Your Fundraising Guide

Together against blood cancer

The money you raise will help us to register even more lifesaving blood stem cell donors.

www.deletebloodcancer.org.uk
Registered charity no: 1150056
By fundraising for Delete Blood Cancer UK you are playing an important role in our key mission: to increase the number of lifesaving blood stem cell donors, so that there is a suitable donor for every person who needs one.

Every 20 minutes someone in the UK is diagnosed with a blood cancer such as leukaemia, lymphoma and myeloma. For many of those affected, a blood stem cell donation from a matching donor represents their best, and sometimes only, chance of beating this devastating disease.

Despite being treatable and potentially curable, blood cancer today remains the fourth leading cause of cancer deaths in the UK, and still claims the lives of more children in the UK than any other disease.

With your help we can increase the odds
Finding a tissue match is extremely rare. With more than 8,500 known tissue characteristics that can occur in millions of combinations, finding a match is a bit like winning the national lottery!

At Delete Blood Cancer UK we believe that no blood cancer patient should die because they are unable to find a matching blood stem cell donor. We urgently need to raise funds in order to continue our work registering as many potential donors as possible, so that a suitable match can be found for every patient who needs one.

DID YOU KNOW?
There are at any time around 1,800 people in the UK waiting for a blood stem cell donation, and over 37,000 people waiting worldwide.
Reasons to raise money for Delete Blood Cancer UK

More lives could be saved
Since our launch in February 2013, Delete Blood Cancer UK has received requests from over 72,000 people in the UK who want to register to be potential lifesavers.

The cost of registering one potential donor is £40, which equates to £2 million to register every 50,000 new people.

Here at Delete Blood Cancer UK we know that you cannot put a price on saving the life of another human being. We would never want anyone to feel they couldn’t register because of the cost involved.

While some donors are able to contribute some or all of their own registration cost, it is the fundraising support of amazing people like you who will help us to increase the chances of finding more matching donors.

One day, with your incredible support, we hope to really delete blood cancer by finding a suitable donor for every blood cancer patient who needs one.

In this guide you will find lots of fundraising ideas and helpful tips to help you to get the most out of whatever fundraising idea you choose.

£1000
registers 25 new lifesaving donors

£40
registers one new donor

DID YOU KNOW?
Each and every single donation, no matter the size, will make a difference. Every single penny that we receive will go towards the cost of registering new potential donors.
Help us to register more lifesavers like Ronnie...

Last year we were really happy to introduce Chloe and her blood stem cell donor Ronnie. Four years after he donated some of his blood stem cells and saved Chloe’s life, she got the chance to thank him in person.

Chloe is a shining example of survival based on the selfless act of kindness from a complete stranger. We need to register more people like Ronnie to save more lives like Chloe’s. At present 50% of people never find their lifesaving matching donor and we want to change this.

One registered donor like Ronnie can give someone with a blood cancer a second chance of life. Registration costs just £40, but as you can see, it really can make a huge difference.

Chloe’s truly inspiring story...

In 2008, Chloe, 14, from Scotland was diagnosed with Acute Myeloid Leukaemia. Since then, Chloe and her parents, Pauline and Craig, have undergone a roller-coaster of emotions from diagnosis, to treatment and blood stem cell donation and recovery.

At the time of her diagnosis, Chloe’s Mum Pauline said: “I hope she didn’t realise how terrified I was.”

After five rounds of chemotherapy treatment, Chloe and her parents were told that she would need a blood stem cell transplant. Chloe wasn’t optimistic about the pending donation and said herself: “When I was told I was going to need stem cell treatment I thought that it was over, but really it wasn’t.”

An international registry search was carried out and Ronnie was found as a matching donor for Chloe and donated some of his blood stem cells for Chloe in 2009. Five months later, the doctors gave her parents the great news that Chloe’s cancer was in remission. Pauline said to Craig: “It feels like we have been given our daughter back.”

All money fundraised for Delete Blood Cancer UK goes directly to covering the registration costs for potential donors, just like Ronnie, who by registering as a potential donor was able to save Chloe’s life.
Together we can be stronger

Fundraise for people like little Finley

Fundraise like ‘The Big Isle be Back Challenge’

More people can register because of YOU!

What is fundraising?
Fundraising isn’t all about standing in the rain holding a bucket, or running the London Marathon dressed as a horse (although people still do this).

Your fundraising idea can be as fun and unique as you are. The more you enjoy yourself, the more you will be driven toward reaching your goal, and the more your supporters will get behind you in helping you reach your target.

Who can be a fundraiser?
Everyone and anyone can be a fundraiser and especially people like YOU who already know about the lifesaving work that Delete Blood Cancer UK does.

Together we are stronger
Getting together with others to fundraise can make it double or triple the fun! Think about getting together with your friends, family or workmates, or working with your local sports or social club to raise money.

We are here to help
The fundraising team here at Delete Blood Cancer UK will be available to support you on every step of your fundraising journey. If you have any questions or ideas that you would like to talk through please don’t hesitate to get in touch with a member of our team. We have lots of experience of fundraising in different ways, and we always love to hear about our fundraisers and the successes and challenges that you have along the way.

Don’t be afraid to share your story
The money YOU raise will save lives.
**What can I do?**

There are loads of ways you can help fund the lifesaving work we do, either on your own, in a group, or at work. Here is our list of easy fundraising ideas for you to look at for inspiration.

**Take a challenge**

Whether you want to cycle from Land’s End to John O’Groats, walk 14 miles, swim 50 lengths or skip 10 laps of your school playground, you can get people to sponsor you to do it. You don’t have to be running an ultra-marathon for people to get behind your cause.

**Dress-up or dress-down**

You could go to work in fancy dress and ask your colleagues to make a donation to Delete Blood Cancer UK, or organise a ‘wear your jeans day’ and ask everyone to pay £1 to take part.

**Delete something from your life**

If you love chocolate, are a bit of a telly-addict, spend too much time on Facebook, or enjoy a drink...give up something you would really miss! You can either donate the money you save, or get people to sponsor you for every day you go without it.

**Let them eat cake!**

Try baking cupcakes or brownies, decorate them with Delete Blood Cancer UK colours and sell them to your friends. You could even have your very own tea party and charge your neighbours £2 to come along.

**Give a helping hand**

Offer to do some odd jobs and donate the money you earn to Delete Blood Cancer UK. You could offer to wash your manager’s car, mow your neighbour’s lawn, or take a friend’s dog for a walk. Let them know that the money is going to a good cause. People can be really generous when they know you are fundraising for charity.

**Throw a party**

Organise a pub quiz, a school disco, a fashion show, or a gala dinner. Charge a fee to enter and donate the proceeds to Delete Blood Cancer UK. You could even ask the venue to make a special charity cocktail and donate 50p to the cause from every one sold on the night.

**Celebrate with us**

Maybe you have a milestone birthday this year, or are getting married and already have everything you need. Ask your friends and family to make a donation to Delete Blood Cancer UK instead of buying gifts.

**Be crafty!**

If you have a hidden talent or an artistic flair you could put it to good use and raise money for Delete Blood Cancer UK. You might want to make beautiful bows or pretty peg dolls to sell! Every penny you make will go towards registering potential lifesavers.

**Pop-up charity shop**

Start your spring clean early, clear out your wardrobe and invite your friends to do the same. Organise a swap shop and charge friends £5 to join in, or you could even get a stall at a school fete and donate all the proceeds to us.

**Have a prize draw**

If you are holding an event, an auction or tombola is a really easy way to increase your fundraising total. Ask your boss to donate a prize or contact local businesses to donate to the raffle. If you want to have a raffle over a number of events or a few days, there are a couple of rules you have to follow, but feel free to get in touch and we can help you with that.
A few more fundraising ideas...

**Do something brave**
Maybe you want to do an organised skydive, shave your head, abseil down the side of a building, or even have your chest waxed! Tell your friends, get them to sponsor you and help fund our lifesaving work.

**£40**
will cover the cost of one new lifesaver

**£20**
goes part way towards the cost of registering one new lifesaver

**Do something silly**
Sitting in a bath tub full of custard for an hour, trying to break the baked bean eating world record, or dying your hair bright green. The wackier the better! Silly fundraising ideas can be a lot of fun and attract a LOT of attention. Make sure you tell people that what you are doing is for charity, or you might get lots of funny looks.

**£200**
can cover the cost of 5 new lifesavers

**Do your own thing**
The list doesn’t have to end there! If you don’t see anything above that takes your fancy, you can always come up with your own idea!

The only limit is your own imagination!

How can I get the most out of my fundraising?

Everyone’s fundraising journey will be different. You will have lots of success and challenges along the way. Keep your end goal in mind, remember you are amazing, and that the money you raise will be used to save lives.

We have put together some fundraising tips to help you get the most out of your fundraising.

**Set yourself a target**
Be ambitious, but make sure you are realistic. If you hit your target before the event you can always increase it. Be sure to let people know how much each pound will help and how their money will be spent. Tell them how many new stem cell donors you are trying to register and how much money you will need to raise to do that!

**Start early**
Have a plan of how you are going to reach your target. Will most of the money come from sponsorship? Are you going to sell raffle tickets at an event? Will you have collection boxes to collect loose change? Thinking about these things early on can really boost your fundraising total. Your plan can change along the way, so be sure to review it along the way to see how you could do more!

**Work in a team**
Friends and family make great helpers – and they can be really useful in letting others know about your fundraising. Build yourself a small team and don't be afraid to delegate. It’s always a good idea to write your name and address on the sponsorship form so that the copies you send out with your team make it back to you.

**£1000**
registers 25 people

**£600**
registers 15 people

**£200**
covers the cost of 5 new lifesavers

DID YOU KNOW?
It costs Delete Blood Cancer UK £40 to register each new donor. Hitting a target of £200 means we can register 5 more people!
Check out some of these fundraising tips...

1. Tell everyone
Let people know about your fundraising. Family, old school friends, neighbours, or the people you work with. It’s difficult for people to support your fundraising efforts if they don’t know about it. So make sure they do, and give them a link to your fundraising page, post it in your email signature…and make sure you always carry your sponsorship form and a pen with you.

2. Be persistent, be cheeky and be bold
You don’t get anything by not asking, and people can be surprisingly generous when they know it’s going to a good cause!

3. Keep it up-to-date
Take others with you on your fundraising journey. If you keep your supporters up-to-date with your training and preparations, they will be more likely to sponsor you. You could write a blog, post on Twitter, set up a Facebook page or website, and be sure to post regularly.

4. Ask for help
The Delete Blood Cancer UK Fundraising Team is here to help.

If you are looking for inspiration, need some materials, or just want to chat though your fundraising ideas, you can contact someone from the team at: fundraising@deletebloodcancer.org.uk

5. Make sure you chase the money
Try getting people to pay you upfront: post-dated cheques are a great idea, or set up an online fundraising page so that people can send their donation straight to Delete Blood Cancer UK. Chase up the people you couldn’t speak to beforehand and show/send them the pictures of your successes to help guarantee a donation.

6. Gift Aid it!
Remember to ask sponsors to add Gift Aid to their donations. Delete Blood Cancer UK can claim an extra 25p in every £1 donated by UK taxpayers. This means that a gift of £40 can be worth £50 to us at absolutely no extra cost to you, or to your sponsor.

7. Feel proud
Remember you are amazing! The money you raise will save the lives of people like Chloe, and thousands of blood cancer patients who set out each day on their search for a matching donor.

8. And remember...
Once it’s all over, send a letter or email out letting everyone know how it went. If you can, include a picture of the event and let everyone know how much you have raised, and when you’ll be collecting their contributions.

People give to people who inspire them. It can make an incredible difference to the amount of money you raise if your fundraising page is personalised. Upload photos and tell people what you’re doing and why.

If you are fundraising in support of a loved one who has been affected by blood cancer, don’t be afraid to share your story. It can be really inspiring for others to know what a difference their donations will make.

9. Make it personal
The Delete Blood Cancer UK Fundraising Team is here to help.

If you are looking for inspiration, need some materials, or just want to chat through your fundraising ideas, you can contact someone from the team at: fundraising@deletebloodcancer.org.uk
What next?

Paying in your funds

Setting up a fundraising page
It only takes a few minutes to set up and you can make a page that is really unique to you by adding a story and photograph that lets everyone know who you are fundraising for and why.

Have a look online to see which page works best for you:

• Justgiving.com
• Mydonate.bt.com
• VirginMoneyGiving.com

Setting up an online page means that you don’t have to chase payments. Your donation gets transferred to Delete Blood Cancer UK in just a few days, and it also makes it easy for us to reclaim Gift Aid.

Paying in by post
Fundraising cheques should be made payable to Delete Blood Cancer UK, and can be sent to:

The Fundraising Team
Delete Blood Cancer UK
Barley Mow Centre
Barley Mow Passage
London
W4 4PH

(Make sure you include your name and address so that we can say thank you!)

Bank Transfer
You can get your funds to us by making a transfer straight to our bank using the following details:
Barclays Bank
Sort code: 203593
Account number: 73395413

(Make sure you put your initials and date of birth as a reference so that we can say thank you!) e.g. ME DDMMYY

PayPal
Donations via PayPal are easy and secure. No matter whether you already have an account with PayPal or you are just setting up an account, your money will reach us securely.

We are with you every step of the way
We hope this guide has given you inspiration and lots of great ideas for how you can fundraise for Delete Blood Cancer UK. We are very grateful for your support!

If you have any further questions, or would like to talk through your ideas please do not hesitate to get in touch.

If you want to know more about the work that we do, or would like any materials or literature to support your fundraising, contact the team on:

fundraising@deletebloodcancer.org.uk
or call us on 020 3176 7620

Tell us how it went
We would really love to hear all about your fundraising experience, so once it is all over, and you have paid in your funds and also had a well-earned rest, do get in touch!

Your story will certainly inspire others to do something amazing.

Together against blood cancer

Doing a sporting event? Ask for a t-shirt/vest!
What will you do?

Begin your fundraising journey with us.
We would love to support you and share your fundraising stories, successes and challenges!

DELETE BLOOD CANCER UK
Barley Mow Centre
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Share your fundraising ideas with us on:

@DeleteBC facebook.com/deletebloodcanceruk

ASK US A QUESTION:
fundraising@deletebloodcancer.org.uk