



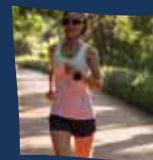
Your Guide to
Fundraising

Welcome

We are delighted that you have decided to raise funds for Lingen Davies Cancer Fund to support **excellent cancer services** for people affected by cancer in Shropshire, Telford & Wrekin and Mid Wales.

We know that almost **one in two** of us will get cancer at some point. Cancer affects almost every aspect of how we live our lives, and has an impact on our family, friends and colleagues. You probably know people who have benefited from the cancer services provided in our area, either in hospital or out in the community. So, 'Lingen Davies' may already be a familiar name to you. Our aim at Lingen Davies Cancer Fund is to **support** these local services in a way that makes a **positive difference** to lives affected by cancer in our area. We all value having **high-quality** cancer treatment **close to home** when we need it. The funds raised by our charity support **cancer prevention** programmes and projects that **help people to live well** with or after cancer. We fund **equipment, buildings and people** to make **early cancer diagnoses, treatment** and **support quicker** and even **more effective**.

Thank you for helping to raise **valuable** funds to support our work, now and in the future.



Where to start

We've created this Guide to Fundraising to help you make your event as successful as possible, so here are some useful tips to get you started:

Set a Target

Supporters have told us that they find it helpful to set themselves a fundraising target. Not only does it give them something to aim for and help them to stay motivated, it also encourages other people to support their efforts. So, think about this when planning your fundraising. The more money you can raise, the more people affected by cancer in Shropshire, Telford & Wrekin and Mid Wales will benefit from excellent cancer services.



Promoting your event

It's a great idea to design a **poster and/or flyers** to promote your event. This is an eye-catching way of letting people know who you're fundraising for, and how. You can ask local shops to display them, or ask if you can place them on local notice boards. The Lingen Davies Fundraising Team are happy to produce these for you; we can add your event details to our branded template to make your poster look bright and colourful.

We also have **promotional items** to support your event, such as t-shirts, balloons, collection tins and indoor and outdoor banners. Just get in contact and we can book these out to you, then you can collect them close to your event date.

Publicity and PR

Promoting your fundraising through:

Local media

They will help you shout about your efforts and this will, ultimately, raise more money for Lingen Davies. Get in touch with local newspapers, radio stations or even TV stations, to see if they'd be happy to feature your fundraising in their articles and programmes. If you want, we can also add your event to the events listing on our website.

Social Media

This is a great way to promote your efforts, as nearly everyone uses one platform or another. Make sure to tag us in any posts you put on Facebook, Twitter or Instagram, and we can then promote these through Lingen Davies' pages!



 @LingenDaviesCancer   @LingenDavies

If you're taking pictures at your event, you need to make people aware of this. If you'd like to use the photos after your event to show what a great time everyone had, please make sure you have permission from the people featured in the photo to do this. If you're hosting a large event, where you think it might be unrealistic to be able to ask everyone for their permission, tell guests that they need to make you aware if they **don't** want you to use their photo.

Don't forget to publicise your fundraising after it's happened too! A positive news story is always appreciated, and you deserve to be recognised.

Sponsorship and Online Giving

You might be fundraising for us through asking friends, family and work colleagues to sponsor you to complete a challenge, or take part in a fitness event. You can find a tear-out **sponsor form** towards the end of this booklet which you can use to record their sponsorship/pledges.



Online Giving Page

Another way to gather sponsorship is to set up an **online giving page** where you can collect donations from friends and family online. You can use our designated Lingen Davies Sponsorship Page via Enthuse. It's very easy to create your own page. Just go to: www.lingendavies.enthuse.com/fundraising/start#/. You will need to sign up (or sign in using Facebook). You can then share the link to ask people to support you. You can also use it to let everyone see how your fundraising is going. Lingen Davies Cancer Fund is also registered with VirginMoneyGiving and JustGiving, if you'd prefer to fundraise through these platforms.

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Gift Aid

For every **£1** the people who are sponsoring you donate (provided they are paying tax at the time of the donation) HMRC will give us an **extra 25p** at absolutely no cost to you or your sponsors. In order for us to turn every pound you raise into £1.25, please make

sure your supporters use Gift Aid on their donations, if they are UK taxpayers. We will be able to raise even more money to support local people affected by cancer. Lingen Davies raises thousands of pounds each year from Gift Aid alone. More detailed information about how to claim Gift Aid on donations can be found on page 11.

Charity Representatives

We love to meet our supporters and see the efforts they are going to, to raise money for Lingen Davies. That's why, if you would like a charity representative to attend your event, we will do our very best to be there.

We would also love to recognise your fundraising by posing for a photo, with you and our **big cheque** to show the fabulous total you have raised. We can do this at the Fundraising Office (we have a branded photo wall!) or at a mutually-convenient location. If you would like to arrange a 'big cheque' photo, just ask.



Ways to raise more at your event

So you've got your event in motion and you can't wait to start promoting it to your friends, your family and the local community. Here are a few ideas you can add to your fundraising plans to increase the total you raise. After all, the more you raise, the quicker Lingen Davies will reach our fundraising target to enhance the services available to local people affected by cancer.

Early Birds catch the Worm!

Sell tickets to your event, in advance. That way, you raise funds even if someone decides not to come on the day. As with posters, the Fundraising Team are happy to produce tickets for you.

Work your Workplace

Ask the business you work for to support you, either by making a donation or holding an event for employees, like a dress down day or cake sale. Some companies (especially banks) offer **matched funding** for fundraising activities their staff take part in; most companies ask for a letter from the charity to confirm the amount of your donation. We can send this direct to your employer, if needed... just ask!



On your Patch

If you're hosting a public event, think about approaching local businesses to sponsor you. In return for a donation, you can offer them **advertising opportunities** on printed materials, within your event promotion and at the event itself. If you're holding a raffle (more info on this below), you could ask local businesses to **donate prizes** in return for a mention at the event.

Auctions

Auctions can raise huge amounts for our charity. Try to source extra-special prizes and work out a reserve value, to make sure you raise an amount worthy of the item. Remind people about Lingen Davies Cancer Fund and the difference the donations will make. Do this just before, and during, the auction; this will encourage your bidders to dig that little bit deeper!



Raffles

Don't worry about sourcing a huge number of raffle prizes - people will buy raffle tickets anyway. Raffles are strictly regulated so, to stay within the law, please read the following information carefully. There are **two types** of raffle: a **cloakroom raffle** and a **registered raffle**. For both these raffles, tickets **must not be sold to under 16s**, and **under 18s should not sell tickets**. Some businesses you approach to ask for prizes might ask for an **authority letter** from us, to confirm you are raising money for Lingen Davies. We can send these direct from the office... just let us know who to send them to!



* Cloakroom Raffle

This is when you sell tickets out of a raffle book. These raffle books can be purchased at most supermarkets or stationery stores.

- Tickets **must not be sold prior to the event or outside of the event venue**.
- For tickets sold in strips, the tickets **must be split** and drawn **individually**, not drawn in strips
- Every ticket **must cost the same**; you cannot sell tickets at 'special offers' e.g. 1 strip for £5, but 3 strips for £12
- **No cash prizes** can be offered

* Registered Raffle (or Printed Draw)

This is when we (the Fundraising Office) have tickets printed for you, as the draw will take place under our licence.

- Tickets **can be sold prior to the event and outside of the event venue**
- Tickets must be printed by the Fundraising Office to abide by laws
- You must state the **date and the location** the draw will take place, and you must stick to this
- Prizes must be **allocated as printed** on the draw tickets i.e. 1st prize goes to the first ticket drawn, etc.
- All sold (i.e. ticket stubs) and unsold tickets, and details of prizes and the winners **must be returned to the Fundraising Office. Please do not throw any of the tickets or stubs away**
- Please keep funds raised from the draw **separate** from other funds raised at your event



The Legal Bit

We want you to have fun while you're fundraising for us, but there are laws and legislation that we have to follow. Here is an easy-to-read version of all the bits you need to know:

Licensing

Some activities that you might do to fundraise may require a licence if your event is not held at your home. You'll most likely have some live or recorded **music** playing during your event, and you might like to sell **alcohol** to keep your guests hydrated! For either of these activities, you will need a **Temporary Events Notice (TENS)** which can be obtained from your local council for a small cost. This is needed even if alcohol is included in the ticket price. Some venues may already have an adequate licence – check with the venue manager before you apply for a licence.

Collections

Collections are a brilliant way to raise money, especially where there are lots of people. However, if you're planning a collection that takes place in a **publicly-owned place**, you need a licence from your Local Authority. Before you approach your Local Authority for a licence, please advise us of your plans and await approval. Licences are not required on privately-owned land; just ensure you have the permission of the owner or business. Collecting house-to-house is not endorsed by Lingen Davies Cancer Fund.

Insurance

When you organise a fundraising event, you are responsible for making sure it's safe for everyone attending. That's why we recommend you take out **public liability cover** for events with lots of participants. Unfortunately, Lingen Davies' own policy

won't cover you but we can put you in touch with the right people.

• Risk assessments

It is advised (and will probably be a requirement of any public liability insurance) that you carry out a risk assessment for your event. We have templates you can use for this; contact the Fundraising Office to request one.

• First Aid

Grazes and cuts are painful, so try to have someone who is **first aid trained** to attend your event, and make sure they have an up-to-date **first aid kit** available to them. Some events will require first aid cover, depending on the size and type of the event. For large events, you can hire first aid cover such as St John Ambulance. Ask the fundraising team if you need any help with this.

Data Protection

New regulations surrounding data protection mean that you need to **keep personal information (such as email addresses) safe** and only for as long as you need it. **Do not share** an individual's information with others without their permission. When you no longer need people's personal information, please make sure it is disposed of confidentially; the Fundraising Office can assist with this. For more details on our data protection policy, please visit www.lingendavies.co.uk/privacy-policy.

Food Hygiene

Everyone loves tasty cakes, and coffee mornings are a great way to raise funds. Please take great care when handling food; work to basic rules for safe preparation, storage, display and cooking. We recommend displaying a note next to food that says "This food may contain traces of allergens, and may have been prepared in a kitchen where allergens were present. Please take care if you are allergic to some foods."



Fundraiser Stories

Lingen Davies Cancer Fund supports local cancer services in our region, so a large proportion of the funds raised comes from a wide range of fundraising activities devised and organised by **people just like you**. This sits at the heart of who we are and what we do. Here are a few fundraisers to inspire you.

Charmina

Harry danced to donate

When Harry's mum Joy was diagnosed with cancer in 2016, the family decided they wanted to host an event to raise funds for the charity which supported the services supporting Joy. They set up an organising committee made up of friends and family, and came up with Charmina Festival...a one-day, feel-good festival for everyone to enjoy!

Mobile bands and local caterers donated their skills and time for free. Lots of local businesses also covered the cost of materials to build the stage and lots of other interactive structures, such as the 'Heart of Charmina'. When booking their

tickets, guests were asked to honour someone they knew affected by cancer. The Charmina team then included these names in the heart and put it on display.

The first Charmina Festival took place in July 2017. Guests were charged a ticket fee and asked to buy raffle tickets for the high-end raffle. Over 500 people attended, and the festival raised over £8,000! Following the success of the first event, the team decided to make the festival a biennial event and made it even bigger for 2019, this time splitting the proceeds between 3 charities. Harry and his family have raised nearly £16,000 for Lingen Davies Cancer Fund: vital funds that will help us continue supporting local people affected by cancer.



Top Tips from Harry

Ask friends and family to **put their heads together** to think of a fundraising event. Often one person's idea can spark more ideas in others, to create a fantastic finished product!

Some businesses may support you by **giving you materials**, or supplying their services **free of charge**. Try that approach when asking for donations.



Laura Kemshall

Stitching her way to success

Laura was diagnosed with bowel cancer in 2018, aged 39. Laura decided that she needed to keep busy and have a focus while she underwent, and recovered from, chemotherapy. Like many of our supporters, she wanted to 'give something back' in recognition of the care she had received. Laura loves quilting, so chose to stitch a beautiful star-based quilt pattern in Ruby colours (as she was fundraising during our Ruby Appeal). She asked family and friends to donate £10 each to sponsor a star, on her online giving page. Like the quilt, the funds just grew and grew – and so did the enthusiasm for Laura's project. In a year, she raised over £9,000 for Lingen Davies Cancer Fund via her online giving page.

Laura furthered her fundraising by selling pre-printed draw tickets, to win the Ruby-Star quilt, as well as a Husqvarna, high-quality sewing machine that the company very kindly donated to her draw. Laura's Ruby Quilt Draw raised a massive total of £5,086.34.

In total, Laura raised **£14,133.02** making her the Lingen Davies Cancer Fund 2019 Fundraiser of the Year. We were thrilled to welcome her and her Ruby Quilt to our annual Awards Evening and to present her with her trophy and certificate.



Top tips from Laura

Choose an **activity you love**, especially if it's going to be an event with a long-term goal.

Make donating **clear and easy**. Set a donation amount and use a fundraising page so that all the work of collecting and paying over the funds is done for you.

Use your imagination and take it one step further. Hold a raffle (cloakroom or pre-printed) to raise extra funds from your chosen fundraising activity.

You don't have to choose an ambitious target, every penny counts... and so does enjoying yourself along the way.

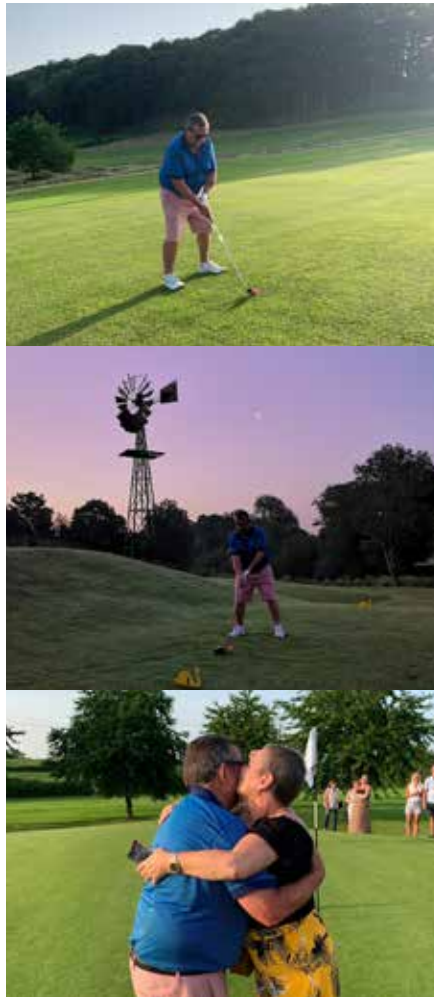
Phil Jones

Phil putted his way to pounds!

After Phil's wife was treated at the Lingen Davies Cancer Centre, he wanted to raise money for the services that had provided her care.

At 4.15am, on a fine summer's day, Phil strode out from the clubhouse at Lakeside Golf Club towards the first tee, aiming to play 100 holes of golf in one day. He completed his challenge in 16 hours, after walking approximately 28 miles!

Phil had spent time and made the effort, well in advance of his event, to raise awareness of his challenge and to gain sponsors. The Fundraising Team supplied him with personalised sponsor forms, and he set about getting as many people as he could to commit whatever they could afford to his fundraising challenge. In total, Phil raised an amazing **£1,000** for Lingen Davies Cancer Fund, which meant that he was awarded a teal-coloured sun-logo pin badge as part of our badge recognition scheme (see page 11 for more on our badge reward scheme).

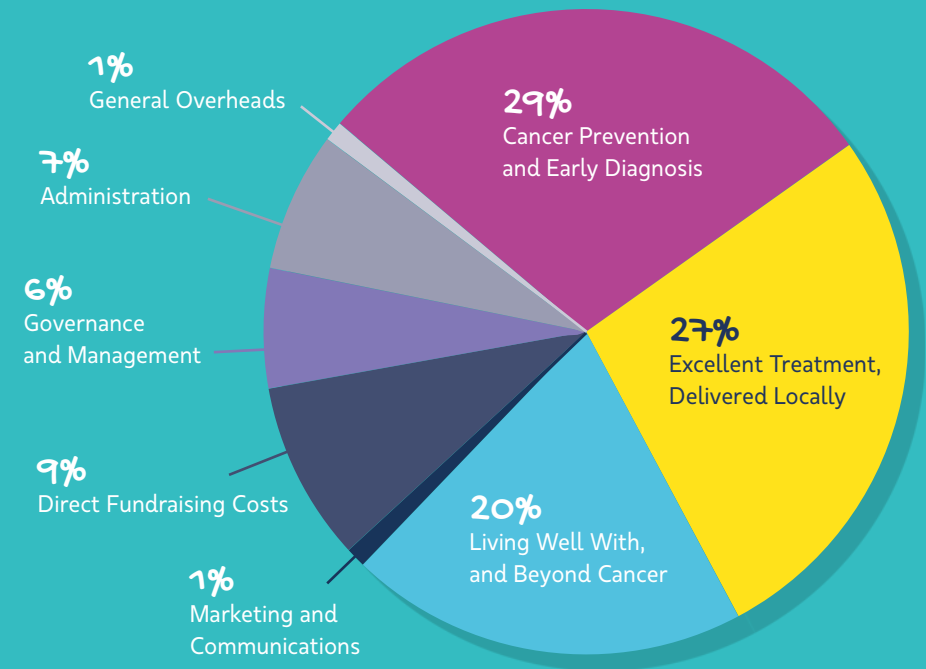


Top Tips from Phil

Use your networks – family, friends, club members. More often than not, people are delighted to help you with your fundraising. Maximise the funds you raise by asking those closest to you for their support.

Tell the **local press** what you aim to do, why and how people can support you. After the event, use local press channels to tell people how things went, how much you raised, and to say 'thank you' to your local community.

Where your donations go



Lingen Davies Cancer Fund relies on donations from supporters like you for the majority of our funding. In our 2017-2019 appeal (the Ruby Appeal) 96% of our funding came from our community. The funds you raise are crucial to making a positive difference to lives affected by cancer in Shropshire, Telford & Wrekin and Mid Wales, because they:

- provide additional high-quality, cutting-edge equipment for cancer diagnosis and treatment
- support specialist staff to be there for patients when they need them most
- fund services that help cancer patients to face life after treatment in a positive way



- enable us to fund programmes to improve cancer prevention and early diagnosis
- increase the speed and accuracy of cancer diagnoses

The figures above show how your funds were used in the Ruby Appeal to fund local cancer services. If you decide to set a fundraising target, why not use them to tell people how the money they help you to raise can make a positive difference?

Corporate Support

We are looking for companies to support Lingen Davies Cancer Fund, this year, helping us to raise money and awareness of our current fundraising projects. As our partner you will invest your time and money, into helping your local community.

Here's some ways you can support us, and how this can benefit your business:

- Sponsor our regular events, such as the Colour Run and Fundraising Ball. Benefits can include attendance to the event, brand awareness, mention in all marketing, social media promotion
- Encourage your employees to take part in a challenge event, and raise sponsorship. This a great alternative to your normal team building days!
- This **Guide to Fundraising** offers you lots of ideas for raising money. We can also provide you with branded merchandise, as well as making the donation process nice and easy
- **Volunteering opportunities**, such as helping us with maintenance of our garden

Our 'Live Well Cancer Awareness' project allows us to come and see you, to talk to you and your staff about how to reduce their risk of developing preventable cancers. We will encourage early diagnosis and living well with cancer, as well as offering advice



about an employers' legal, and other, responsibilities to their employees diagnosed with cancer.

We would also welcome you to visit our Fundraising Office, and the Lingen Davies Cancer Centre at Royal Shrewsbury Hospital, to see how donations make a real difference to patient care.

More than ever your brand awareness is vital; we would love to be able to share your work and support with others. We have a wonderful supporter base to share our partnership with, as well as a good following on our social media accounts, where we would shout about your support, and we would ask you to do the same. It is essential that we continue to talk about cancer. By raising awareness of our charity, we are continuing to open up opportunities that help us to support patients and their families in Shropshire, Telford & Wrekin, and Mid Wales.



Donation Form

Please use this form to donate the funds you have raised.

I would like to make a donation of £...			
Title:		First Name:	
Surname:			
Address:			
Postcode:			
Email:			
Tel:			
About your donation - please tell us how you raised your funds:			

Please make cheques payable to 'Lingen Davies Cancer Fund'. Never send us cash in the post.

If you would like to be kept informed about our work and the exciting ways you can support us in the future, please tick how you'd like us to contact you below. You may choose more than one method; if you do this, please place a double tick in the box of your preferred method of contact. We promise to always keep your details safe and we will never sell or swap your details. If you change your mind about hearing from us, you can stop receiving our updates at any time by emailing hello@lingendavies.co.uk or calling 01743 492396. Please see our privacy policy for more information.

Email Post Telephone Text

Please return this form, with your gift to:
Lingen Davies Cancer Fund, Fundraising Office,
Hamar Centre, Royal Shrewsbury Hospital,
Mytton Oak Road, Shrewsbury, SY3 8XQ

Registered charity number 1160922





Thank you!

Thank you so much for deciding to raise money for Lingen Davies Cancer Fund. If you have any questions about your planned fundraising event but cannot find the answer in this Guide, we're here to help. Get in touch via 01743 492396 or hello@lingendavies.co.uk

We know that a cancer diagnosis can turn life upside down but our local cancer services work hard to help, as far as possible, to restore lives to normal. Lingen Davies Cancer Fund exists to support them and you, and all the people of Shropshire, Telford & Wrekin and Mid Wales whose lives are affected by cancer. We can only do this with your support; your drive and enthusiasm, your time and effort, your skills, your networks... with YOU!

Almost half of us will get cancer; we need your help to make more people aware of this and of the steps that they can take to avoid it. For those of us who do receive a cancer diagnosis, Lingen Davies Cancer Fund can make a positive difference as we face one of the toughest challenges of life today... and in the future. Your fundraising has the power to do this. It's a wonderful thing; thank you.

Mary's Story

I'm 27 and I live in Shropshire. In January 2020, I noticed a hardening lump in my left breast. I wasn't concerned about it at all but after about 6 weeks I went to the doctors.

They checked it and referred me to the breast clinic – Shrewsbury and Telford Breast Clinic. I got a referral within two weeks, to go and see the team there. At Telford, I had the breast screening. The ultrasound quickly turned into a biopsy, and at that point, that's when the alarm bells started ringing. After the ultrasound, the doctor spoke to me and she told me to prepare for either news. At that point, I didn't even think cancer, but I think I was starting to get worried.

At five weeks I had my appointment at Telford where the Doctor told me that it was breast cancer. I was given the opportunity to ask any questions and what their idea of my plan going forward would be.

I first came to Lingen Davies at Shrewsbury in July time. My treatment was going to be chemotherapy because of the nature of the cancer that I have, then radiotherapy followed by hormone treatments. I sat there and they told me that I was going to have six rounds of chemotherapy and it was going to be a mixture of drugs and went through the side effects and things like that. I think that's the most emotional I've been, but I felt incredibly supported considering.

I felt like this was a new part of the journey I was stepping into; somewhere

that I was going to be for the next four to five months.

I know that I wouldn't have had the support, the treatment and the care that I've had if it wasn't done through Lingen Davies, supported through donations. I'm definitely thankful for what I've had, and I think it's definitely unique. I've never felt like I'm on my own and I've never felt that I can't speak to anyone. That's made up the huge part of it and I'm really grateful for everything.



We are...



Lingen**Davies**
Cancer Fund

Honest and
Resourceful

Proud to be
part of our
Amazing
Community

Friendly and
Supportive

Ambitious and
Committed

Experienced and
Progressive

Get in touch

Fundraising Office, Hamar Centre, Royal Shrewsbury Hospital
Mytton Oak Road, Shrewsbury SY3 8XQ

01743 492396 | hello@lingendavies.co.uk

lingendavies.co.uk



Lingen Davies Cancer Fund CIO Registered Charity Number 1160922.

Any funds raised in excess of a specific appeal target will be used
for the general purposes of the charity.



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