

YOUR GUIDE TO FUNDRAISING

prevent
breast
cancer

A BIG THANK YOU...



Thank you so much for choosing to fundraise for Prevent Breast Cancer. I am extremely proud to be patron of the UK's only charity dedicated to predicting and preventing breast cancer. We know we can put an end to this devastating disease and your vital fundraising support will help us to get there.

Only 3% of all cancer funding is spent on prevention so your time, support and donations make a huge difference to people's lives. Now, and years into the future.

Prevent Breast Cancer exists to help create a future free from breast cancer, where there is no before or after diagnosis. Thanks to better predictive tools and early intervention, we truly believe that for future generations, breast cancer will be a thing of the past.

This means acting now, to help more people live a life that's free from the disease. It means funding research aimed solely at preventing breast cancer. And it means creating a world where thousands of people are spared from ever experiencing the pain and suffering it causes.

At Prevent Breast Cancer we hugely appreciate everyone who dedicates their time to fundraising for us. Whatever you plan on doing - from a sponsored walk to bag packing at your local supermarket - fundraising can be great fun, and every penny you raise takes us closer to a future free from breast cancer.

Best wishes

Sally Dynevor

Sally Dynevor
Patron of Prevent Breast Cancer

ABOUT THIS GUIDE

This guide has been designed to help you get the most from fundraising for Prevent Breast Cancer. Have a look through for lots of useful information including:

- **How the money you raise will help** - a look at what your fundraising could help us to achieve
- **Fundraising inspiration** - a bumper section of inspiring activities to raise funds for Prevent Breast Cancer
- **Top tips for fundraisers** - some practical advice for making your fundraising a success
- **A guide to the rules and regulations** - what you need to know to keep things safe and legal

So please have a read and feel free to contact the team if you have any queries or need any support. Good luck, I hope you have a brilliant time that you'll remember for years to come! And thank you again for choosing to support Prevent Breast Cancer.

WE'RE WITH YOU EVERY STEP OF THE WAY...

The Prevent Breast Cancer team are here to give you all the support you need with your fundraising. If you have any questions, want to discuss ideas or request any materials, please get in touch.

0161 291 4400

info@preventbreastcancer.org.uk

@wearepreventBC 

WeArePreventBreastCancer 

preventbreastcancer 

preventbreastcancer.org.uk/getinvolved

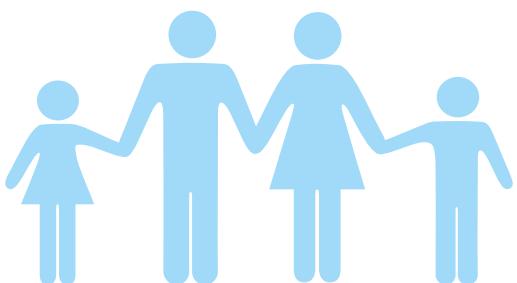
DID YOU KNOW?

BREAST CANCER IS THE MOST COMMON CANCER IN THE UK, DESPITE IT BEING A RARE DISEASE IN MEN.



11,400

ARE LOST TO THE DISEASE EVERY YEAR.



INDIVIDUALS EVERY YEAR, IN THE UK, ARE DIAGNOSED WITH BREAST CANCER. THAT'S 150 PEOPLE A DAY.

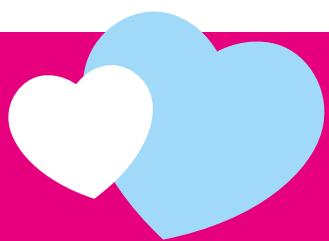
AN ESTIMATED
55,000

IF WE COULD STOP BREAST CANCER TOMORROW, BY 2027,

550,000

COULD BE SPARED FROM A DIAGNOSIS.

Our research will one day bring about a world where breast cancer is preventable, but we need your help.





**1 IN 9 WOMEN, AND
1 IN 1,000 MEN**

in the UK will develop the disease in their lifetime.



A large pink circle containing the text "100%" in a large, bold, dark grey font. Below it, in a smaller black font, is the sentence "OF OUR CHARITABLE ACTIVITY IS SPENT ON THE PREDICTION, PREVENTION AND EARLY DETECTION OF BREAST CANCER."

A blue chevron pointing to the right, positioned next to the prevention funding statistic.

**ONLY
3%**

OF ALL CANCER
RESEARCH
FUNDING IS
SPENT ON
PREVENTION.

PREDICT PREVENT PROTECT

HOW THE MONEY YOU RAISE WILL HELP

PREVENT BREAST CANCER SUPPORTS THOSE AFFECTED BY BREAST CANCER THROUGH ESSENTIAL RESEARCH THAT WILL ONE DAY CREATE A BREAST CANCER FREE FUTURE FOR ALL.

Our work relies on the cooperation of patients and high-risk individuals who understand that by providing information about their lives now, they can save the lives of others in the future.

With just 3% of cancer research funds being spent on preventing breast cancer, we rely on the generous donations of our supporters. The figures below show what the money you raise could fund:

£4

Will pay for 1 month's supply of raloxifene for a woman at high risk of breast cancer who requires preventative drugs to reduce this risk.

£28

Will pay for a saliva sample to test gene fragments to see if this increases someone's risk of developing breast cancer.

£75

Will pay for a blood sample to be analysed to determine the effects of diet and lifestyle on a woman's breast cancer risk.

£100

Will pay for 20 women to receive a mammogram to help determine their breast density, which is a key risk indicator.

£500

Will enable us to carry out lab work on different molecules related to breast density.



OUR FOUR PILLARS OF RESEARCH, WHICH WE HOPE WILL ONE DAY BRING ABOUT A FUTURE FREE FROM BREAST CANCER.



GENE RESEARCH

Investigating how changes and mutations in genes can affect someone's risk of developing breast cancer.



PREVENTATIVE DRUGS

Investigating drugs that can be used as a preventative measure to reduce an individual's risk of developing breast cancer.



EARLY DETECTION & SCREENING

Identifying new and unique screening methods to ensure early and accurate diagnoses.



DIET AND LIFESTYLE

Research into lifestyle factors that contribute to risk and how diet and exercise can reduce an individual's risk.

PREDICT PREVENT PROTECT

FUNDRAISING INSPIRATION



BAKE
SALE



LADIES
LUNCH



COFFEE
MORNING

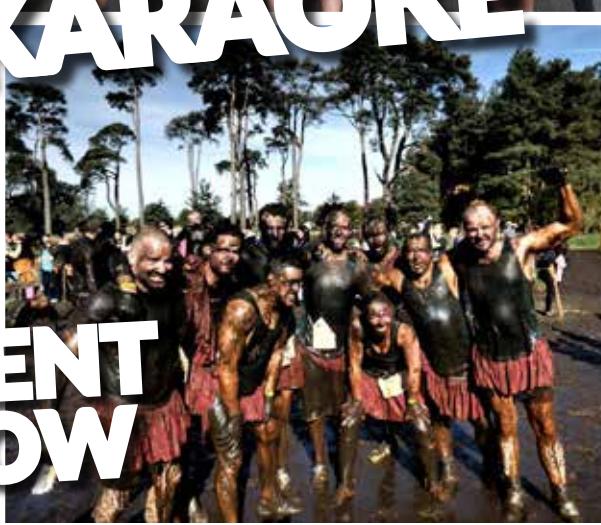


CYCLING



CHARITY OF
THE YEAR

KARAOKE



TALENT
SHOW



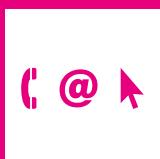
FIVE SIMPLE STEPS TO FUNDRAISING

THERE ARE FIVE SIMPLE STEPS WE RECOMMEND TO EVERYONE PLANNING TO FUNDRAISE FOR PREVENT BREAST CANCER.



1. DECIDE ON YOUR FUNDRAISING ACTIVITY

Perhaps you fancy getting sponsored to abseil down a building, or maybe you'd be more at home with a bake sale? What's most important is that what you choose gets you and everyone you know excited. Take a look at pages 6 and 7 of this guide for a whole host of ideas for your fundraising.



2. TELL PREVENT BREAST CANCER

Register at: <https://preventbreastcancer.org.uk/contact/>, call us on **0161 291 4400**, email: info@preventbreastcancer.org.uk or contact us on social media. Not only can we provide advice and support, we can also help you promote your activity across our communication channels.

Just let us know briefly what you're planning to do and when, giving ideally at least 4 week's notice if you're requesting materials to support you in your fundraising (see page 12).

It would be great to hear who or what has motivated you to fundraise for Prevent Breast Cancer.

@wearepreventBC WeArePreventBreastCancer preventbreastcancer



3. PLAN YOUR ACTIVITY

Every activity will need some planning and preparation for things to run smoothly. If you're holding an event for example, you might need to think about booking a venue, deciding on an entrance fee, printing tickets and putting together a programme of entertainment.



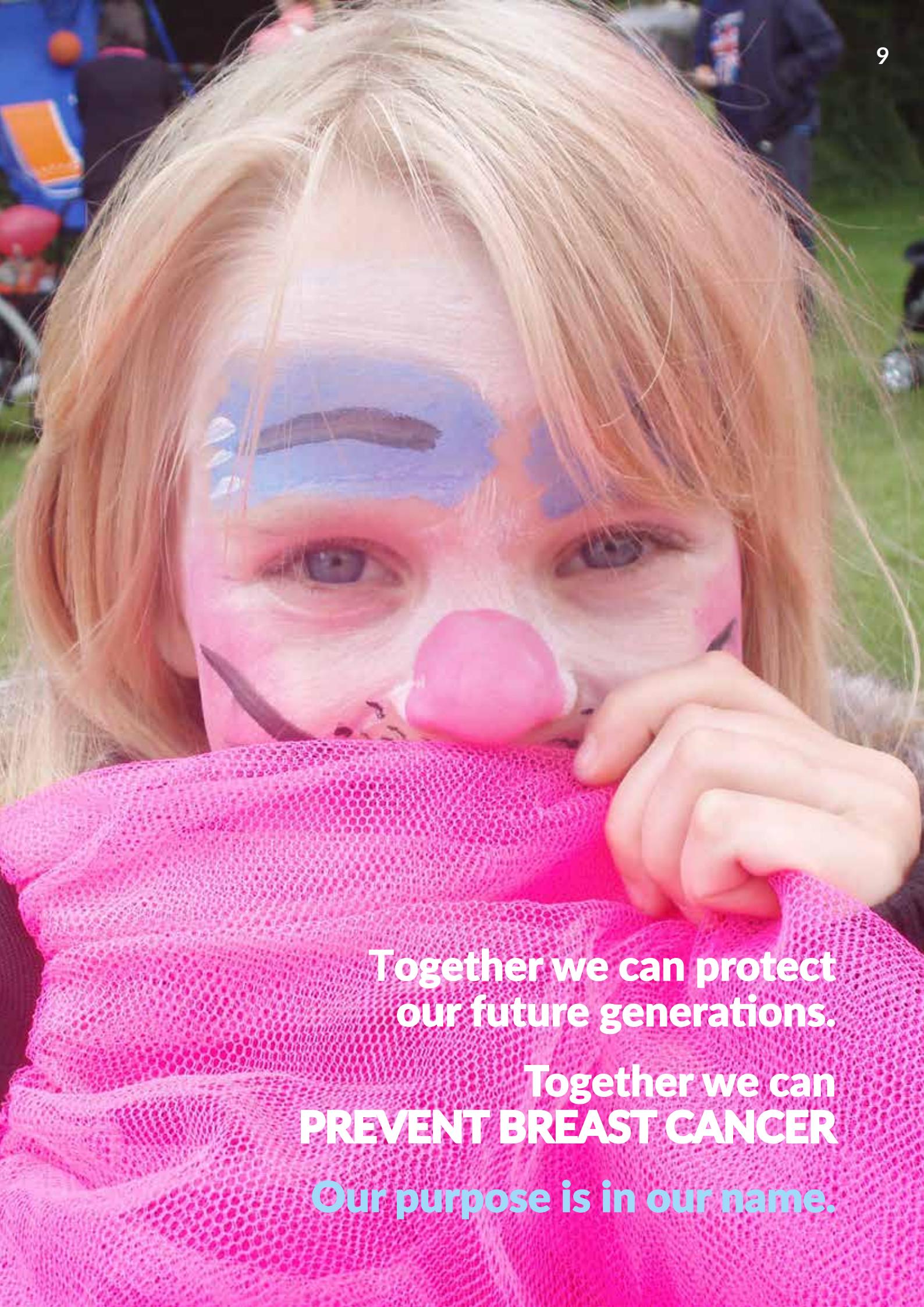
4. PROMOTE IT

Once you've decided on your fundraising activity, it's time to tell everyone you know! The more people you tell, the more donations you're likely to attract. Explain why you're fundraising and about the great work that Prevent Breast Cancer does. This is where social media comes into its own, you could reach hundreds or even thousands of people with your updates. Tag us and we'll share and retweet where we can. And why not contact the local media, who could help you widen your net even further.



5. PAY YOUR MONEY IN

The sooner we receive your money the sooner it can be used to help us predict, prevent and protect against breast cancer. Paying in your money is simple and there are a number of ways you can do it (see page 14).



**Together we can protect
our future generations.**

**Together we can
PREVENT BREAST CANCER**
Our purpose is in our name.

TOP TIPS FOR FUNDRAISERS

NOW YOU'VE GOT AN IDEA OF WHAT FUNDRAISING FOR PREVENT BREAST CANCER MIGHT INVOLVE, HERE ARE SOME OF OUR TOP TIPS FOR MAKING YOUR ACTIVITY THE SUCCESS IT DESERVES TO BE.

MAKE IT PINK

At Prevent Breast Cancer, we have everything you could possibly need to support you in your fundraising, all in our gorgeous pink! Just contact us at least 3 weeks before your activity is due to take place to tell us what you need.

Why not wear a tutu as you take on your challenge – we guarantee it'll make you stand out! Plus it will show you're fundraising for Prevent Breast Cancer. So many of our amazing fundraisers have worn a tutu as they ran marathons, held raffles or abseiled down buildings. At Prevent Breast Cancer we have a small stock of tutus, so contact us in advance to borrow one or you can buy your own cheaply online.

Your fundraising event or activity will be a prime opportunity to tell everyone about the charity and why you are choosing to support us, so please contact us for copies of our leaflets and brochures. These are also a great way to increase awareness of breast cancer and the steps people can take to protect themselves against the disease.

If you're dressing a space and want to make it look special, we can supply branded balloons, tablecloths, banners and more to give that extra bit of pizzazz. We've also got a range of merchandise you could sell to your supporters, everything from mugs to t-shirts.

There are buckets and tins you can order for collections and a limited supply of prizes for auctions and raffles.



KEEP THINGS SIMPLE AND USE JUSTGIVING.COM

If your fundraising will involve collecting sponsorship, we recommend setting up a JustGiving page. It's free and easy to set up, and will mean you won't need sponsorship forms as all the donations are collected online.



Once your fundraising challenge is complete, JustGiving will claim Gift Aid on your behalf and transfer all the funds collected to Prevent Breast Cancer.

Find out more at www.justgiving.com/preventbreastcancer

MAKE THE MOST OF GIFT AID

Gift Aid means that, for every £1 your supporters donate, Prevent Breast Cancer can collect an extra 25p - as long as they are UK tax payers at the time of the donation.

giftaid it

That means a big difference to us.

If you're using a printed sponsorship form, please make sure all eligible people tick the Gift Aid box.

If you're using Just Giving, your friends and family will have the option when making a donation.

Please remember though that donations from companies don't qualify for Gift Aid, and neither does a gift that buys goods or services from the charity.

MATCHED GIVING COULD DOUBLE YOUR DONATIONS

Check to see whether the company or organisation you work for provides Matched Giving. This could see the amount you raise in donations double as your employer matches the sum!

SHOUT IT FROM THE ROOFTOPS

Promoting your fundraising activity will mean more people get to hear about it and help those donations come rolling in. We want you to inspire others with your photos and videos, so that they too can make a difference.

If you're on Facebook, Twitter or Instagram, let your friends and followers know what you're doing and keep them updated with how things are going. Tag Prevent Breast Cancer so we can see what you're up to too:

@wearepreventBC WeArePreventBreastCancer preventbreastcancer

Don't be shy of contacting your local radio station or newspaper, they're often keen to broadcast stories about local people doing amazing things.

TELL US HOW IT WENT!

And lastly, after the big day is over we want to hear all about it! Give us an update on how things went for you and we'll share your story with our supporters. You could soon be gracing the pages of Prevent Breast Cancer's newsletter, website or social media sites!

PREDICT PREVENT PROTECT

TOO MANY PEOPLE ARE STILL AFFECTED



IAN BENTLEY

Ian chose to have a preventative double mastectomy in 2004 after he lost his mum, brother, auntie and grandmother to the illness. His sister has also been previously diagnosed.

We have a faulty gene in our family that so far; we can't find.

When my brother was diagnosed, I went to my GP for help and advice, but he didn't know men could get breast cancer and in less than 5 minutes, I was being shown the door with his parting comment "let me know how you get on". I still get frustrated at the lack of information available about male breast cancer and the lack of awareness within the medical profession and the general public.

Staff at my hospital appointments didn't expect a man, they thought the "mr" was a spelling mistake. On the day of my operation, the security staff thought I was a trouble maker trying to get onto a women's ward.

It can be embarrassing as a man to talk about what is considered to be a woman's disease but with the help of 'Prevent Breast Cancer' we can break down these misconceptions and increase survival rates in men by raising awareness and making it easier for men to get an earlier diagnosis and help.

PREDICT PREVENT PROTECT



CHARLEY WOOD

Charley Wood, 26, has the BRCA1 gene, which gives carriers an 85% chance of developing breast cancer and 65% more likely to get ovarian cancer. She sadly lost her mum when she was 17 to ovarian cancer, and has recently had a double preventative mastectomy.

'When mum died I didn't realise there was a genetic link, but my grandmother and great auntie also died of ovarian cancer so I decided to get tested. When the doctor told me I had tested positive for the BRCA gene I asked to be referred for surgery straight away. I always knew I would have the surgery if I tested positive for the gene. If my mum had this surgery she probably would have been here today. It's such a gift to be able to have it done. I didn't want to risk not being alive to watch any children I have in the future grow up.'

SENDING US THE MONEY YOU RAISE

THE SOONER YOU SEND US THE MONEY YOU HAVE RAISED FOR THE CHARITY, THE SOONER WE CAN USE IT TO FUND OUR PIONEERING WORK PREDICTING, PREVENTING AND PROTECTING AGAINST BREAST CANCER.

IT'S SIMPLE AND STRAIGHTFORWARD AND THERE ARE SEVERAL WAYS YOU CAN PAY YOUR MONEY IN:

OVER THE PHONE

Call us on 0161 291 4400 to use your credit or debit card to donate. We can give you our bank details if you'd prefer to pay using your online banking or BACS.

ONLINE

You can also use your card to pay via our website at: www.preventbreastcancer.org.uk/donate/

BY POST

Make cheques payable to 'Prevent Breast Cancer' and send by post to:

Prevent Breast Cancer,
Prevent Breast Cancer Research Unit,
Wythenshawe Hospital,
Southmoor Road,
Manchester M23 9LT.

IN PERSON

We love meeting our fundraisers! Pop in and say hello, but please give us a call beforehand so that we can be available to meet you.

PLANNING A CHEQUE PRESENTATION?

The Prevent Breast Cancer team is a small one, but we're always delighted to support your events and attend cheque presentations where we can. Please contact us at least 3 weeks in advance to check availability and book a member of the team to accept your cheque.



A GUIDE TO THE RULES AND REGULATIONS

THERE ARE IMPORTANT LEGAL RULES AND REGULATIONS THAT APPLY TO FUNDRAISING. WE'VE LISTED BELOW ALL YOU NEED TO KNOW AND THE TEAM IS ON HAND TO HELP IF YOU NEED ANY FURTHER INFORMATION.

For all fundraising activities we ask that you clearly state that you are raising money 'in support of' or 'in aid of' Prevent Breast Cancer, please do not state that you represent the charity.

IF YOU'RE PLANNING TO CREATE MATERIALS TO PROMOTE YOUR FUNDRAISING (E.G. A POSTER):

- Contact us for electronic copies of our logo to include on your materials and our Brand Guidelines which explain how these should be used. Please do not copy images from the website.
- Ensure that all materials include the following as a footnote:
In support of Prevent Breast Cancer, Registered Charity No.: 1109839.
- Remember to send us copies of your fundraising materials for approval before they go to print. We recommend getting these across to us by email at least two weeks before you need to send them to print.

IF YOU'RE HOLDING AN EVENT:

- If your event is open to the public you may require Public Liability Insurance, check with the venue to find out. Similarly if you're hiring equipment or a service, please insist that the contractor provides you with copies of their insurance before signing any contracts. Please contact us for support and advice if you need it.
- Make sure that your event is safely organised. All activities and the people participating in them are at the organiser's and participants' own risk. Prevent Breast Cancer does not accept any liability or responsibility for your event or for anyone attending it.
- If children will be attending your event, ensure that they are adequately supervised and that their carer has given permission for them to participate.
- Assess the risks involved in running your event. Many venues will already have the necessary paperwork but in some cases you'll need to undertake a risk assessment before the event can go ahead. For more information visit: www.hse.gov.uk - contact us for a Risk Assessment template.
- Depending on the type of event you're organising, it may be necessary to provide security or first aid, so plan ahead, assess your requirements and budget accordingly. Remember safety comes first.
- Make sure that all event participants are fully briefed in advance about the event. For example if you're holding a sponsored walk, you might want to advise people to bring warm clothing.
- Check in advance whether you'll need to apply for any local authority licences. For example:
 - You may need a Public Entertainments Licence if the event venue doesn't have one and you have booked entertainment.
 - If you intend to sell food, please contact the Environmental Health Department at your local council for guidance.
- Prevent Breast Cancer is unable to underwrite the cost of your event.

IF YOU'RE HOLDING A PUBLIC COLLECTION:

- You'll need a licence from your council first. Prevent Breast Cancer can help you with applying for this and also provide the official letter of authorisation that you'll need for the licence.
- If you're planning to collect money on private property such as a restaurant, shop or community centre, please first ask permission from the person in charge.
- Please do not collect money door to door. Prevent Breast Cancer does not support this type of fundraising as it can make people feel pressurised into donating.
- After your collection, the council may ask for notification of how much has been raised. Have another person present when you are counting the money so that they can verify the amount.
- Please visit your council's website to view their rules on charitable collections.

IF YOU'RE HOLDING A RAFFLE OR LOTTERY:

- There are strict guidelines for lotteries and raffles, so please get in touch with us for advice when you start planning your fundraising.

WHEN YOU'LL NEED A FUNDRAISING AGREEMENT:

If your business or organisation is working with Prevent Breast Cancer via product endorsement, selling services or organising an event or promotion and raising funds on our behalf, the code of Fundraising Practice states that you must have a written Fundraising Agreement with the charity.

If you're a member of the public and plan to deduct costs of your fundraising from the amount you donate, you may also require a written agreement. Please contact us for more information.

HOW DID IT GO?

We love to hear about your fundraising, so please get in contact after the big day and let us know how things went!

If you've already registered your activity with us, a few brief details are all that's needed. Please drop us an email at: info@preventbreastcancer.org.uk to tell us how the day went, how much you raised and what you got out of the fundraising experience.

We'll celebrate your achievements by sharing the story with our supporters. You never know, you may well inspire others to fundraise for Prevent Breast Cancer.



THANK YOU

**THANK YOU SO MUCH FOR
CHOOSING TO FUNDRAISE FOR US.**

**TOGETHER WE CAN
PREVENT BREAST CANCER.**

OUR PURPOSE IS IN OUR NAME.

**PREDICT
PREVENT
PROTECT**

Prevent Breast Cancer
Prevent Breast Cancer Research Unit
Wythenshawe Hospital
Southmoor Road
Manchester M23 9LT

0161 291 4400
info@preventbreastcancer.org.uk

 @wearepreventBC

 WeArePreventBreastCancer

 preventbreastcancer

preventbreastcancer.org.uk

Prevent Breast Cancer - our purpose is in our name