

FUNDRAISING PACK



MAKING THE BIG 'C' SMALLER

Eleanor Rose
Foundation



WELCOME

Thank you for considering raising funds for Ellie's Friends, part of the Eleanor Rose Foundation.

Cancer treatment is physically, mentally and financially draining and the kindness and generosity of others during this time can make an enormous difference.

With your support we are able to provide a platform that links individuals to organisations that are able to offer their services free of charge or at a reduced rate to help people living with cancer.

**There are lots of ways to fundraise.
In this pack you'll find plenty of ideas to get you started, plus general hints and tips to make the most of your event or challenge.**

THANKS AGAIN FOR YOUR SUPPORT

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WHY WE NEED YOUR HELP....

The Eleanor Rose Foundation supports adults living with cancer via its main initiative Ellie's Friends.

Ellie's Friends is an online platform (www.ElliesFriends.org) that gives adults living with cancer access to services or products for free or at a discounted rate. Ellie's Friends also acts as an online directory for other cancer charities and organisations.

Adults living with cancer are on average £570 a month worse off financially. This means cutbacks on the things in life that make it that little more enjoyable. Ellie's Friends is able to list free holistic therapies, yoga classes and other well being activities, as well as hotel and theatre breaks, beauty giveaways and much more. We believe that adults living with cancer should have the opportunity to enjoy life, not just survive it!

Your vital fundraising will make it possible for us to supply more adults living with cancer with free or discounted services or products. It will ensure the smooth running of the Ellie's Friends website and enable us to extend our reach. There are currently 2.5 million adults living with cancer in the UK. Our challenge is to support as many of these individuals as we possibly can.



MAKING THE BIG 'C' SMALLER

Lisa Allen, who was awarded Have I got News for You tickets, told us:

"I felt like I had an evening of freedom, where my worries in life were put on hold. Living with cancer is such a burden and strain emotionally, on me as well as my loved ones; it's easy to forget how to laugh. So a huge 'thank you' to Ellie's Friends for lightening the load for a few hours."

IT'S ALL IN THE PLANNING...

Be creative – do something unique!

Give yourself plenty of time to plan and spread the word

Ask friends and family to help

**Pick a suitable venue for your event and book early
(don't forget to ask for a charity rate)**

Set up a BTdonate page

<https://mydonate.bt.com/event/startFundraising.html>

Promote your event on Facebook, Twitter and Instagram

**Distribute posters and leaflets:
on community noticeboards
in the library/supermarket
at your workplace or school**

Send a press release to your local paper

Use our logo and sponsorship forms.

WHAT KIND OF EVENT?

Here are some ways that people have helped us in the past...



Alex Morales ran the Marathon des Sables...a six day, 251km race in the Sahara desert known as “the toughest race on earth.”



Claire Seymour of Top to Toe Salon in Skelton, North Yorkshire, arranges an annual fashion show.



Stanley primary school fundraised for us during charities week and nominated us as their chosen school charity.



Sue Jackson-Wilson organised a bake sale for us at her home in North Yorkshire.



Ed Swain held a sponsored head shave with six friends, and organised a pub quiz in a North London pub.

MORE INSPIRATION...

GOING SOLO

- **Get sponsored to give up coffee/alcohol/chocolate for a month**
- **De-clutter and set up a car boot sale or eBay bonanza then donate the proceeds**
- **Ditch the takeaways or daily coffee habit and donate the money you've saved**
- **Get fit and train for a sponsored walk, run, swim or cycle .**

FRIENDS AND FAMILY

- Organise a fancy Black Tie Ball or Sit Down Dinner and charge guests per seat
- Hold a pamper party – get everyone together for an evening of indulgence
- Quiz night – ask your local pub if you can host a quiz night and charge teams to enter
- If you're getting married, celebrating a birthday or a marking an anniversary, ask guests for donations instead of gifts.

WORKING 9 TO 5

- Hold a bake sale – dust off those recipe books and set a price per slice
- Dress down Friday – ask colleagues to donate a gold coin in exchange for being allowed to wear their jeans into work for a day
- Get a willing member of staff to shave their head, wax their chest or grow a moustache
- Hold a comedy night, karaoke challenge or musical bingo event.

COOL AT SCHOOL

- School Disco – arrange a disco in the school hall and donate the entrance fee
- Students' Got Talent – hold a talent show and get pupils AND teachers involved
- Ask students to donate £1 in exchange for wearing their own clothes
- Hold a bake sale.

LET'S GET PHYSICAL...

UK CHALLENGES

- **24 Peaks**
- **Coast to Coast Cycle Challenge**
- **Lake District 5 Peaks Challenge**
- **London to Paris Bike Ride**
- **London to Brighton Bike Ride**
- **Yorkshire 3 Peaks Challenge.**

INTERNATIONAL CHALLENGES

- **Pyrenees Snow Shoe Challenge, France**
- **Kilimanjaro Summit Climb, Tanzania**
- **Sahara Desert Trek, Morocco**
- **Great Wall of China Cycle Challenge, China.**

RESOURCES

For sponsorship forms, a logo, and a full guide to writing a press releases please email info@eleanorrose.org

WAYS TO DONATE

You can transfer the donation to us via our donation page:
<https://mydonate.bt.com/charities/theeleanorrosefoundation> (Please remember to tick the GiftAid box if you're a UK taxpayer).

You can send in your donation via a bank transfer. Please use the following bank account:

The Eleanor Rose Foundation
Natwest Bank (Dean Street Branch)
Sort Code: 60-30-09 / Account Number: 26193787
Reference: 'Your Name'

Send in a cheque and please include your name. Please make the cheque payable to The Eleanor Rose Foundation and post it to:

The Eleanor Rose Foundation
68 Sudbourne Road
SW2 5AH
LONDON

For text donations, ask people to text ELLY00 and the donation amount to 70070.

SAFETY AND LEGALITY

We really appreciate your support. However, The Eleanor Rose Foundation cannot accept liability for any fundraising activity conducted in our aid. Some important areas to think about before your event:

Raffles and lotteries - Small raffles held as part of a larger event are great as long as ticket sales and the announcing of results take place during the event and there are no cash prizes.

Licences - You will also need a licence from your local authority for any of the following activities: sale of alcohol, extended hours, provision of food and drink, collecting money or selling goods in a public place. Each local Authority is different so get in touch with your local council and check what they need from you. Never allow children under 16 to collect money from the public without an adult. Your local fundraiser will be able to advise you on all of the above.

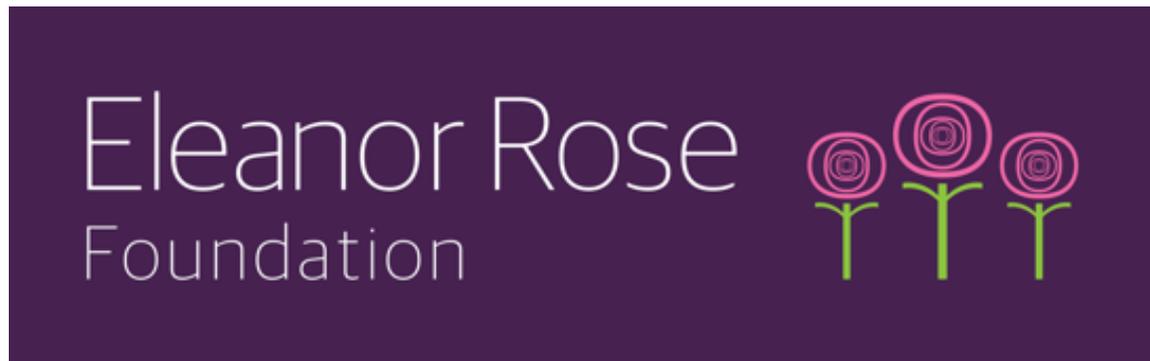
Serving food - The Food Standards Agency (FSA) says that a useful way of preventing food poisoning is to remember the four C's: cleaning, cooking, chilling and avoiding cross-contamination.

Get consent - You will need to get parental permission if children are helping at your event, or if you're taking photographs of children. If your event is on private property get permission from the owner or manager.

Insurance - We strongly recommend that you check you have adequate insurance (for example public liability insurance) to cover your event.

If you have any queries or concerns regarding your fundraising challenge or event please don't hesitate to get in contact!

WHICHEVER WAY YOU CHOOSE TO SHOW YOUR
SUPPORT FOR THE ELEANOR ROSE FOUNDATION,
HAVE FUN AND GOOD LUCK!



THANK YOU!

CONTACT US

Website:	www.elliesfriends.org
Email:	info@eleanorrose.org
Facebook:	www.facebook.com/EleanorRoseFoundation
Twitter:	@elliesfriends