



Your Guide to Fundraising

Registered charity number 1160922

welcome



Thank you for deciding to fundraise for Lingen Davies Cancer Fund. We work to ensure local people can access the best cancer services locally and to raise awareness about cancer in the wider community.

Your fundraising will help us support cancer patients and their families throughout Shropshire and Mid Wales, as well as continuing to develop our LiveLife Cancer Awareness Service.

One in two of us will get cancer at some point in our lives. 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 the Lingen Davies Cancer Centre at the Royal Shrewsbury Hospital or out in the community.

Funds raised for our charity help enhance the treatment available for patients, we fund technology, new equipment, staff members, kit to make the experience 'just that little bit better' for those going through it. We attend community events and provide free sun cream during the summer months to help anyone stay safe in the sun – thereby working to prevent some types of cancer.

On behalf of everyone who will benefit from your fundraising both now and in the future, thank you.



Where to begin

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. We have a selection of templates available to download from our website.

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 Lingin 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, Instagram and LinkedIn.

@LingenDaviesCancerFund



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 by 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 JustGiving. It's very easy to create your own page. 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.

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.



Raising more from 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.

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's 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/privacypolicy.

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.

Mark Fielden has raised more than **£19,000** for us - after organising and hosting a musical extravaganza in honour of his mum Margaret. He held the first Chords Crush Cancer event in 2016 - with the support of his Mum who was going through treatment for cancer at the time. Sadly Margaret passed away after the second CCC but her family decided to keep going with the musical treat in her memory.

The event is held at The Inn on the Green in Radbrook, Shrewsbury, with bands who donate their time for free to support Mark. He has also enlisted a caricaturist and magician to add to the fun! Earlier this year Mark held CCC#7 and raised £4,278 - taking his grand total to £19,002. He said: "Mum was involved with the first two events before she passed away, we all wanted to keep fundraising in her memory, and I'm so pleased with what we've achieved. "Chords Crush Cancer brings together lots of great musical talent and I'm really proud of everyone involved."



Mark's Do's & Don'ts

Do:

- 1) Be specific about what you are asking for. A 'prize' is not enough and on many occasions your request will be ignored as to a large company who get 100s of requests on a daily basis a 'prize' could mean anything!
- 2) Always include the charity name that you are raising money for and don't forget their registered charity number!
- 3) Contact the charity and ask them for support with an official letterhead to show that you have authorisation from them to request prizes.
- 4) Attach a link to any email correspondence to prove who you are. I always link to a Shropshire Star article so they know that I'm genuine.
- 5) Be positive and confident, you are raising money for a wonderful cause close to your heart. Always remember why you are doing this.

Don't:

- 1) Don't be put off by rejection! As hard as this sounds, for every 100 emails I send and don't get a reply, the one reply I get with a positive response means so much.
- 2) Don't give in. The time you put into asking for prizes will pay off, trust me!
- 3) Don't be afraid to ask again next year! One company said no to me four years in a row but I kept asking and I finally got a brilliant prize from them.

Mary's Tractor Run

Mary was just 27 when she discovered a lump in her breast and had to undergo chemotherapy and radiotherapy at the Centre – during the height of the COVID-19 pandemic.

“I noticed a hardening lump in my left breast and I wasn’t concerned about it at all, I’ve never really checked my breasts before, and it wasn’t something I was doing regularly so I wasn’t concerned – but I noticed it was something different, something new and I mentioned it to my fiancé. I left it and didn’t do anything about it for maybe six weeks.

“I was referred to the breast clinic and had breast screening. The ultrasound quickly turned into a biopsy, and at that point, that’s when the alarm bells started ringing. I was just supposed to have an ultrasound and within probably 30 seconds they decided they wanted to do a biopsy on the lump.”

Mary was told she had breast cancer and underwent surgery, followed by four months of chemotherapy and an intensive nine days of radiotherapy.

At the end of 2020 Mary was placed on an oestrogen-blocking drug for five years to prevent cancer recurring. Recently Mary and her husband have made the decision to stop taking the drugs and start trying for a family. Fertility treatment formed a large part of Mary’s early cancer journey as she underwent two rounds of egg removal. Mary is passionate about raising awareness about cancer – especially amongst younger people – and is a spokesperson for the Coppa Feel charity as well as working to fundraise for Lingen Davies.

In August 2022 the self-employed Marketing Consultant realised a lifelong ambition and organised a Tractor Run fundraiser which raised £5,500. More than 76 tractors took part in the day which Mary describes as ‘hard work but very worthwhile’.

“It was just brilliant, seeing all the drivers wearing t-shirts highlighting breast cancer.

“Raising awareness about cancer is so important and along with fundraising makes me so happy. It’s vital that we protect the local services here in Shrewsbury. We’re so lucky to have the Lingen Davies Cancer Centre and everything it offers.

“I had no delays in my treatment, everything went well, and it was right at the very start of Covid. I want to focus my fundraising on local services going forward, lots of people I know are going through cancer treatment and it’s vital we do what we can to protect and enhance excellent local cancer services in Shropshire.”



Brian's Story

Brian's story starts around ten years ago. At the time, he was happily enjoying life with a job in the building trade and numerous hobbies.

Like many who are diagnosed with cancer, in the back of Brian's mind, he knew there was something wrong. He had been to the GP a number of times after initially finding blood in his stool. It had taken a series of tests over a period of months for Brian to receive the phone call that we all dread. It was discovered that he had a large tumour in his stomach, but fortunately it had not spread any further.

Brian's treatment at the Lingen Davies Cancer Centre involved oral chemotherapy. These drugs are powerful and the aim is to reduce, or at best to kill off the cancer completely, and the latter that was true for Brian. Unfortunately, in one of the standard post treatment examinations it was found that the cancer had returned, and this time, it was much more aggressive... treatment needed to be more dramatic.

Brian had his stomach removed and was also given oral chemotherapy but without a stomach to process the drugs, he struggled with the side effects.

They were burning him from the inside. He came off them after 18 months, but the damage had been done. Brian was now very poorly and lost a significant amount of weight. For the first time, he feared that he wouldn't make it.

Brian went months without making progress and continuing to lose weight. The breakthrough came from the most interesting and unexpected of products... At his daughter's wedding – where a collection raised £400 for Lingen Davies – Brian noticed his granddaughter eating a white mouse sweet. "Get me one of those will you?" he asked.



White mouse treats...

After his first mouse, he was hooked. He found that white mice were both palatable and helped with weight gain.

Over the following Christmas Brian moved on from white mice to boxes of Christmas treats. Still thin, he had finally turned a corner and was at last, improving.

As part of his recovery Brian decided to combine his love of the Shropshire countryside with a desire to give back to all the staff at Lingen Davies who had helped him through his difficult time. His sons, Neil and Adam, have both fundraised in his honour, and now it was Brian's turn. He signed up for a 10k charity run.

By starting off very slowly Brian rebuilt his fitness, and in the Spring of 2022 took part in the Shrewsbury 10k – raising a brilliant £2,029 in sponsorship.



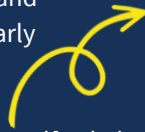
An incredible effort and achievement – thank you Brian.



How your fundraising with help...

LiveLife Cancer Awareness Service

- Our first in house service raising awareness of the signs and symptoms of cancer in the wider community
- LiveLife Lead Miranda can provide tailored talks to businesses about cancer awareness and prevention
- LiveLife Team attend community events, businesses and private organisations to engage with people about the importance of attending screenings and early diagnosis and cancer prevention
- We provide free sun cream to the public in summer as part of our work to prevent certain cancers
- Cancer Champions - we recruit and support people to have everyday conversations to reduce myths and stigmas and encourage people to report signs and symptoms for early diagnosis



Our brand new Health Engagement Van kindly donated by Telford Plaza UK Ltd

Radar Keys

- Radar Keys provide cancer patients access to public toilets quickly
- Over 150 keys have been given out across North Shropshire
- They are being distributed by GP Practices around the county
- One Radar Key cost approximately £1.50 so your fundraising can easily help us to purchase lots more!



Our most recent appeal.... A brand new CT Scanner for the Lingen Davies Cancer Centre



As a result of the CT Scanner being installed:

- Increase efficiency
- Shorter scanning time
- Less radiation
- Better images
- 99% of patients needing radiotherapy are scanned
- The machine can work around patients with metal implants (hip/knee replacements), making it a game changer
- Lung Saber Patients are now coming to the Lingen Davies Cancer Centre, avoiding travel to Birmingham
- Happy staff and a happy waiting room

Ican Cancer Rehabilitation Programme

- A free cancer rehabilitation programme funded by a grant from Lingen Davies
- The programme began in June 2022 and by end of the March 2023 286 people had been referred into the service
- Physical activity, mindfulness and information sessions throughout a 5-week programme



Sponsor Form

Here is a pull-out sponsor form to help you to raise sponsorship for your event. It can be used alongside, or instead of, an online giving page. Do consider which method will be most effective for you and the people you expect to pledge sponsorship. Please only include one name per pledge e.g. John Jones not John & Janet Jones. Please read the information below to help us benefit even more from Gift Aid. If you think you will require more than one page of your form, you could photocopy it before filling it in. Alternatively, contact the Fundraising Office for more forms.

Gift Aid

Raise even more from your sponsor form. Using Gift Aid means that for every £1 you give, Lingen Davies Cancer Fund can claim back 25p from HMRC, helping your donation go further. This means that £100 can be turned into £125, just so long as donations are made through Gift Aid. Imagine what a difference that could make - and it doesn't cost you, or your sponsors, a thing.

So, if you want your donation to go further, please Gift Aid it. Things to remember, if you want the person you are sponsoring to Gift Aid your donation:

FULL NAME of the sponsor

To claim Gift Aid, the form must be clearly completed.

HOME ADDRESS of the sponsor

Please do not include a work address, as HMRC need to know where the sponsor lives, if Gift Aid is being claimed.

Don't use ditto marks (“

Unfortunately, we can't claim Gift Aid on a sponsor's donation if ditto marks are used.

Write down the AMOUNT

The most important bit: ask your sponsor to write down how much they'd like to sponsor you for your event.

Tick the GIFT AID box

Make sure sponsors read the declaration at the top of the sponsor form; if they are happy to include Gift Aid, please ask them to tick the box. Make sure it's a clear tick.



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



How to donate your funds

When you are ready to donate the funds you have raised for our charity, here's how you can do it:

Use online banking

You can make a direct bank transfer; our details are...

Account Name:

Lingen Davies Cancer Fund CIO

Sort Code: 09 02 22

Account Number: 10514429

Reference: (please put your name)

Please let us know via email: hello@lingendavies.co.uk that you have made a payment, so we can acknowledge it. We would also love to know all about how you raised the funds and, if you agree, would love to share the good news via our website or social media platforms.

Send a cheque in the post

You can donate by sending a cheque, made payable to Lingen Davies Cancer Fund, to: Lingen Davies Cancer Fund, Fundraising Office, Hamar Centre, Royal Shrewsbury Hospital, Mytton Oak Road, Shrewsbury, SY3 8XQ. Once again, please tell us all about how you raised the funds.

Please never send cash in the post.

Visit us at the Fundraising Office

One of the greatest pleasures of our work is meeting our supporters. If you would like to donate the funds you have raised, in person at the Fundraising Office – either in the Hamar Centre or Cancer Centre, please email: hello@lingendavies.co.uk or phone 01743 492396 to arrange your visit. We will find a date and time that are convenient to you, and make sure that you know how to find us and where to park, if you are travelling by car. It will be helpful to know, in advance, whether you are bringing funds in cash or cheque form, or both.



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 LiveLife Cancer Awareness Service 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.



Thank you

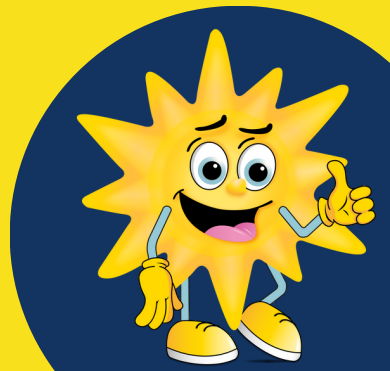
Thank you so much for deciding to raise money for Lingen Davies Cancer Fund. If you have any questions about your planned fundraising event but cannot find the answer in this Guide, we're here to help. Get in touch via 01743 492396 or hello@lingendavies.co.uk

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





Get in touch

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

01743 492396 | hello@lingendavies.co.uk

www.lingendavies.co.uk

    Lingen Davies Cancer Fund

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.



Registered with
**FUNDRAISING
REGULATOR**