














# PELICAN

*cancer foundation*

## FUNDRAISING PACK

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## PELICAN POINTERS FOR FUNDRAISING

### 'INSPIRATION' AND THE PELICAN MESSAGE

Thank you for choosing to fundraise for Pelican Cancer Foundation, we make a BIG impact curing and improving quality of life of patients with pelvic area cancer. Whether the money you raise for us is large or small, it is valued and appreciated, so **THANK YOU!**

#### WHY FUNDRAISE FOR PELICAN CANCER FOUNDATION?



Pelican is all about saving and improving cancer patients lives. We are dedicated to curing bowel, liver, bladder and prostate cancers by advancing cancer detection and treatment, helping people live well for longer.



Surgery cures more patients than any other cancer intervention. Our work to advance precision surgery for bowel cancer saves thousands of lives each year in the UK alone.



Pelican achieves this by sharing life-saving and life-enhancing knowledge and skills with surgeons and cancer teams. We develop and run training courses on the latest procedures and best practice.



Pelican also leads vital clinical research aimed at extending and improving the lives of TODAY'S patients.



Pelican Cancer Foundation supports research and training facilities at Basingstoke.



Pelican receives absolutely no statutory funding, so we total rely on YOUR fundraising.

#### WHAT YOUR FUNDRAISING CAN ENABLE

£10



Managing 5 patients research results

£25



Radiologists review of a patients MRI

£50



Research nurse weekly oversight for bladder/ bowel cancer research

£216



Hire of laser equipment to trial new procedure

£250



Research registry hosting for one year

£750



Part time clinical researcher for one month

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## PELICAN POINTERS PLANNING



### GETTING STARTED. QUESTIONS TO ASK YOURSELF?



**HOW MUCH TIME CAN YOU SPARE?** Some ideas take much longer than others to prepare, set up and hold.



**CAN YOU MAKE THE TIME?** If it is an active event, do you have time to train?



**HOW DO YOU START TO PLAN?** If you are a good planner, then you will be able to do this easily. If not, what about asking a family member or friend to help?



#### **THINK ABOUT THE FOUR MOST IMPORTANT ELEMENTS:**

**WHAT?** What are you going to do? What event can you hold?

**WHEN?** When do you want to/are you able to hold it?

**WHERE?** Do you need to book a venue/request permission?

**WHO?** Do you need helpers, will it involve other people to get involved in the challenge, or do you need to invite guests or tell people?



**KEEP LISTS OF THINGS!** No need to panic if you keep a list of things you need for your event, whether it be training gear, drinks, decorations or a float you will be organised and ready to go on the day.



**MOTIVATION!** Why not set yourself a fundraising target once you have planned your event? This can be very motivating for yourself and also for your sponsors and supporters!



**WILL IT COST MONEY TO PREPARE?** Some ideas may require registration fees, preparation costs or deposits, so think about this when you are planning. Keep good records of these costs in case you need to take them out of the money you raise later.

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## PELICAN POINTERS - MONEY

**HANDLING MONEY**—It's a good idea to plan this, as it would be a great shame to lose any of your hard earned money!



In advance of the event, record any donations that you may be given, and keep hold of all receipts and invoices.



On the day think about whether you need a cash box or ice cream tub to keep your money safe and make sure anyone helping you knows what to do.



After the event, please **DO NOT SEND US CASH IN THE POST**, a cheque is easier and safer for us to process—please make cheques payable to **Pelican Cancer Foundation**.



If you are an employee of a company, ask if they operate a 'Matched Funding' programme—many larger companies will match the money that their employees have raised with a company donation. It is always worth asking!

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## PELICAN POINTERS - RAFFLES AND LOTTERIES

### RAFFLES AND LOTTERIES

Lotteries are games where people buy a chance to win a prize. Raffles are a form of lottery, and are widely used by fundraising organisations of all sizes, whether organised internally or by volunteers. The legislation surrounding lotteries can be far-reaching and it is important to be confident that you fully understand and comply with the regulations.

**If you can answer 'Yes' to all of the following questions, you do not need to worry about a licence:**



**Is the raffle/lottery part of your event only?**



**Will you only be selling tickets during the event, and on the event premises?**



**Are you selling all the tickets at the same price?**



**Will the draw take place during the event?**



**Is there no rollover?**



**If you are unsure about the law surrounding raffles and lotteries, please get in touch with your local authority as they can offer practical advice and guidance.**

**Visit the Institute of Fundraising website for further information [www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice](http://www.institute-of-fundraising.org.uk/guidance/code-of-fundraising-practice).**



**A risk assessment may sound scary, but it will really help you to clearly plan your event, costs, safety and legality. An example can be found [www.hse.gov.uk/Risk/casestudies/index.htm](http://www.hse.gov.uk/Risk/casestudies/index.htm).**

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## PELICAN POINTERS HOW TO MAKE THE MOST OF GIVING SITES

Setting up a sponsorship page with Justgiving.com, Virginmoneygiving.com or Mydonate.bt.com is a great place to start your fundraising for Pelican Cancer. It is **quick, easy and incredibly convenient!**

There are lots of ways that you can **ensure that your page inspires and is as effective as possible**. Below are some helpful tips to help you on your way to success:



Make your fundraising page **as interesting as possible**. Remember **your own personal motivation/reason** could be the strongest encouragement for people to support you.



**Photos and videos** - adding an image will make your page look more interesting. If you are able to **add a funny, imaginative video** your supporters are more likely to send your page to their friends.



**Add some information about Pelican** as people are always happier to support you when they **understand the impact of their gift for the charity**. We are always happy to provide any literature or information that you might require.



You may be tempted to email the web address to all your contacts immediately, but it may be useful to first send it to people you think will **sponsor a generous amount** as people tend to match what has already been pledged.



Remember to keep **your page looking fresh** and let your supporters know how you are getting on using the **update tool**.

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## PELICAN POINTERS

### HOW TO MAKE THE MOST OF FUNDRAISING SITES



**Facebook and Twitter**—sharing your page is another great way of gaining support. Using the **Facebook app** means that your friends can sponsor you without leaving Facebook and the **Tweeting app** lets you schedule automatic Tweets.



Let them help you - the **social media guide** on these sites has lots of really great tips on making the most of social media for your fundraising.



**iPhone app.** Keep your supporters updated with your latest news; upload your photos from your phone and share your page with your iPhone contacts.



**TextGiving** - if you share your **unique text code your supporters can sponsor you by text message** instantly by texting your code and the donation amount to **70070**. Texts are free and there are no hidden costs!



It is always worth contacting your **local paper to publicise your event**, but make sure that you include the web address of your fundraising page.



**Don't give up, be persistent** and always remember to **keep your supporters updated**. People may not instantly support you, but they might if you send them a reminder. Those who have already supported you will always be keen to know how you are getting on.



After the event: around 20 percent of online donations are given after the event has taken place so make sure that everyone knows that you have completed the event. Don't forget the photos!

Saying **THANK YOU IS VERY IMPORTANT**. Don't forget to thank everyone who sponsored and supported you and let them know how it went.

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## PELICAN POINTERS—GIFT AID

Gift Aid is an opportunity for Pelican to claim 25p in every £1 donated – so if someone donates £100 and can Gift Aid the donation, it is worth £125 to Pelican, and it doesn't cost you a penny more! There are however conditions which must be met:

*giftaid it*



**The donation must be given by an individual, company donations do not qualify**



**It must be made from personal money**



**The donor must give their name, address and postcode**



**The donor must have paid enough Income or Capital Gains Tax in the year of the claim to cover all their Gift Aided Donations**



**The donor must tick the box and the form must be dated**

## Sample Gift Aid Forms:

**The Charity Gift Aid Declaration on the next pages has the wording which is permitted by HMRC for use for donations for charities.**

**The Sponsorship and Gift Aid Declaration Form on the next pages has the wording which is permitted by HMRC for use for sponsorship events for charities.**

You can find more information about Gift Aid at [www.gov.uk](http://www.gov.uk)



**Charity Gift Aid Declaration – Multiple Donations**

Thank you for your donation to the Pelican Cancer Foundation.

**Boost your donation by 25p of Gift Aid for every £1 you donate**

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your home address is needed to identify you as a current UK taxpayer.

**In order to Gift Aid your donation you must tick the box below:**

I want to Gift Aid my donation of £\_\_\_\_\_ and any donations I make in the future or have made in the past 4 years to:

**Name of Charity:** Pelican Cancer Foundation

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

**My Details**

Title \_\_\_\_\_ First Name or Initial(s) \_\_\_\_\_

Surname \_\_\_\_\_

Full Home Address \_\_\_\_\_

\_\_\_\_\_

Postcode \_\_\_\_\_ Date \_\_\_\_\_ Signature: \_\_\_\_\_

**Please notify the charity if you:**

- want to cancel this declaration
- change your name or home address
- no longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

**Please return to:**

**Pelican Cancer Foundation, The Ark, Dinwoodie Drive, Basingstoke, Hampshire, RG24 9NN**

**Registered Charity Number 1141911 (England and Wales). Company Limited by Guarantee 7264864 (England).  
Registered office as above.**

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## Sponsorship and Gift Aid Declaration Form

Please sponsor me (name of participant): \_\_\_\_\_

To (name of event): \_\_\_\_\_

In aid of (name of charity or CASC): **Pelican Cancer Foundation**

If I have ticked the box headed 'Gift Aid?' '✓', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

**Remember: You must provide your full name, home address, postcode & '✓' Gift Aid for the charity or CASC to claim tax back on your donation.**

Sponsor's Full Name <i>(First name &amp; surname)</i>	Sponsor's Home address <i>Only needed if you are Gift Aiding your donation.  Don't give your work address if you are Gift Aiding your donation.</i>	Postcode	Donation Amount £	Date paid	Gift Aid? '✓'
1					
2					
3					
4					
5					
6					
<b>Total donations received</b>			£		
<b>Total Gift Aid donations</b>			£		
<b>Date donations given to Charity</b>					
<b>or CASC</b>					

**Please return to:**

**Pelican Cancer Foundation, The Ark, Dinwoodie Drive, Basingstoke, Hampshire, RG24 9NN**

**Registered Charity Number 1141911 (England and Wales). Company Limited by Guarantee 7264864 (England).  
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## PELICAN POINTERS

### SPONSORSHIP AND PUBLICITY



#### **Who you might approach?**

You might consider approaching local businesses or organisations for anything from a raffle prize, to asking them to sponsor an element of your event. Don't forget to keep notes of the person and company name so you can contact them after the event to thank them and tell them how much money you managed to raise!



#### **Promoting your event**

Think about ways of letting people know what you are doing, and encourage them to sponsor you or to come along.

Think about WHO you want to tell, What you want to tell, and HOW.

#### **Here are a few tips to help you on your way:**



**BE SHORT, COMPELLING AND TO THE POINT**



**SAY WHAT YOU ARE DOING, HOW MUCH YOU WANT TO RAISE AND HOW THEY CAN HELP**



**DON'T FORGET TO TELL THEM WHY YOU ARE SUPPORTING PELICAN**



**THINK ABOUT YOUR CONVERSATIONS BEFORE YOU HAVE THEM - AS A DIFFERENT APPROACH MAY BE NEEDED EACH TIME**



**FOLLOW UP YOUR CALL WITH AN EMAIL IF RELEVANT**



**IF YOU HAVE ANY CONCERNS DON'T FORGET THAT WE ARE ALWAYS HERE TO HELP!**

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## PELICAN POINTERS

### SPONSORSHIP AND PUBLICITY



#### LOCAL MEDIA AND HOW TO APPROACH!

A great way of generating extra sponsorship from friends and readers, as well as helping to raise awareness of the Pelican Cancer Foundation. Decide what media might be interested in your story—local newspaper, radio station or TV channel.



Don't forget, no-one knows your local newspaper better than your local newsagent! So, pick up copies from the newstand – or the local 'free sheet'. Look inside for the relevant editorial contact details.



Alternatively, simply 'google' your local paper – the name, number and email address of the news editor or reporter should be easy to find.

#### DON'T BE AFRAID TO SPEAK TO JOURNALISTS?

**Like many professionals, journalists are very busy and they may seem impatient when you're talking to them. However, they take scores of calls every day from people. So don't be deterred, they are always on the look-out for heart-warming local stories like yours!**



Why not use the 'template' press release in this section as a guide – just tailor the information to suit your event and email to the journalist.



Local newspapers love to include photos with their stories, so emailing an accompanying photograph of your fundraising activity could help to ensure they cover the story. You must remember to include all the names of the people in the photograph!



Don't forget to follow up with a phone call a few days later and find out where your story will appear.



Be careful not to divulge any information that you would not be happy to see in print.

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## PELICAN POINTERS— PRESS RELEASE EXAMPLE

For immediate release: [insert date]

### **LOCAL [MAN / WOMAN] [PEDALS THE EXTRA MILE] IN SUPPORT OF PELICAN CANCER FOUNDATION**

On [insert date] \_\_\_\_\_ [insert name] \_\_\_\_\_ from \_\_\_\_\_ will be completing a gruelling 10 mile bike ride to raise money for local charity Pelican Cancer Foundation.

[insert name] \_\_\_\_\_ decided to raise money for Pelican Cancer Foundation \_\_\_\_\_ [insert reason why fundraising for the charity].

**(Optional quote)** Sarah Crane, Chief Executive, Pelican Cancer Foundation comments; “Here at the Pelican we are immensely grateful to [your name] for helping to raise much needed money for the charity. Pelican makes a big impact to curing and improving the quality of life of patients with pelvic area cancer and can only do this with the wonderful support from people like [insert your name].”

Why not show your support for the charity and sponsor [insert name] at [Insert Just Giving details].

To find out more about Pelican Cancer Foundation and its work visit: [pelicancancer.org](http://pelicancancer.org).

**ENDS**

**NOTES TO EDITORS.** Established in 1993, the origins of the Pelican Cancer Foundation date back to the promotion of the ground-breaking work of Professor Bill Heald and his colleagues at Basingstoke Hospital in the development of bowel cancer surgery. The pioneering Total Mesorectal Excision (TME) procedure is now the benchmark treatment for rectal cancer across the world, halving the chance of cancer returning and minimising side-effects. 3,000 people are alive every year in the UK alone due to the techniques of TME surgery.

The charity continues to help patients with ‘pelvic’ area (eg. bowel, colorectal, bladder, prostate) and secondary liver cancer through supporting clinical research and further advancing precision surgery and treatment. The charity’s belief that surgery cures more people than any other cancer intervention underpins its ethos and work. Pelican Cancer Foundation delivers courses and workshops for cancer specialists including surgeons, radiologists, pathologists, oncologists and nurses and shares life-saving and life-enhancing knowledge and skills with cancer teams across the UK and worldwide. To date, more than 9,000 cancer specialists have attended Pelican courses and workshops and since the year 2,000, Pelican has invested over £2 million in vital clinical research.

For more press information please contact the fundraising department at Pelican Cancer Foundation on telephone: **01256 314746** or email [events@pelicancancer.org](mailto:events@pelicancancer.org)



**WE ARE HERE TO HELP, SO PLEASE CALL US IF WE CAN HELP**



**you**

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## PELICAN POINTERS

### OTHER WAYS TO SUPPORT US



#### **Charity of the Year/Charity Partners**

You may have a close friend or relative who is a Director or Board Member of a company – perhaps they could suggest Pelican as a potential ‘Charity of the Year’ or ‘Charity Partner’? We are always keen to connect with businesses in this way and it provides a wonderful opportunity for the company’s staff to work as a team towards a communal goal of ‘giving something back’.



#### **Gifts in Wills**

Leaving a legacy gift to Pelican is simple. If you do not have a Will, The Law Society can give you a list of local solicitors specialising in Wills and Probate work. If you already have a will you can make a simple change with a *Codicil* or if you have other changes to make you might consider adding a gift to Pelican as a new clause.



#### **Gifts In Kind**

If you have a company or a business, do you have something suitable for Raffle or Auction Prizes – we undertake our own active fundraising, and are always hunting for items such as this!



#### **Raise awareness**

Spreading the word about the important work that Pelican does is really helpful to us. If you would like information about Pelican’s work to feature at your event, please get in touch - we can give you copies of our last News letter, and/or leaflets about our activities



#### **Payroll giving**

This is something that many larger companies offer employees – it is a way of making regular donations directly from your salary and is also tax effective.



#### **Volunteering.**

Can you help us?

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## PELICAN POINTERS FUNDRAISING IDEAS

Take part in a sponsored active event such as a walk, cycle ride, marathon, triathlon, skydive

Hold a fashion show or clothes swapping event

Bake cakes, encourage your friends to bake and run a cake sale

Organise a Dress Down Day at work or school day, or a Dress Up Day where you pay to wear a colour or theme

Set up a weekly craft or knitting group and sell the results of your labours at a craft sale

Give up something that you really love and ask your friends to sponsor you

Get a group of friends together and organise a game of cricket

Organise a coffee morning

Sell your unwanted items at a Car Boot Sale or on ebay

Organise a Silent Auction

Arrange a Charity Football Match or Golf Day

Hold a Garden Show

Quiz Nights are great fun, why not organise one in your village hall or school

Host a pampering or indulgence evening for friends for a small fee

A sponsored beard shaving event!

Organise a children's disco

Bingo evenings are great fun

What about a wine tasting evening?

Organise a fun run or bike ride

Photo competitions really bring out the artistic side of all your friends

Why not try and organise a dog or cat show? Although we don't suggest holding both at the same time!

Do you have a garden that people would enjoy walking around?

Get your friends together and organise a five-a-side football tournament.

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## SOME OF OUR FANTASTIC FUNDRAISERS:

Rob and his colleagues at Aon Benfield, a division of Aon plc, did a Charity Bike ride from Paris to London to raise money for a number of charities including Pelican. Rob nominated Pelican Cancer Foundation for, in his words, 'the incredible work Brendan Moran and the team did when operating on my brother in law Paul in 2012. Sadly, Paul passed away in, but we as a family are eternally gratefully for the additional time they gave us to spend with Paul.'



After receiving the news that her father had been diagnosed with rectal cancer, Penny and friends Rachael and Kathryn took on the challenge to run in the famous Great Cumbrian Run half-marathon race.



Lea and Roy Pentley of Euromotors-Royela Design Services organised a charity golf day which took place at the Marriott Tudor Park Golf and Country Club in Maidstone. 60 golfers took part in the 9 hole Texas scramble and 18 hole team and individual Stableford competition. The day was rounded off by a delicious dinner. Lea and Roy raised over £5,000 for Pelican.

In August 2013 John who was diagnosed with a very rare form of Abdominal Cancer (Peritoneal Cystic Mesothelioma). This form of cancer effects about 1 in 7,000,000 people. John was only the 20th case in 17 years to be treated at Basingstoke.

Following his treatment John decided that he needed a challenge and decided to sign up for the The Lincoln Tri which is a sprint triathlon swimming 400m, cycling 22km and running 5km's. Having completed this task John then decided to sign up for more events including the Lincoln 10km and two other tri events in the Midlands Series.



Isabelle, Alice, Molly and Bridget raised £42.26 at the launch of the book Meats, Eats, Drinks and Leaves by baking and selling their beautifully decorated and delicious gingerbread men



Lorraine and Tina jumped for Pelican raising £500.

5 teenagers from the Billericay United Reformed Church's "A.R.K" organised a Games and Quiz afternoon with homemade cakes to raise funds for Pelican.



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## PELICAN POINTERS SAFETY AND LEGALITY



**It is important to make sure you, your event and your guests are safe and legal.**

The safety and legality of your event should be a serious consideration, as you have sole responsibility for your fundraising. Pelican Cancer Foundation cannot accept any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event. Please make sure that you have adequate insurance if required.



**Food hygiene is really important** if you are providing food as part of your fundraising, or even selling it. Please take care when handling food, and work to basic rules for safe preparation, storage, display and cooking. If food is a major part of your event you may require a temporary food service permit. Your local health department will be happy to advise you. Bake sales do not need a permit.



If you are planning an active event, make sure you are fit!! If in any doubt ask your doctor's advice.



**Copyright**, don't forget to check this for any music, film and pictures that you wish to play/show. For music, try PRS for Music (formerly the Performing Rights Society), which is a UK copyright collection society and performance rights organisation undertaking collective rights management for music [www.prsformusic.com](http://www.prsformusic.com). For visual material, DACS (Design and Artists Copyright Society) website is helpful <http://www.dacs.org.uk>, and for film and tv programmes, you can use Film Bank <http://www.filmbank.co.uk> which licenses film usage outside the cinema and home.



**You cannot sell alcohol unless your venue is licensed**, unless you apply for a temporary licence from your local authority.



If you are using a venue, **check if you require Public Liability Insurance**. You may also need to request this if you are inviting businesses to attend your event, such as a Craft Fair.



**DON'T FORGET:** If the event is on private property, please remember to get permission from the owner/manager. Do not collect money door-to-door, this is illegal without the correct licence.

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## PELICAN POINTERS—BRANDING

If you would like to use our logo to put on a t-shirt, cycling shirt, etc you can download our logo [HERE](#).



For reference purposes only the Pantone colours are Pelican purple 249c; Pelican green 368c