

Leukaemia Care

YOUR Blood Cancer Charity

FUNdraising Ideas Pack

How you can raise money in aid of Leukaemia Care

Helping patients to get the best possible diagnosis, information, advice, treatment and support.
www.leukaemiacare.org.uk

Leukaemia Care is registered as a charity in England and Wales (no.1183890) and Scotland (no. SCO49802). Company number: 11911752 (England and Wales).
Registered office address: One Birch Court, Blackpole East, Worcester, WR3 8SG

WELCOME TO THE TEAM!



A leukaemia diagnosis can turn someone's world upside down. Here at Leukaemia Care, we've been supporting blood cancer patients and their loved ones since 1969, ensuring no one has to go through a diagnosis alone.

It's no secret that we wouldn't be able to be there for the 10,000 people diagnosed each year, without the support of people like you.

Thanks to our fundraisers we are able to ensure that anyone affected by blood cancer receives the right information, advice and support.

Our fundraisers mean the world to us, and we simply wanted to say **thank you**. With your help, we can continue to support all those affected by leukaemia.

This pack has all the tricks of the trade you'll need to make your fundraising a success, but we're always just a phone call or email away if you need more support.

Talk To Us!

You can reach us on:

☎ : 01905 755 977

✉ : fundraising@leukaemiacare.org.uk



Get to know us!

Who we are

Leukaemia Care are a national charity supporting anyone affected by Leukaemia, MDS and MPN.

We offer support not only to patients, but also to their families as well as health professionals working with blood cancer patients.



What we do

Getting a diagnosis can be overwhelming, and it's often hard to know where to start looking for information and support. At Leukaemia Care we provide support financially, emotionally and practically, through services such as support groups, patient information booklets, helplines and by proving grants.

Our services are built on understanding the issues felt by those with a diagnosis and working on individual solutions and campaigning for universal changes.

Just a few of our services

- Nurse Helpline
- Patient Information Booklets
- Virtual Support Groups
- In-person Support Groups
- Hospital Hubs
- Buddying
- Patient and Carer Conferences
- Webinars
- Campaigns

- Advocacy Casework
- Quarterly Magazine
- Informational Website
- Financial Grants
- Bereavement Support
- Counselling
- Free Wills
- Patient Experience Research

It's our mission to surround people with the support they need and deserve, and you can be a part of this too!

To find out more simply visit leukaemiacare.org.uk/support-and-information



STRENGTH | SUPPORT | *hope*

YOUR MONEY MAKES A DIFFERENCE

Dan's Story



Dan was supported by us when he was diagnosed, he now fundraises for us as a way to give back -

"The first thing I did when I was diagnosed with my condition was do some research because the doctors speak in medical terminology and I was so confused. Leukaemia Care came up when I googled and it was just so easy to understand. What I used to help me understand my CML was the Leukaemia Care website and booklets.

There are documents and booklets that were easier reading than the large medical terminology and I found that really useful to help me understand the CML more. I even requested a few copies of the booklets so I could give them out to my friends and family so they could understand it more, as at first I didn't really want to talk about it and explain it to each person individually. It was easier to be able to give out the booklets.

And it just grew from there, I've been in contact multiple times since then and supported recently with the hardship fund to help me pay for my energy bills. And then being able to pay all this support back by running the London Marathon twice now for Leukaemia Care, to me was a no-brainer."

People like you, make the essential support that we provide for leukaemia patients possible. Whether you raise a couple of quid or hit the jackpot and raise thousands, the impact of those funds is HUGE.

Check out some of the ways we use your funds to provide vital support to leukaemia patients...

£2

could cover the cost of providing essential information to a newly diagnosed patient via our booklets and patient magazine.

£25

could fund a phone call on our help line with a trained haematology nurse.

£100

could fund sessions of counselling for a leukaemia patient or one of their loved ones.

£1,000

could enable us to support five families with a one-off hospital travel grant.

Want to be a part of this?
Read on to find out how...

JOIN #TEAMMLC

FOR THE LONDON MARATHON

Sunday 23rd April 2023

Dare to take on the world's most famous marathon? We've got over 150 places available every year, and one of them has got your name on it!

For some of our runners, it's a once-in-a-lifetime experience, that opportunity to prove to yourself that you can do anything. For others, it's the event they come back to every year, that adrenaline rush they just can't get enough of. And you could be part of it all!



How do I sign up?

That's the spirit! And the good news is, our places are now available - so be sure to secure your place today as sign ups for the 2023 marathon close on March 1st!

Not ready for 2023? you can express your interest for 2024 by getting in touch!

To sign up now visit:

register.enthuse.com/ps/event/2023TCSLondonMarathon2023 or find out more information about the London Marathon 2023 check out our website: leukaemicare.org.uk/get-involved/take-on-a-challenge/2023-tcs-london-marathon



How much do I have to raise?

The fundraising goal for our UK runners is £2,500 and £2,800 for overseas runners. You will also need to pay a booking fee of £50 to secure your place.

What support will you give me?

We'll be with you every step of the way to make sure you reach both your fundraising and training goals.

You'll get all the support and encouragement you need, including emails packed with tips and some of the loudest supporters around the course!

How do I find out more?

If you've got any questions, don't hesitate to get in touch with our Events Fundraising Team. Simply email events@leukaemicare.org.uk, or call 01905 755 977.



STRENGTH | SUPPORT | *hope*

READY, SET, GET INVOLVED



Looking for that all important inspiration? Then look no further! Check out our fundraising ideas below.



Go Forth and Sponsor



The Brave

Take on some classic sponsorship fundraisers - whether you wax your chest, shave your head, or soak in a bath of beans. These are sure to bring in a crowd.



The Giver-upper

Kick a bad habit or try out a new lifestyle and get your mates to sponsor you. You could give up alcohol, smoking, or meat. The options are endless!



The Glory Seeker

Do you have an unusual talent? Or perhaps you've just always wanted to get in the Guinness Book of Records? Now's your chance! Break a record or set your own, the choice is up to you.

Easy Peasy



The Helper-holic

Supermarket bag packing and collections are tried and trusted fundraisers and are sure to raise those all-important funds. Every little helps!



Join an LC initiative

Why not join our Leukaemia Care Lotto or sign up to make a monthly donation via direct debit, it's super easy!



Car Boot King or Queen

Give your house a spring clean and take your items to a local car boot.

Top tip: don't label your items, as many prefer to haggle a price!



Community challenges



Go-Getter



The Quiz Master

Get your thinking cap on and host a pub quiz at your local! Charge each team an entry fee and you'll be onto a winner in no time.



Sporty Spice

This is a definite crowd pleaser. Use your favourite sport to help raise money for patients and their loved ones. Host a football tournament, golf day, or a basketball match.



The Hostess with the Mostest

Put on your very own Come Dine With Me contest with friends and family. Whether your speciality is beans on toast or you're a certified chef, this is sure to be fun. Bon Appetit!

Fundraising 9-5



Any excuse

Does your office have a bit of a sweet tooth? Well, why not host a bake sale or your very own bake-off?



Spoiler alert

There's always that one person in the office who blurts out Game of Thrones spoilers. Keep a lid on those plot twists by setting up a 'spoilers jar'; for each spoiler revealed, they have to pay up!



Informal Fridays

A dress down day is sure to be an office pleaser. Why not take it to the next level with a pyjama day?

FEELING A CHALLENGE?

Are you a thrill-seeker or sports mad? Then why not take on one of our events? From treks to obstacle courses, there's something to suit everyone.



Globetrotter

Always wanted to reach Everest Base Camp? Or trek the Great Wall of China? Maybe you want to tick Machu Picchu off your bucket list? Whatever your ambitions, you can achieve them when you trek the globe for Leukaemia Care.



Homegrown hero

Looking for a challenge a little closer to home? You could trek up Ben Nevis or cycle from Land's End to the very tip of the British Isles. There's a UK challenge for everyone.



On your bike!

Are you a weekend cyclist who wants a bit more of a challenge? Or perhaps you want to see the world on two wheels? We have rides available for even the most experienced riders.



Take to the skies

If you love the feeling of the wind in your hair, then why not take on a skydive? Guaranteed to be an exhilarating experience, this is a challenge you'll never forget.



Pound the streets

Whether you're new to running, or you're a certified marathon expert, there are races across the UK that you could take part in for #TeamLC. We've even got obstacle races for you to get stuck into.

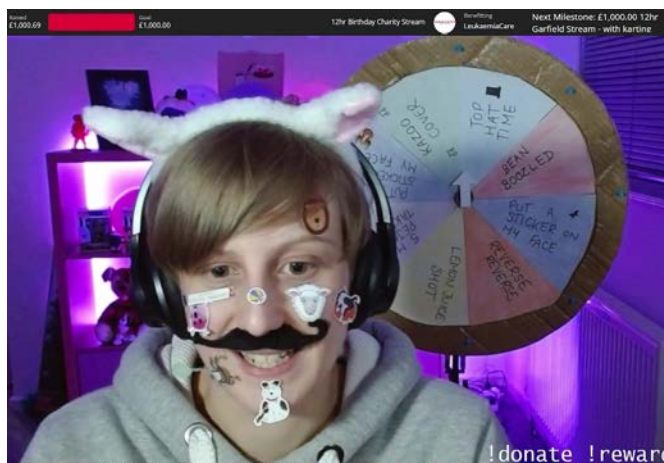
If you want to find out more about our events, simply head online to leukaemiacare.org.uk/events, or email events@leukaemiacare.org.uk



Fundraising events

DO IT BECAUSE YOU CARE

Fundraising is for everyone, whether you're doing it in memory of a lost loved one, or doing it to support others...You choose how to put the fun in fundraising!



Live Streaming fundraising

Whether you're an enthusiastic gamer or a professional chatterbox streaming is a great way to raise funds for Leukaemia Care. Dare yourself to take on a 10 hour game-a-thon, and if gaming is not your cup of tea then there are plenty of other options to choose from!

Stream whilst you:

- **Bake a cake**
- **Build a Lego masterpiece**
- **Get creative with some arts and crafts**
- **Host a quiz or gameshow with some friends**
- **Attempt to beat a world record**

Want to learn more?

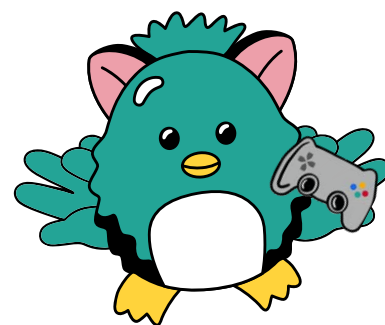
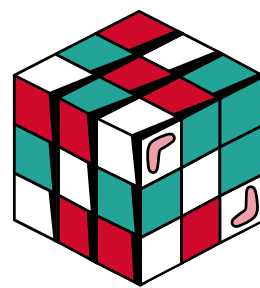
Visit leukaemiacare.org.uk/get-involved/live-streaming-fundraising for more information or if you'd like to speak to one of the team about your streaming idea drop us an email at streaming@leukaemiacare.org.uk.

In Memory fundraising

Losing a loved one is never easy. In memory giving is a heart-felt way to remember your loved ones and it enables you to leave a legacy that helps others living with leukaemia. There's plenty of ways to make this tribute extra special, whether you make a one off donation or take on a challenge in their memory, the choice is yours. To learn more about the ways you can honour your loved one visit leukaemiacare.org.uk/get-involved/in-memory-giving

Get in touch!

For support and information you can reach our In Memory and Legacy support officer by emailing bereavement@leukaemiacare.org.uk.



Community Fundraising

PLENTY OF WAYS TO GIVE!



There are so many ways you can give in support of those living with leukaemia, the possibilities are endless - find one that fits you and let's get giving!



Online Giving

The easiest way to raise money for your challenge or event is to set up an online giving page. Family, friends and even strangers will find it easy to donate to your cause and keep up with your progress.

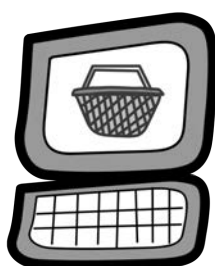
There are lots of websites you can choose from to create your online giving page, here are a couple we think are great:

- **JustGiving**
- **Facebook**

So, whether you're taking on a challenge, or you simply want charity donations for your birthday instead of gifts, there's an online giving platform to suit you.

If you'd like to find out more about setting up your online giving page, go to leukaemiacare.org.uk/get-involved/fundraise-for-us/how-to-set-up-an-online-giving-page

Want to raise money for Leukaemia Care, but feel that a challenge may not be right for you, here's some other ways you can give online instead:



eBay

Did you know you can fundraise for us by selling your unwanted items on eBay and giving some, or all, of the profits to us?

Give as you Live

When you do your online shopping via Give as you Live, you can raise funds for Leukaemia Care at no extra cost to you! Learn more on their website: giveasyoulive.com



Community Fundraising

SPREAD THE WORD

Your fundraising deserves the spotlight and more, so be sure you shout about your fundraising experience at every opportunity you get - there's always something to share!



#GoSocial

There's no better way to drum up support for your fundraising and help spread the word than social media. Facebook, Twitter, Instagram and even TikTok are your friends when it comes to raising awareness. Don't forget to tag us!



Don't be a stranger

It makes our day when you let us know all about your plans and send in your photos, so be sure to keep in touch! You can reach the Fundraising Team on **01905 755 977**, or by emailing fundraising@leukaemiacare.org.uk



Find fame

Fancy making yourself a local celebrity? We can help you get your event or challenge in your local press. Simply send us all the details about your event (the who's, what's, where's, when's and why's), and we'll make you famous in no time!



CORPORATE FUNDRAISING

Do you own a business, or work for one that's looking for its next charity partner?
Then get in touch!



In today's world, many progressive organisations encourage their teams to develop themselves and their business by choosing to adopt a programme of Corporate Social Responsibility.

At Leukaemia Care, we recognise those benefits.

Becoming one of our corporate partners offers a unique opportunity to engage both customers and staff. We will identify and listen to your objectives, and then put forward a bespoke proposal so that we can create a lasting fundraising partnership.

Want to find out more?

Get in touch today at:

✉ Corporate@leukaemiacare.org.uk

☎ 01905 755 977.

Together with us, you can:

- Align with a nationally-recognised, trusted brand
- Create positive PR opportunities
- Reach new audiences
- Build strong relationships with customers
- Differentiate yourself in a competitive market
- Boost sales and build your reputation as a socially responsible company
- Proactively engage employees
- Promote team building through shared endeavors away from the day job
- Promote personal development for colleagues and employees through tailored challenges
- Provide opportunities to support a cause that your employees are passionate about



Corporate partnerships



DOING IT WELL 👉

giftaid

Gift Aid It 💷

When your supporters Gift Aid their donation, it allows us to claim an extra 25p for every £1 given. This doesn't cost your supporters anything, but enables their donation to go that little bit further, with that extra money coming straight to us.

Online giving pages allow people to automatically Gift Aid their donation. If you're using sponsorship forms, your supporters only have to tick the Gift Aid box. It's that simple!



Stay Safe

Fundraising is supposed to be fun (the clue is in the name), but you still have to make sure that your event or challenge follows the rules. If you don't, your event might not end up being so fun after all. You can find out more about ensuring your event or challenge meets health and safety standards and is legal on our website at: leukaemiacare.org.uk/get-involved/fundraise-for-us/fundraising-safety/



Matched Funding 💷

This is a great option for events fundraisers with big targets. Lots of companies run matched funding schemes whereby they pledge to double the amount of money employees raise when fundraising. It's definitely a good idea to speak to your employer about whether they do matched funding and if they'll support you. It could make your fundraising endeavours truly worthwhile.



SHOW US THE MONEY

Sending us your funds is as easy 1, 2, 3. And remember, the sooner you send in the money you've raised, the sooner it can be put to good use.



By bank transfer

You can transfer the funds straight from your account to ours. Our bank details are:

Sort code: 20-98-61

Account number: 80823805

Account name: Leukaemia Care



By cheque

Please make your cheque payable to Leukaemia Care, and then pop it in the post for the following address:

Leukaemia Care

One Birch Court

Blackpole East

Worcester

WR3 8SG



Online

Simply pop onto our website:

leukaemiacare.org.uk/donate

to pay your money in. Remember to pop your activity name or something obvious that will help us know that it's you paying in!



By phone

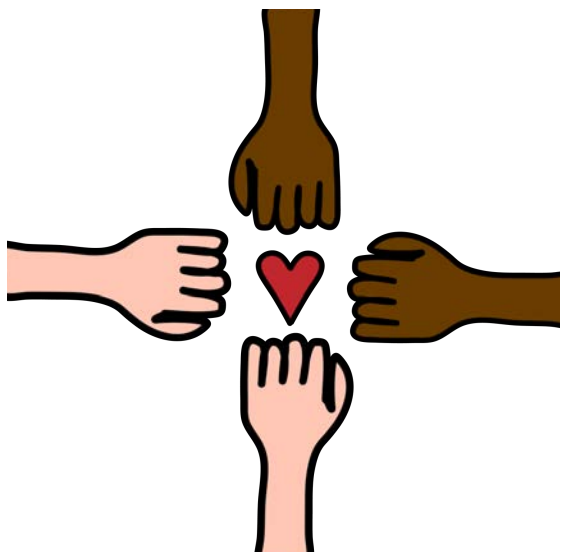
You can call us to pay by debit or credit card over the phone. Simply call **01905 755 977**

THANK YOU #TEAMLC

What you're doing is simply amazing, and the money you raise will be invaluable in helping us to support all those affected by leukaemia. We hope you know that you're our hero!



WE'RE HERE TO HELP



Our dedicated Fundraising Team are always on hand to give you advice and support.

Whether you're running low on inspiration, or not sure how best to organise your event, don't hesitate to contact us.

We're just on the other end of the line at [01905 755 977](tel:01905755977), or you can drop us an email at fundraising@leukaemiacare.org.uk



/LeukaemiaCare



/LeukaemiaCareFundraisers



@LeukaemiaCareUK



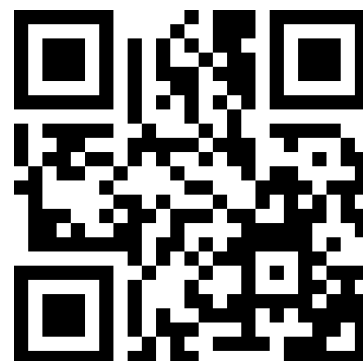
/leukaemiacareuk



We can also supply you with materials to make your fundraiser a roaring success. From bespoke posters and banners, to t-shirts, we've got everything you need.

We've also got even more information available on our website. Just head to leukaemiacare.org.uk/get-involved/fundraise-for-us to find out more

You can find everything you need to donate by scanning the QR code with your phone/tablet's camera app. Click the link that appears and wait for the page to load (iPhone 7 and above, android phones).



Make a donation