

SPREAD THE WORD



Don't forget to make full use of social media to publicise your events and show everyone what a brilliant time you've been having raising funds for The Beatson.

We'd also love to see photos or a video of your event and may even feature them on our website.

You can:
Email your photos and stories to fundraising@beatsoncancercharity.org

Share them with us on our Facebook page at [beatsoncancercharity](https://www.facebook.com/beatsoncancercharity)

Post them on...
Instagram: [beatsoncharity](https://www.instagram.com/beatsoncharity)
LinkedIn: [beatson-cancer-charity](https://www.linkedin.com/company/beatson-cancer-charity)
Twitter: [@beatson_charity](https://twitter.com/beatson_charity)

Thank you so much for your support. Together, we are The Beatson – and, together, we are determined to beat cancer.



Office: 0141 212 0505
Email: fundraising@beatsoncancercharity.org
Beatson Cancer Charity, The Beatson West of Scotland Cancer Centre, 1053 Great Western Road, Glasgow G12 0YN
Registered in Scotland as a Charitable Company
Scottish Charity Number SC044442.

2542/DJA



We've enclosed some useful forms that you can photocopy. You can request additional fundraising materials by emailing us at fundraising@beatsoncancercharity.org

THINGS YOU MAY NEED...

**BE
INSPIRED**



We are delighted that you have decided to fundraise for Beatson Cancer Charity and hope you'll find this guide packed full of inspiring ideas to help you!

This could be your chance to achieve a lifetime's ambition or to have fun while you fundraise with colleagues or friends. Look out for the special icons we've included for schools, offices and clubs because they'll give you ideas that are especially for you. You'll also find some helpful hints and tips and a handy fundraiser's checklist.

Finally, at the back of the guide, we've enclosed some materials that you may find useful. If there's anything else we can help you with, please don't hesitate to call the fundraising team on **0141 212 0505** or email them at **fundraising@beatsoncancercharity.org**

Thanks once again and happy fundraising!

A handwritten signature in black ink, appearing to read 'David Welch'.

David Welch
Chief Executive

YOU CAN HELP MORE PEOPLE BEAT CANCER

A cancer diagnosis is a traumatic and life-changing event not just for the individual, but for their family and friends too. It could happen to any one of us, at any time, often without warning and regardless of age or health.

At Beatson Cancer Charity, we are determined to beat cancer. We work in partnership with The Beatson West of Scotland Cancer Centre to fund care, treatment and research to beat cancer. Your support will make a huge difference to the lives of cancer patients and their families by helping us to fund those all-important extras, over and above what the NHS alone can provide. It could be anything from funding enhanced equipment or novel research to help to beat cancer to funding specialist radiography and nursing staff who treat patients and support them to manage the symptoms of their illness. Above all, you will play an essential role in improving the care and comfort of patients who are going through the hardest of times.

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The Beatson serves around **50% of Scotland's population**, some 2.5 million people

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Glasgow has the highest incidence of cancer in Europe and we treat more than **8,000 new patients each year**

.....

We are one of **Europe's leading centres** for non-surgical cancer care

.....

We are determined to **beat cancer** and with your support, **we believe we can**

ACTIVITY KEY:



Clubs



Offices



Schools



THE DIFFERENCE YOUR SUPPORT can make

The money raised by people in our local community has already helped to transform The Beatson into one of the leading cancer care centres in Europe. However, Glasgow has the highest incidence of cancer of any European city. For the sake of the 8,000 new patients we treat every year, it's absolutely vital that we stay at the cutting edge of cancer care.

"I WOULDN'T BE HERE IF IT WASN'T FOR THE BEATSON"

I will always be grateful that the doctor suspected leukaemia and urgently transferred me to The Beatson where I was diagnosed straight away. The Beatson was the only place I could get the specialist treatment I needed.

I was determined to beat cancer for the sake of my children but the treatment was tough. I really appreciated the peaceful retreat that Beatson Cancer Charity funds. I would go there to do yoga, have a massage or Reiki. I was also able to open up and talk to staff about worries and fears that I felt I couldn't share with my family. It played a huge part in my recovery.

Thanks to The Beatson I've won back precious years with my children and I've lived to see my first grandchild. Now it's my turn to give something back so I'm planning my first fundraising challenge too!



Gordon Gallagher, 43.
*Firefighter. Father of four.
Patient at The Beatson.*

every PENNY COUNTS

However much you raise it can help more people beat cancer and improve their quality of life while they are undergoing treatment.



£25

could fund an hour of complementary therapy such as reflexology or massage to help patients relax and manage the side effects of their treatment.



£75

could fund our therapy management team to work with a patient on problems like pain management, insomnia and anxiety.



£150

could fund a wheelchair to transport patients comfortably between wards and treatment rooms.



£500

could fund a specialist relaxation chair for day-patients receiving chemotherapy.



£3,000

could fund a Clinical Nurse Specialist for a month.



£10,000

could fund the start-up costs of a research project to help beat cancer.

RAISING A SWEAT IS A GREAT WAY TO RAISE MONEY!

Always wanted to run a marathon or bag a Munro? Or why not raise a sweat by doing a sponsored row at the gym? Whatever you do... do something!

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1 GO THE DISTANCE

Whether you can run a mile, 10k or a marathon, why not do it for The Beatson?

2 PUT YOUR BEST FOOT FORWARD

Get colleagues, family or friends to join you on a sponsored walk in the park, the countryside or even around your school field.

Nursery schools – how about a sponsored toddle?



3 GET ON YOUR DANCING SHOES

Belong to a gym or dance studio? Why not suggest holding a 24-hour dance-a-thon.

Why not just dance your socks off at an office party!



Be ACTIVE



4 DIVE RIGHT IN

Do a sponsored swim, triathlon or even a sponsored paddle for little ones. If you're not a natural water baby, team up with some friends and swim in relay.

5 aim HIGH

Trek the Three Peaks, bag a Munro, climb Ben Nevis or simply scale your nearest climbing wall.



How about a sponsored stair climb?

CAROLYN ran 15 MARATHONS IN 15 DAYS

Carolyn McAlpine knows only too well the devastating impact that cancer can have on family life as over the last few years she has lost her aunt, father and mother to the disease. The Beatson became part of her life for several years while they were undergoing treatment. Now she has made it her mission to help The Beatson maintain its exceptional standard of care by raising funds for Beatson Cancer Charity.

Having already run an incredible 100 miles in 3 days, Carolyn was looking for a new challenge. So she ran 15 marathons in 15 days, covering all the local authority areas that are within The Beatson's catchment, starting in Arran and finishing at The Beatson in Glasgow. So far she has raised over £24,000. Carolyn, you're awesome!



Carolyn McAlpine.
Fundraiser.

TOGETHER, WE ARE THE BEATSON!

Gather friends, colleagues or family together and have some fun with these simple fundraising ideas...

1 COFFEE ANYONE?

Coffee mornings are a great way to raise money. Bake a cake, invite a few friends round and charge them for coffee, cake and a chinwag!

How about a regular 'Food Friday' coffee and cake sale?



2 PICNIC IN THE PARK

Invite all of your friends, colleagues or club mates to a big picnic in the park. Don't forget to charge for the sandwiches!

3 DINNER PARTY WITH A DIFFERENCE

Sell tickets for a safari supper. It's fun and simple for a few friends to do. Have starters at one house, main course at another and dessert at the next. Then gather together for a coffee.

4 HOLD A BEATSON BBQ

Everyone loves a barbecue. So why not put up some bunting, don an apron and flip some burgers for The Beatson!

Why not enlist the support of your Parent Teacher Association and make it part of your summer fête?



Be SOCIAL



5 BIG BEATSON BAKE OFF!

Get together with friends to bake or decorate cakes that you can sell at work, school, or at your club. Why not call us on **0141 212 0505** and order a unique Beatson cookie cutter, then decorate your cookies with bright yellow icing!

WHEN THINGS ARE TOUGH, YOU NEED A FRIEND

Paul Sheerin stayed on a ward at The Beatson for nine weeks while he was having chemotherapy. Feeling completely drained by his treatment, he often sought refuge in the wonderful haven that is Beatson Cancer Charity's Wellbeing Centre.

Sometimes Paul would have a head massage or reflexology to help him relax. Whilst there he particularly enjoyed meeting up with two fellow patients who were going through similar cancer treatments. It was comforting to know he wasn't going through his trauma alone. Also, the chance to chat in a pleasant environment, away from the wards, made Paul and his friends feel like regular guys again – and not just cancer patients.



Paul Sheerin, 33.
Retail worker. Father of two.
Beatson patient.

CLEVER WAYS TO RAISE SOME CASH...

Fundraising isn't all dressing up and jumping around! Why not engage your brain for a good cause.

1 GET QUIZZING!

Organise a quiz night at the pub, at work, in school, at your club or even at home. Get as many teams as you can and charge them to enter.

Send a quiz sheet home and put all correct entries into a draw.



2 HOLD A BOOK SALE

Beg books from your friends and colleagues and hold a big bargain book sale. Give customers a chance to browse over a coffee and you can charge for refreshments too!

3 GUESSING GAMES

Guess the number of sweets in a jar, the name of the teddy bear, the weight of Santa... Everyone loves a challenge, especially when they can win a prize!

How about setting up a '100 Club'. Sell 100 squares on a board and whoever picks the winning square gets to share the proceeds.



4 DESIGN A PUZZLE PAGE

Charge friends or colleagues to pit their wits against a puzzle page and solve Sudoku, crack a crossword or suss a word search.



5 SPONSORED SPELLING

A fun way to improve everyone's spelling and raise some cash. Why not organise a Spelling Bee and add a little competition into the mix. Excellent for schools but great fun in the office too – especially if you set your colleagues some really weird words!

Why not use a photo from your last office party!



6 CAPTION COMPETITION

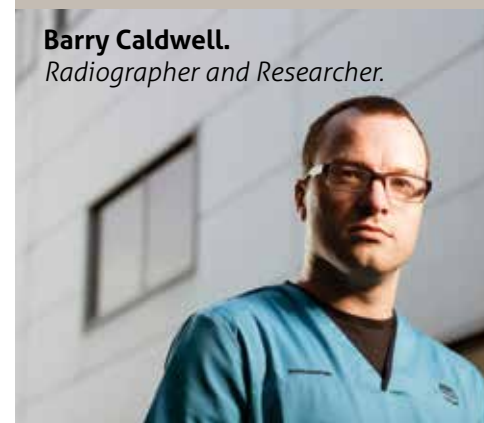
Find a funny photo and invite people to pay a pound to add their own captions.

WHAT PEOPLE WITH CANCER REALLY NEED IS HOPE

Cancer frightens all of us because the outcome is so uncertain. If anyone can beat cancer, The Beatson can. Thanks to our supporters, we have some of the most highly trained and highly skilled healthcare professionals on our staff, as well as the most advanced equipment available for cancer treatment.

We are also focused on the future so we can improve outcomes for patients that we haven't even met yet. Donations to Beatson Cancer Charity will help us support more research into cancer and enable us to complete some of the most groundbreaking and innovative clinical trials currently underway at The Beatson. Together, we can find out more about the causes of cancer and develop better treatments for our patients.

Barry Caldwell.
Radiographer and Researcher.



DO SOMETHING DAFT TO RAISE SOME DOSH!

Time to put your inhibitions aside and do something silly for money! We've given you a few ideas to get you started.

1 CREATE A BUZZ AND WEAR IT YELLOW

Paint your face, don a wig or dress up as a bee for the day and create a buzz around the ground-breaking work at The Beatson.

Have a bee theme day including spelling bees and games of Buzz.



2 BATH IN BEANS

Which friend or colleague will pull the short straw? Get sponsored to take a dip in a bath of baked beans. Kids will definitely pay their pocket money to see their teachers do this!

3 WACKY HIGHLAND GAMES

A great idea for clubs, schools and groups of friends – and the wackier the better. How about racing on stilts, pogo sticks, kids' scooters. Go on. Use your imagination!

Set up a blow football tournament with goals, a ping-pong ball and some straws.



4 A CLOSE SHAVE OR WAX ATTACK

If you have a particularly hairy colleague, teacher or friend, why not challenge them to a wax attack? Or if you're feeling brave, why not shave it all off to raise even more money?

Organise a bag pack at your local supermarket and raise vital funds.



5 HAVE A FLASHBACK FRIDAY OR THROWBACK THURSDAY

Dig out your old gear and go back to the future with our very own version of a dress down day. Whether you're channelling your inner 70s glam rocker or 90s Britpop idols, go back in time and raise funds to support the future of cancer care in the west of Scotland.



BEATSON VOLUNTEERS RAISE A SMILE!

A patient's first visit to The Beatson can be extremely daunting, trying to find your way around, not knowing what to expect and being surrounded by lots of unfamiliar faces and equipment.

Donations to Beatson Cancer Charity help to fund a volunteer 'meet and greet' service for all new patients. When a friendly face meets them at the door, a patient's tension and anxiety is quickly replaced with a smile. We guide them to where they need to be, answering any questions along the way. It's all part of The Beatson's commitment to treating people like human beings – giving them the individual care they deserve.

WE BET YOU'RE BURSTING WITH BIG IDEAS...

There are endless ways to raise a laugh... and a few quid. So why not get together with friends and colleagues and brainstorm ideas of your own? To help get you started we've listed a few more of our favourites.

1 XBOX MARATHON

A great idea from students that's popular with almost everyone! Hold a 24-hour gaming session and get sponsored or donate to take part.


2 MONEY FOR MISDEMEANOURS

Fine people for misdemeanours, such as swearing, talking sport, never making the tea, leaving a mobile phone on in meetings... and more.

3 WIN A DAY OFF WORK

Write your name on a fiver and if yours is the one pulled out of the hat, you get the chance to enjoy a lie-in.

4 RUN A SWEEPSTAKE

Sporting events are a great excuse for a sweepstake, or why not run one for TV programmes like 'Strictly', 'X-Factor' or 'I'm a Celebrity...'.


Sports clubs, how about running a sweepstake for your next tournament?



5 GIVE SOMETHING UP

Get sponsored for giving up one of your biggest vices for a month. Will it be crisps, cakes, chocolate... or maybe that catchphrase that drives other people crazy!

6 HOLD A SWISH

Get everyone to bring an unwanted item of clothing in and have a big swapping party – an eco-friendly way to get a great new look. Charge people to take part.

7 MAKE A DREAM COME TRUE

Sponsor a friend or colleague to follow their dream. Whether they'd love to skydive, walk Hadrian's wall, drop a dress size or grow a beard, you can help make it happen!

A great idea to help students improve spelling, learn to swim or even get to school on time!





8 GO FOR GOLF


Arrange a golf competition for friends or colleagues, or just challenge some mates to a game of pitch and putt.

DO YOU HAVE MORE FANTASTIC IDEAS YOU CAN SHARE?

If you've got a great fundraising idea we'd love you to share it with us and other Beatson Cancer Charity supporters.

 Twitter: @beatson_charity

 Facebook: beatsoncancercharity

 Instagram: beatsoncharity

 LinkedIn: beatson-cancer-charity

MORE IDEAS, THE MERRIER!

SHOUT ABOUT YOUR FUNDRAISING EVENT...

If you want to publicise a fundraising event, challenge or just want to shout out about the incredible money you've raised for Beatson Cancer Charity, you can enlist the help of the local media. It's the best way to spread the word and let the whole community hear about it.

Local papers and radio stations are always on the lookout for stories involving people in their areas and they should be able to help you with the publicity you need to raise vital funds for Beatson Cancer Charity.

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1 FIRST STEPS...

Call your local paper or radio station – details can be found on their websites – and ask who covers charity and community stories and find out when the best time to call with a story is. If you're promoting an event, it's best to call up about two weeks before the event date.

2 BE PREPARED...

When you call the news desk, have all the details of your event to hand. Journalists will be really interested if there's a VIP attending the event or if there's a personal connection to The Beatson West of Scotland Cancer Centre.



3 WRITE a PRESS RELEASE...

Follow up the phone call by emailing a simple press release with all the essential information you want to promote. Make sure to add a quote from the organiser or celebrity if you have one attending. A template press release is available to download at www.beatsoncancercharity.org or email us at fundraising@beatsoncancercharity.org.

4 SNAP!

Local papers will always be looking for a photograph of the fundraising event and the people involved. A good photograph will give the story more impact. Make sure to send high quality, clear photographs preferably with lots of Beatson yellow in them!

5 DON'T FORGET...

Remember to include your contact name and phone number in case a reporter would like to do a follow-up interview or attend your event.

6 WHAT ELSE?

There's a poster in your fundraising pack for promoting your event or why not make your own? Place them on noticeboards around your local community and ask shops to display them. We kindly ask that you send your posters to our marketing team before they are displayed – please email fundraising@beatsoncancercharity.org. Local newsletters and websites have a section listing upcoming events so contact them and ask to be included.

7 BIG YOURSELF UP...



Don't be afraid of a little self-promotion. Call or email your friends, family, colleagues and let them know what you are doing. Encourage them to come along or ask them to help out.



Social media is a great way to reach even more people! Promote your event on Facebook, Twitter, Instagram or LinkedIn using video and photo content. Post your event on Beatson Cancer Charity's social media channels and get inspired by other people's fundraising achievements.

STAY SAFE AND LEGAL

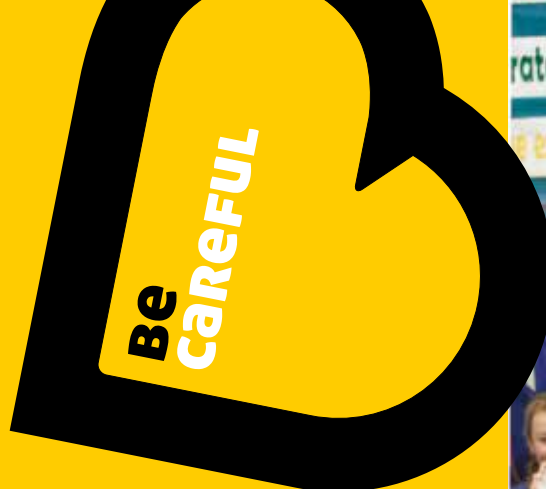
Fundraising can be great fun and schools, clubs and companies often find it does wonders for teamwork, motivation and morale. Above all, we want you to stay safe – please keep it safe and legal by following our advice when you're organising any fundraising activities.

Don't collect money without permission

We're very happy to supply you with an official Beatson Cancer Charity collection tin. However, before you collect in public places such as shopping centres, supermarkets or pubs you should seek permission from the local authority or the individual shopkeeper or publican.

Don't serve alcohol unless you're licensed

You don't need a licence if you're serving alcohol at an event in your own home. However, if you're using another venue, please make sure it has an alcohol licence. If it doesn't, you will need to apply to your local council.



Do be careful when serving food

If you intend to serve food at your event, please make sure you comply with food safety laws. You can find more details at www.food.gov.uk.

Do make sure you stay safe

Whatever you do, the safety of all those taking part is paramount. Beatson Cancer Charity cannot accept liability for any loss, damage or injury as a result of your fundraising for us.

To help keep you safe, please observe the following advice:


- If you are using a venue, check what public liability insurance they have and carry out a risk assessment.
- If children are involved, make sure they are properly supervised and you have child protection plans in place.
- Please don't attempt a marathon or any other kind of physical challenge without first consulting a doctor and having a proper training plan.



need more advice?

You can find further fundraising advice on handling money or organising raffles and street collections at www.institute-of-fundraising.org.uk/guidance. Please note there are strict laws relating to lotteries and raffles.

USE OUR FUNDRAISERS CHECKLIST...

- ✓ Often, the simpler the event the better.
 - ✓ List everything you will need to make it happen, including how many helpers.
 - ✓ Set up a JustGiving page to make online giving easy for your supporters.
 - ✓ Choose a venue that meets all of your requirements. Do a risk assessment and check whether it has an alcohol licence if you need one.
 - ✓ Set an event date that gives you plenty of time to prepare, then make a time plan so everyone knows what needs to be done, by when.
 - ✓ If your event involves children, do you have appropriate child protection in place?
- 
- ✓ For sponsored events, ask people to tick the Gift Aid box on their sponsor form (enclosed).
 - ✓ Use Facebook, Instagram, LinkedIn and Twitter to publicise your event, write a press release for your local paper or contact us for further PR support and publicity materials.
 - ✓ Plan how you will deal with emergencies, security and first aid on the day and make sure you've also got a clean up plan once it's over.
 - ✓ Share pictures of your event on Instagram, Twitter, LinkedIn or Facebook.
 - ✓ Don't forget to send in the money you've raised, details on how to do this can be found on the back of the sponsor form.

WE'RE HERE TO HELP

We are enormously grateful that you're taking the time and trouble to fundraise for us. Don't forget to visit our website or get in touch with our fundraising team for any further support or advice to help you get started.

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Fundraising materials

From posters, balloons and banners to sponsorship forms, training guides and t-shirts; we've got lots of materials to help support your event. Contact our team to discuss what you'll need to make your event a success.

Promoting your event

We can give you some expert hints and tips about the best ways to spread the word about your fundraising activity online and in your local area. Why not contact your local paper/magazine and tell them all about it? Also, don't forget to harness the power of Facebook, Twitter, Instagram or LinkedIn to spread the net even wider.

- Twitter: [@beatson_charity](https://twitter.com/beatson_charity)
- Facebook: [beatsoncancercharity](https://www.facebook.com/beatsoncancercharity)
- Instagram: [beatsoncharity](https://www.instagram.com/beatsoncharity)
- LinkedIn: [beatson-cancer-charity](https://www.linkedin.com/company/beatson-cancer-charity)

Money Matters

To make a donation or pay in funds once all of your fundraising is complete, don't forget to get in touch with us to find out the best and safest way to do this. If you simply need a sponsor form or would like some support with online donation pages e.g. JustGiving, our team can guide you through all of this. Don't forget that personal donations can also be giftaided enabling us to claim a further 25p per £1 donated.

ORDER YOUR T-SHIRTS

You can order by emailing or calling us on the details below

WHATEVER YOU NEED, GET IN TOUCH

Email: fundraising@beatsoncancercharity.org
Call: 0141 212 0505



