (including children) you should consider:

- Conducting a Risk Assessment.
- Having adequate insurance cover.
- Having suitable first aid provision (this could be anything from having a First Aid Box available to a certified named First Aider, or the presence of St John Ambulance or British Red Cross – check legally what you need).
- Providing proper adult supervision when children are involved.
- Having 2 people present to count any money raised.

## FOOD HYGIENE

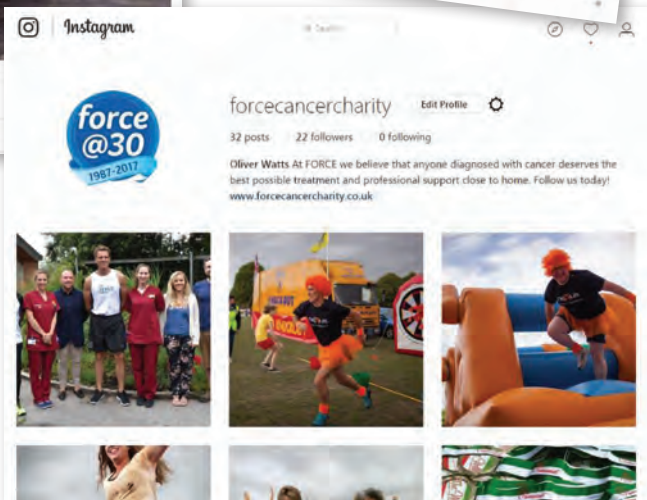
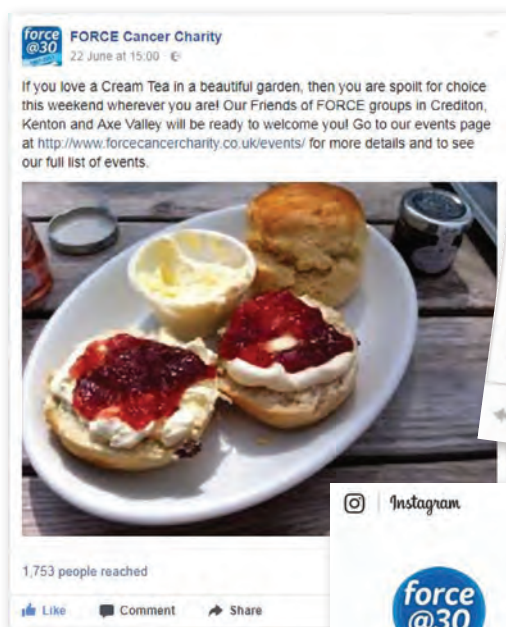
You will need to take care when handling food and follow some elementary rules for safe preparation, storage, display and cooking.

For more information please visit [www.food.gov.uk](http://www.food.gov.uk)



# SOCIAL MEDIA & PR AND WHAT **YOU** CAN DO

Facebook, Twitter and Instagram are great online tools to help get your message across. You can share your Just Giving page link, tell friends and colleagues what you are doing easily and quickly. Social media platforms are also a great way to get your message shared. Including imagery and video content also helps.



# PRESS RELEASE TEMPLATE

{Date}

**{Your name} to take part in {name of event} to raise funds for FORCE Cancer Charity**

{Your name} from {town/city} is taking part in {name of event} to help raise vital funds to support locally based FORCE Cancer Charity on {date}.

{Full information about your event}

{Why you are doing this, why you choose FORCE Cancer Charity and the amount you are hoping to raise}

{Information about your training / preparation / how you planning to get people involved etc and what you are asking for}

Sarah Daniels, Head of Income Generation at FORCE Cancer Charity said “We are so grateful to have {your name} supporting FORCE. AT FORCE we receive no regular Government or NHS funding and rely mainly on voluntary donations to provide the support services we’re able to offer to cancer patients, their family or carers.” {If you would like a more personalised quote please contact FORCE}

FORCE Cancer Charity believes that anyone diagnosed with cancer deserves the best possible treatment and professional, face-to-face support close to home. Since 1987 FORCE has been funding local research and buying equipment to improve cancer care. In 2004 FORCE opened its Cancer Support and Information Centre in the grounds of the Royal Devon & Exeter Hospital for people needing physical, emotional, psychological and practical support at a difficult time in their lives. FORCE also offers support and information sessions in our FORCE@ locations.

To support {your name}'s fundraising efforts, please visit {your online Just Giving page link}. For more information about FORCE Cancer Charity please visit [www.forcecancercharity.co.uk](http://www.forcecancercharity.co.uk)

-Ends-

## Notes to editors:

For more information on FORCE Cancer Charity, please contact  
Trina Lake, PR Consultant on:  
T 01392 402875 E [trina.lake@forcecancercharity.co.uk](mailto:trina.lake@forcecancercharity.co.uk)

# PUBLICITY MATERIALS

If you are producing materials, please include the FORCE logo and charity number. Please see below examples of our logo and strapline. Please call us if you would like us to email any of our logos to you.

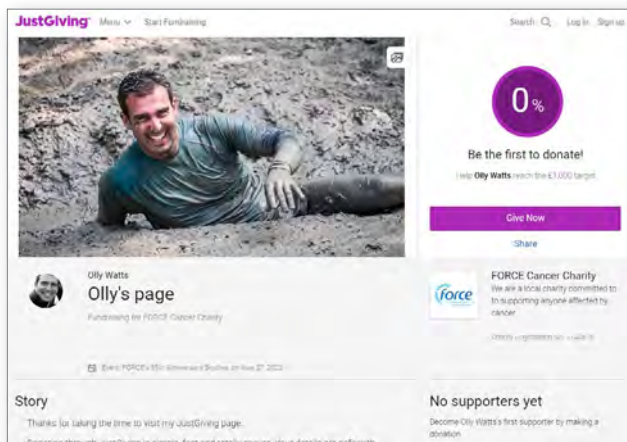


*working locally to support anyone  
affected by cancer ~ face to face*

# ONLINE FUNDRAISING

So many people now have access to the internet, whether that be on their phone, at home or at work. Setting up an online sponsorship account is easy to do with instant results!

FORCE Cancer Charity is linked with Just Giving, an online fundraising platform to enable supporters to raise sponsorship in just one place.



With a handful of words and a picture or two, you'll soon be up and running. It's easy to link your personal online sponsorship account to email, Facebook and Twitter.

To register for a Just Giving online sponsorship account please go to:

<https://www.justgiving.com>

## TOP TIPS!

- It's good to add pictures to your page. This could be a shot of you out training for instance.
- Keep your donors updated on how your fundraising is going. This will potentially encourage supporters to donate more.
- Try different approaches when writing to your contacts. Your friends may enjoy a friendly, chatty approach but business contacts may be impressed by the mention of the charity, why you are raising funds and what you are hoping to raise.
- Promote your online sponsorship page in your email signature, on Twitter and Facebook. If writing a blog, mention your page as often as you can.





## FUNDRAISING SUPPLIES

To help with your fundraising, we are able to provide you with fundraising supplies including: collection tins or buckets, leaflets about FORCE, balloons, posters, banners, T-shirts, caps, piggy banks, sponsorship forms and Gift Aid envelopes.

Just get in touch with us at [forcefr@forcecancercharity.co.uk](mailto:forcefr@forcecancercharity.co.uk) or you can call us on **01392 402875**. We ask that you arrange in advance when to pick up these items.

# sponsorship form

**FORCE Cancer Charity works locally to support anyone affected by cancer.**

Our Cancer Support and Information Centre in the grounds of the Royal Devon & Exeter Hospital supports people needing physical, emotional, psychological and practical help at a difficult time in their lives. We also offer support and information sessions and help fund the delivery of chemotherapy in our FORCE@ locations. All our services are offered free of charge.

In addition, the charity funds local cancer research projects and purchases state of the art equipment to improve patient care.

We rely on the generosity of individuals, companies, grant-making bodies and our shop to fund our work.

## What money helps FORCE to pay for right now



## Make your gift worth 25% more – at no extra cost to you! *giftaid it*

FORCE can claim an extra 25p for every £1 given (subject to conditions stated below) helping your donation go further.

- 1 Fill in your name details.** These must be in your own handwriting.
- 2 Fill in your home address.** We cannot make a claim where these details are incomplete or where a company address is used.
- 3 Don't use ditto marks ( " ).** We can't claim Gift Aid if ditto marks are used.
- 4 Write your donation.** How much are you sponsoring someone for their event?
- 5 Tick the Gift Aid box.** Please read the declaration below first.

**NB: Please don't fill in the form on behalf of another or as a couple.**

By ticking the "Tick to reclaim Gift Aid" box, I confirm that I am a UK taxpayer and I would like FORCE to reclaim 25p of tax on every £1 that I have given on the date shown. I understand that if I pay less Income Tax or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to repay the difference. I will notify FORCE if I would like to cancel this declaration, change my name or address or no longer pay sufficient tax on my income and / or capital gains. If I pay Income Tax at the higher or additional rate and would like to receive additional tax relief due to me, I will include all of my Gift Aid donations on my Self-Assessment Tax Return or ask HMRC to adjust my tax code.



## How to pay in your sponsorship money

Fill in the Return Slip below and return it with your money and sponsorship forms to the address below. This will enable us to easily identify that we have received sponsorship money from you.

Please ensure that you have enclosed your sponsorship forms so that we can claim Gift Aid – giving us more revenue at no extra cost to you and helping us to change more lives!

## Money raised as a group

Please tell us if you have raised money as part of a group or with a friend. We need the names of your friends who have participated with you if you are sending money on their behalf so that we know not to ask them for their sponsorship money.

## Money raised online

If you raised all or part of your money online please let us know on the slip below.

## Thank you

### FORCE sponsorship return slip

Name: .....

Address: .....

..... Postcode: .....

Tel: ..... Email: .....

Event name: ..... Event date: ..... Date monies handed in: .....

Amount raised: £ ..... (from all forms including this one – please attach all forms when paying in sponsorship).

Please tick (you can tick both if applicable):

☐ I raised money with a friend or as part of a group, either online or through sponsorship forms. Their names are: **(NOTE: Please do not give us the names of your friends who took part unless the money you are sending in is for them also.)**

.....

☐ I have raised money online.

My Just Giving address is: [www.justgiving.com/](http://www.justgiving.com/) .....

The names of my Just Giving team members are: .....

.....

Please make cheques payable to **FORCE** and return your completed sponsorship forms to:

**FORCE Cancer Charity, Corner House, Barrack Road, Exeter, EX2 5DW**

*The money you raise will be spent on helping people locally who are affected by cancer. Thank you!*



[www.forcecancercharity.co.uk](http://www.forcecancercharity.co.uk)



Participant's name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Event name: \_\_\_\_\_

Event date: \_\_\_\_\_

If you are 16 or under please tick here ☐

Sponsors – MUST be completed by the donor in full for Gift Aid purposes.								Office use only	
Title	Initials	Surname	Home house name or number	FULL Postcode	Paid	Amount sponsored	Gift Aid (please tick)	Amount Paid NOT Gift-Aided	Amount Paid Gift-Aided
Mr	J L	Smith	234	EX25 7RL	✓	£5	✓		
Mrs	E S	Jones	Sea View	EX27 3GF	✓	£10	✓		
								Total NOT Gift-Aided	Total Gift-Aided
								£	£

Continue overleaf



[www.forcecancercharity.co.uk](http://www.forcecancercharity.co.uk)





# MAKING THAT FUNDRAISING GO FURTHER

## GIFT AID

If you are asking for donations or sponsorship money, please ask your donors whether they are a UK tax payer. As a UK tax payer they are able to Gift Aid their donation by allowing FORCE Cancer Charity permission to reclaim the tax they have paid on their donation from the government.

Gift Aid can increase the donation by 25%. So, for example, a £10 donation could be turned into £12.50. Note though, Gift Aid cannot be claimed when a benefit is received (e.g. buying tickets for a show, meal or event).

**IMPORTANT:** If you are using a sponsorship form, PLEASE ask your donor to complete this, not you. It must be in their handwriting and they MUST tick the Gift Aid box

For more information: [www.hmrc.gov.uk/charities/gift\\_aid/basics.htm](http://www.hmrc.gov.uk/charities/gift_aid/basics.htm)

The logo consists of the words 'giftaid it' written in a black, cursive, handwritten style.

## EMPLOYER MATCH FUNDING

Many companies support their employees with their fundraising by offering to match any money raised. With some companies, this may be pound for pound or up to a certain amount. It's worth speaking with your HR team for more details.

There are some companies and individuals who may give their support in the form of a Charities Foundation (CAF), by Give As You Earn (GAYE) or Charities Trust vouchers. Unfortunately, you won't be able to bank these. Please post or drop them in to us at: **FORCE Cancer Charity, Corner House, Barrack Road, Exeter EX2 5DW.**

The logo features the letters 'CAF' in a large, bold, orange sans-serif font. To the right of 'CAF', the words 'Charities Aid Foundation' are written in a smaller, orange sans-serif font, stacked in two lines.The logo features a stylized orange hand icon with fingers spread, positioned above the words 'Payroll Giving' in a bold, orange sans-serif font. Below 'Payroll Giving', the phrase 'give as you earn' is written in a smaller, grey sans-serif font.

# HOW TO PAY MONEY TO FORCE CANCER CHARITY

You can bring cash and cheques to us, in person, at the FORCE Cancer Charity Centre along with your sponsorship forms. We are open Monday to Friday between 9:30am and 4:30pm.

Pay your donations in via online banking. Our account details are listed below.

With all payments, please reference the transfer with your details for tracking purposes.

**Account Name:** FORCE Cancer Charity

**Account Number:** 60796568

**Account Sort Code:** 30-80-37

You can also post cheques to us. Don't forget to add your name and what the sponsorship is/was for.

Our address is:

**FORCE Cancer Charity,  
Corner House,  
Barrack Road,  
Exeter EX2 5DW**



# HAVE YOU EVER THOUGHT OF...



Donating your time! **Volunteering** for FORCE is an essential and much valued part of raising funds, whether it's in the community, our Heavitree shop, the RD&E's Oncology Unit's snack bar or at the Support Centre.

Find out more on how to get involved: [www.forcecancercharity.co.uk/volunteer](http://www.forcecancercharity.co.uk/volunteer)



Joining our **Friends of FORCE**, raising vital funds and ensuring the name of FORCE is well known across the community. We are always on the lookout for NEW members for our Friends of FORCE groups. If you are interested in joining or even starting a group, please contact: Naomi Cole on **01392 406153**



**Donating your goods** to our shop is another great way to support FORCE. Our award winning shop in Heavitree stocks a comprehensive range of items.

Please call and ask about our collection service on 01392 271652.

To find out more visit: [www.forcecancercharity.co.uk/the-shop](http://www.forcecancercharity.co.uk/the-shop)



A **legacy** to FORCE allows us to plan for larger long term projects which will benefit all those affected by cancer in our community.

Find out more by visiting: [www.forcecancercharity.co.uk/get-involved/leave-a-gift-in-your-will/](http://www.forcecancercharity.co.uk/get-involved/leave-a-gift-in-your-will/)

# CORPORATES, CLUBS, SOCIETIES

By selecting FORCE as your Charity of the Year, you can raise money in a variety of ways beneficial to your organisation and your colleagues.

Once on board you will have a designated account manager, who will arrange to visit you to talk through your fundraising ideas.

In addition, we would welcome a visit by you and your colleagues to our Support and Information Centre to find out more about the services we offer.

If you would like to find out more on how your business can get involved with FORCE contact Olly Watts at [olly.watts@forcecancercharity.co.uk](mailto:olly.watts@forcecancercharity.co.uk) or on **01392 406150**

# DONATIONS IN MEMORY

Many supporters request that money is donated to FORCE at their funeral or memorial service, perhaps instead of flowers. This is a very personal choice and offers a positive way to mark the life of a loved one.

# TRIBUTE FUNDS

When you have lost a loved one, setting up a tribute fund can be a positive way of celebrating their life. A tribute fund can be ongoing and gives a positive focus at a difficult time. One of the best ways to set up a tribute fund is through Just Giving. Please visit: <https://www.justgiving.com/sso/signup>







# GIVE a GiFT

FORCE relies entirely on donations so anything you can give could make a huge difference to people in your community affected by cancer and would be greatly appreciated.

One-off or regular donations welcome.

Cards, cash or cheques accepted.



Thank  
you!



cancer charity  
**force**

Registered Charity No. 1140676

[forcecancercharity.co.uk/donate](http://forcecancercharity.co.uk/donate)





## CONTACT US!

**...to support you on every step of your fundraising journey.**

The FORCE Support centre is open **Monday to Friday 9:30am-4:30pm**  
Corner House, Barrack Road, Exeter, EX2 5DW

**Sarah Daniels**, Head of Income Generation  
[sarah.daniels@forcecancercharity.co.uk](mailto:sarah.daniels@forcecancercharity.co.uk) / 01392 403066

**Naomi Cole**, Community Fundraising Co-ordinator  
[naomi.cole@forcecancercharity.co.uk](mailto:naomi.cole@forcecancercharity.co.uk) / 01392 406153

**Olly Watts**, Fundraising Development Officer  
[olly.watts@forcecancercharity.co.uk](mailto:olly.watts@forcecancercharity.co.uk) / 01392 406150

**Kay Jeffery**, Fundraiser Assistant  
[kay.jeffery@forcecancercharity.co.uk](mailto:kay.jeffery@forcecancercharity.co.uk) / 01392 402875



[FORCEcancercharity](https://www.facebook.com/FORCEcancercharity)



[charityforcecancer](https://www.instagram.com/charityforcecancer)



[@forcecancer](https://twitter.com/forcecancer)



Registered with  
FUNDRAISING  
REGULATOR



Registered Charity No. 1140676