

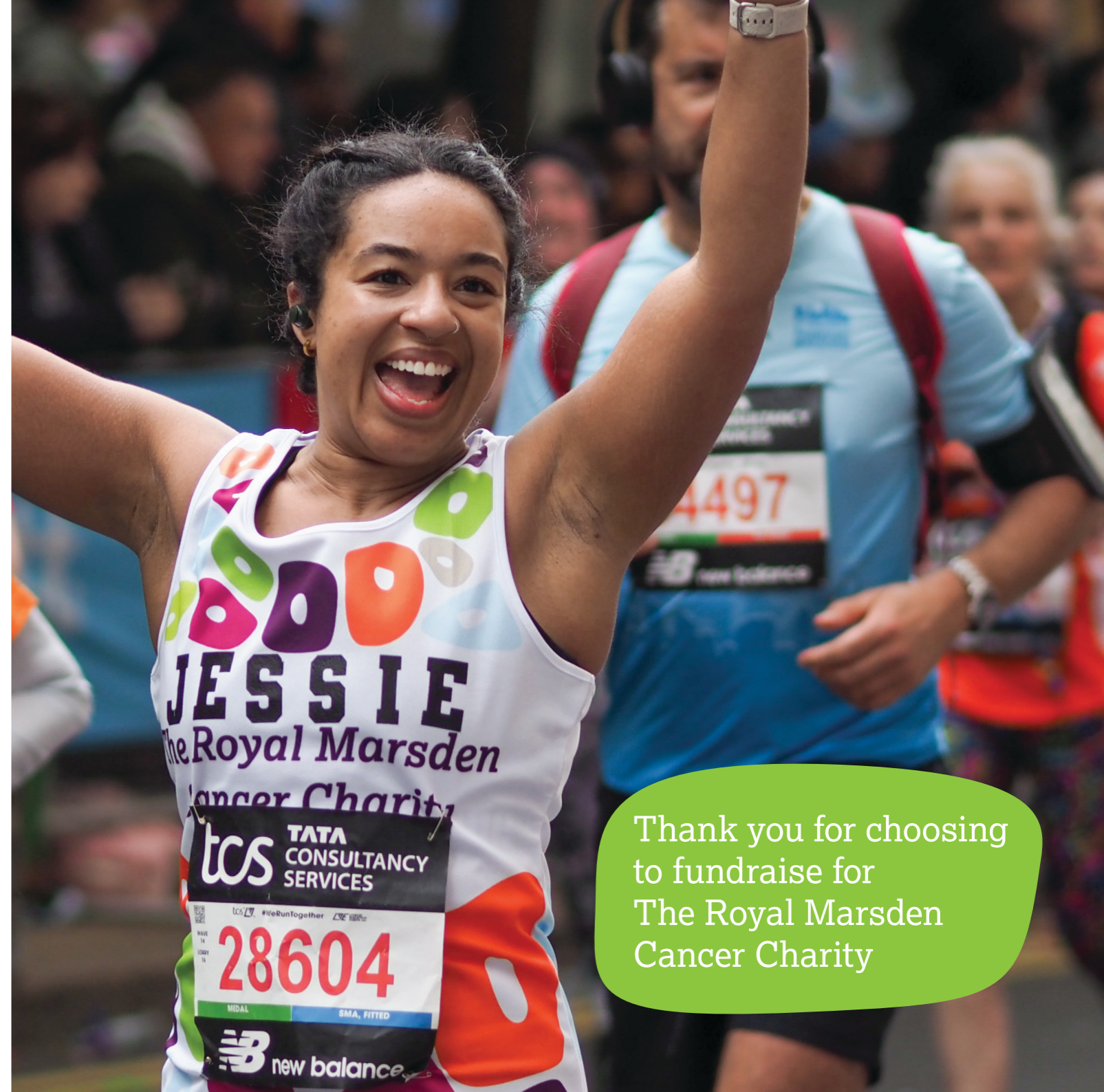


Your handy fundraising guide



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Thank you for choosing to fundraise for The Royal Marsden Cancer Charity

How to organise your own event

We've put together some hints and tips to help you organise a successful fundraising event.



Make a plan

When? – Set your date. Double-check to make sure it doesn't clash with any similar events in your area and be aware of school and public holidays.

Where? – Select your venue. When choosing a venue think about the size, cost, facilities and transport links.

Budget? – Set your target and make a budget. Think about how much you hope to raise. Always ask for charity discounts or donations of goods when talking to suppliers to help keep costs down.

Materials? – We can support you with Charity-branded materials including balloons, banners and T-shirts. Complete our materials order form at royalmarsden.org/materialform to place your order.



Spread the word!

See page 4 for our top tips on promoting your event.



Maximise your donations

Online giving – Create a fundraising page through justgiving.com/rmcc. Don't forget to share your page regularly, particularly at end of the month after pay day.

Sponsorship form – Try to start the form with a large donation and encourage people to check if they can Gift Aid their donation.

Matched giving – Lots of companies have matched funding schemes which can be a really easy way of adding to your total, so check with your workplace or ask your sponsors to check whether their donation can be matched.



On the day

Timing – Arrive early to give yourself plenty of time to get organised.

Volunteers – Brief your helpers so they know how they can support you.

Photos – Take lots of photos to post on social media and make sure to tag us [@royalmarsden](https://twitter.com/royalmarsden)

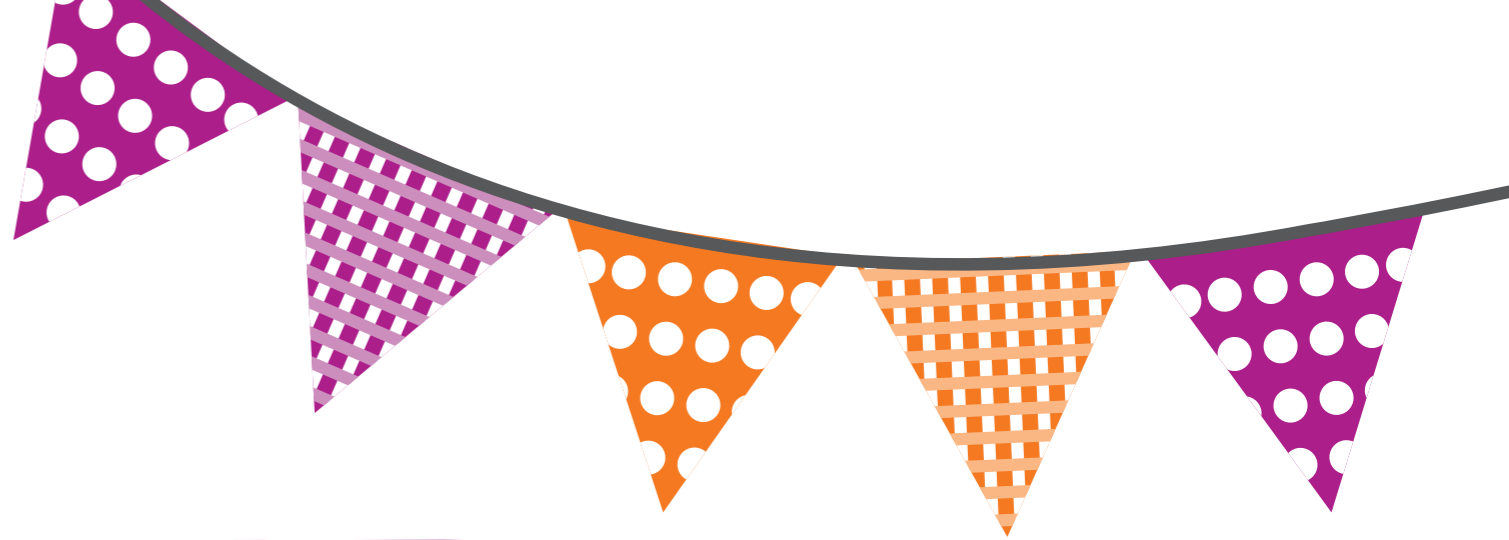
Most importantly, enjoy yourself!



After the big day

Thanking – Make sure to send a big thank you to everyone who supported you and let them know how much you have raised.

Send in your donations – See page 14 for all the ways you can send donations to us.



Fundraising materials available

We can support you with Charity branded fundraising materials including:

- Banners
- Balloons
- T-shirts
- Stickers
- Sponsorship forms
- Collection boxes
- Literature, including information leaflets
- Gift Aid forms

Let us know what you'd like by completing our materials order form at royalmarsden.org/materialform and we will get them posted out to you as soon as possible.



How to promote your event

Here are a few ideas to help you spread the word, whether you want to encourage people to attend your event, make a donation or help raise awareness of The Royal Marsden Cancer Charity.



Online

- Share your JustGiving page everywhere you can; on social media and via WhatsApp and email. A link can also be added to your email signature.
- Create a Facebook event and invite all your friends and family. Ask them all to share the event too so you can reach more people.
- Add regular updates to your social media letting everyone know how it is going. This could be an update on your training, on ticket sales or on the amount you have raised.
- Remember to tag us in your social media posts using **@royalmarsden**
- Remember to also add regular updates to your JustGiving page, it will give you a good reason to share your page and remind people to donate.



Offline

- We can provide you with our 'In aid of The Royal Marsden Cancer Charity' logo to add to posters and flyers.
- Keep reminding your friends and family about your fundraising and why you are doing it.
- Some workplaces have newsletters and email bulletins so check if they can promote your fundraising.
- See page 6 for advice on writing a press release.



How to write a press release

One of the best ways of getting media coverage for your event is to send a press release to your local paper and radio station.



Our tips

- Include the 5 'W's': Who, What, Where, Why and When.
- Keep it short and punchy – no more than one side of A4.
- Attract attention with the headline and the opening paragraph should sum up the story in no more than 30 words.
- Don't forget to include key contact details.
- Make it clear if you want the general public to attend and if they need to buy tickets where they can purchase them.
- If you can, include a photo – you are more likely to get media coverage if your event has a strong action shot.



Making contact

- You can find the contact details of your local newspaper and radio stations online. On their website, look for the contact details of the news desk.
- If you call, ask for the news desk. Let them know you are fundraising and ask for an email address you can send your press release to. It's always best to find out the name of an appropriate contact if you can and then mark it for their attention.



After the event

- If your local media can't promote your event beforehand, send a follow up story with a photo and the total raised.
- It can be tough to get your story in the press but it is always worth a try.



ON AIR



How your fundraising makes a difference

Thanks to your support, extraordinary things are happening every day at The Royal Marsden.



State-of-the-art equipment

We're constantly investing in equipment such as the da Vinci Xi surgical robot, to improve cancer treatment. The increased accuracy of the da Vinci Xi, means that surgeons can operate on previously inoperable or hard-to-reach tumours.

The medical equipment we fund also supports innovative research. In the PACE-B trial, the highly precise CyberKnife robotic radiotherapy device safely reduced radiotherapy time for men with localised prostate cancer by an incredible 75%, with 96% effectiveness.

Your support will help patients at The Royal Marsden receive diagnosis and treatment with innovative technology and help us improve cancer treatment for patients around the world.



Life-saving research

By funding research, including clinical trials and the development of new drugs, we can transform the lives of cancer patients, not just at The Royal Marsden, but also across the UK and around the world.

For example, our funding of the Ralph Lauren Centre for Breast Cancer Research supports work that sets an exemplary standard for research into the disease. This enables clinicians to better understand the molecular differences between tumours, which helps to provide the best personalised treatment for patients.

Thanks to our supporters, our research teams can continue to make ground-breaking advances and develop life-saving treatments for cancer patients, everywhere.



Modern patient environments

Thanks to our supporters we can fund the building of new, world-class facilities, and the refurbishment of existing ones to the highest possible standards. This means patients are cared for in the most welcoming, dignified and peaceful environments.

We also fund smaller projects such as the development and maintenance of seven garden areas on the Sutton site, where wildlife and biodiversity are supported through organic gardening.

We are committed to maintaining The Royal Marsden's facilities to the highest possible standard, providing patients with exceptional care, from specialist staff, in the very best environments.



World-leading treatment and care

At The Royal Marsden, we offer patients world-leading treatment and care. We care for the whole person, not just their illness.

We fund the hospital's psychological support service, which helps patients manage emotional challenges associated with cancer, and the prehabilitation service, which prepares them physically and mentally for treatment.

Beyond the hospital, The Royal Marsden trains future robotic surgeons through the Charity funded Robotic Surgery Fellowship Programme, spreading expertise worldwide.

Your support allows us to continue funding a wide range of initiatives that address every aspect of a patient's cancer journey.

“I knew I was in the best hands being at The Royal Marsden”

After being diagnosed with cervical cancer in 2021, Louise was referred to The Royal Marsden for further investigations.

“Being told you have cancer absolutely rocks your world. It’s a huge shock and your immediate thought is – am I going to die? My main concern was I couldn’t leave my teenage son, husband and family as I didn’t know how they would cope if they lost me. It was devastating but everyone I spoke to said I couldn’t be under the care of a better hospital. I knew I was in the best hands being at The Royal Marsden.”

Louise was able to enrol onto a clinical trial at The Royal Marsden’s West Wing Clinical Research Centre, which was built thanks to funding from the Charity. Louise received regular immunotherapy infusions called Pembrolizumab, a treatment which harnesses the body’s immune system to help it recognise and attack cancer cells.

“After joining the trial in September 2021, I have now finished with my immunotherapy infusions. I received my treatment in the West Wing so have spent a lot of time with all the lovely nurses there. The nurses make your time there the best it can be, they always have a smile on their faces. I couldn’t ask for a better team to be looking after me!”

Louise has taken on multiple fundraising challenges, raising over £20,000 for the Charity.

“Cancer affects so many of us; it doesn’t discriminate, so I want to continue fundraising for The Royal Marsden Cancer Charity as a way to help others and say thank you for everything they’ve done for me.”

Thanks to fundraisers like you, we are able to offer cancer patients life-saving new treatments.



How to keep your fundraising safe and legal



Bucket collections

On private property

If you would like to collect on a private property, for example in a shop, pub or supermarket, you will need to ask the owner's permission in advance.

On public property

If you would like to collect on public property, for example a park, street or square, you will need to apply for a licence. You can get these from your local council, but this can take a few weeks or even longer, so make sure you allow plenty of time. Councils have lots of information and advice on their websites. You may also need to inform your local police – check with the council when you apply for the licence.

Please also let us know when and where you are collecting as we may be planning a collection in the same area.



Raffles, lotteries and prize draws

Activities such as raffles, lotteries and prize draws, where a winner is chosen by chance, are governed by gambling legislation. These activities are permitted when they take place at a fundraising event and the winner is announced at the event, otherwise a licence may be required. Please contact us if you have any questions.

Gaining permission

An event held in a public place will need permission from the local authority first. You may also need permission if you are planning an event that may have an impact on the local area, such as a noisy event or an event the public will be invited to. You will need to apply for a Temporary Event Notice or a Premises Licence. It will depend on the size of your event and the activities so check on your council website to see which licence you will need. If you need any extra advice on this, please give us a call.



First aid

Think about whether you may need first aid at your event. Some venues can provide a first aider, so check with them first. You can get advice from St John Ambulance (sja.org.uk/what-we-do/event-first-aid-cover) or contact us for more information.



Food and drink at fundraising events

Please take care when handling food and follow the basic rules for safe preparation, storage, display and cooking. Make sure to read the Food Standards Agency guidelines at food.gov.uk. A licence is needed if you plan to have alcohol at your event (unless you are holding it at licensed premises). Contact your local council to apply for a temporary licence.



Handling cash

Make sure you have a plan for how you will securely collect and store cash at your event. If you are expecting large amounts of cash at the event you should consider getting insurance.



Data protection

If you are collecting personal information from attendees at your event, make sure you follow data protection guidelines. You can find more information at fundraisingregulator.org.uk/more-from-us/topics/data-protection



Insurance

Whether or not you decide to take insurance out will depend on what you have planned for your event. Here are some of the factors you need to consider:

- How many people are likely to come?
- Are there going to be any volunteers helping out on the day?
- Are you holding the event at home or at a venue? Please note your home insurance may not cover you and your event.
- Identify any safety considerations with activities on offer, e.g. bouncy castles.
- Is there going to be any money exchanged or handled?
- Do you need to consider cancellation cover for any costs incurred?

How to send in your donations

As soon as you have started fundraising for us you can start sending in your money.

You can send your money to us in five ways:



By an online giving page

All money raised through online fundraising sites will be forwarded directly to us.



By phone

We accept all credit and debit card donations over the phone. Call us on **020 8661 3391**.



By BACS

Please contact us for our bank details.



By post

You can send money (cheques, postal orders or CAF vouchers only – please don't send cash) together with a cover note to:

**The Royal Marsden Cancer Charity
Fulham Road, London, SW3 6JJ.**



Cash donation

If you have cash to donate, please call us on **020 8661 3391** and we can discuss the different options for paying it in.



If you have any questions or need any help with your fundraising, please call the Community Events team on **020 8661 3391** or email **community.events@rmh.nhs.uk**

FAQs

Can a representative from the Charity attend my event?

Please contact us on **community.events@rmh.nhs.uk** with more information about your event and we will try our best to attend.

How will you spend the money I raise?

The money you raise will be spent where it is needed most within the hospital, whether that's funding groundbreaking research and state-of-the-art equipment or ensuring patients receive the very best care.

I need something to show that I am fundraising for The Royal Marsden Cancer Charity?

We can supply you with a 'letter of authorisation' which will confirm you are fundraising for The Royal Marsden Cancer Charity.

Can I bring people in for a look around the hospital to see where money goes?

We are sorry, but as a working hospital, it is not possible to organise tours. But please get in touch with **community.events@rmh.nhs.uk** if you would like more information about how the money you have raised is being spent.

Can I have a T-shirt for each member of my team?

Please email **community.events@rmh.nhs.uk** and the team can let you know how many t-shirts we can provide for your event.

Where do I send money to?

The Royal Marsden Cancer Charity,
Fulham Road, London, SW3 6JJ.

Who do I make cheques payable to?

The Royal Marsden Cancer Charity.

Can I bring my cheque in/have a cheque presentation?

Yes, we can organise a cheque presentation. If you would like to formally present your cheque to the Charity please contact the team at **community.events@rmh.nhs.uk**

Will someone come and collect my collection tin/what should I do when it's full?

We may be able to arrange for a volunteer to collect your tin, however, you can also empty your tin and send us a cheque for the amount collected. We can also supply you with a new seal for your collection tin should you wish to continue fundraising.

Are there rules I have to follow if I organise a raffle?

See page 12, 'How to keep your fundraising safe and legal', or email **community.events@rmh.nhs.uk** for more details.

Can I get my event mentioned on social media/the Charity website?

We love to hear about what our fundraisers are doing to raise money for The Royal Marsden Cancer Charity, but, unfortunately, it is not possible for us to mention everyone on social media. Please send your request along with high resolution photos to **community.events@rmh.nhs.uk** and we will do our best to share them.



At The Royal Marsden we deal with cancer every day, so we understand how valuable life is. And when people entrust their lives to us, they deserve the very best. That's why the pursuit of excellence lies at the heart of everything we do and why The Royal Marsden Cancer Charity exists.

Thanks to our supporters we continue to be there for everyone who needs us, raising money solely to support the hospital. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and groundbreaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

To contact the team:
020 8661 3391
community.events@rmh.nhs.uk

The Royal Marsden Cancer Charity
For a future beyond cancer.

royalmarsden.org



@royalmarsden

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