



The ROYAL  
MARSDEN  
*Cancer Charity*

# Your handy fundraising guide

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# 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. See the enclosed materials form to place your order.



## Maximise your donations

**Online giving** – Create a fundraising page through [justgiving.com/rmcc](https://www.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.



## Spread the word!

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



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

Please fill in the materials order form enclosed in this pack, or contact the Community Events team at [community.events@rmh.nhs.uk](mailto:community.events@rmh.nhs.uk)



# 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 on Facebook, Twitter and Instagram 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.



## Duncan's story

Just seven months after treatment for testicular cancer, Duncan took part in the 100-mile Prudential RideLondon-Surrey challenge.

“In October 2017, I was diagnosed with testicular cancer. It was a massive shock for me and my family. Within a couple of weeks I had an operation at The Royal Marsden followed by chemo just before Christmas.

I decided to raise money for The Royal Marsden Cancer Charity as the care that I received was impeccable. I also met so many people who were much worse off than me and really need the amazing treatment that The Royal Marsden provides. I was amazed at the positive attitude of the other patients I met, particularly on the day that I had my chemo, where everyone was exchanging their stories of how many rounds they have had. The staff at The Royal Marsden play a large role in creating an atmosphere that helps people feel comfortable in such tough times.”

Duncan and his wife, Lucy, who also completed the challenge, raised more than £5,000 for the Charity.

The Royal Marsden always puts patients at the heart of its work, supporting them at every stage of their journey. Thanks to fundraisers like Duncan our doctors and nurses can continue to give patients the very best treatment and care.



# 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.



## Putting the ‘Super’ in ‘SuperLewis’

Lewis was diagnosed with stage 4 Burkitt’s lymphoma in 2015, just two days before his sixth birthday.

After intensive chemotherapy at The Royal Marsden, he went into remission in the summer of 2015.

Having conquered cancer, Lewis and his family and friends felt spurred on to fundraise to help others being treated at The Royal Marsden. When Lewis was in treatment in 2015, he watched the Banham Marsden March walkers crossing the finish line and in 2016 he completed the 5-mile distance with his family. Since then, he has taken on a triathlon, the 15-mile Banham Marsden March every year and in 2021 he became the youngest participant to take part in the Lake District Triple Challenge. He has raised over £15,000 for the Charity.

Collectively the family have raised over £130,000 for The Royal Marsden Cancer Charity.

Jenny, Lewis’s mother, says: “When Lewis was diagnosed we thought our world had ended, but we’ve been so grateful to The Royal Marsden – their level of care, knowledge, empathy and professionalism was so incredible. We will be forever in their debt for the successful treatment he received.”

# How your fundraising makes a difference

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



## Life-saving research

By funding new clinical trials we can rapidly translate new discoveries into better treatments.

We funded the Ralph Lauren Centre for Breast Cancer Research which is setting a benchmark for research into the disease. Clinicians in the Centre identify the molecular differences between tumours to help provide the best personalised treatment for patients.

Thanks to our supporters we can ensure The Royal Marsden remains at the forefront of cancer research, making new developments available for patients here and worldwide.



## Modern patient environments

Patients need welcoming, dignified and peaceful environments that enhance their wellbeing and support their recovery.

Our supporters funded the Critical Care Unit, which is the only one of its kind, solely dedicated to cancer in the UK.

With your support, we can continue to ensure The Royal Marsden's facilities are of the highest possible quality, so patients receive the best possible levels of care, from specialist staff, in the very best environments.



## State-of-the-art equipment

We're constantly investing in new equipment to provide our patients with new and improved ways of treating their cancer.

The greater accuracy and precision of surgical and radiotherapy machines like the Charity-funded da Vinci XI surgical robot and CyberKnife radiotherapy machine, mean that patients can have a better treatment experience, shorter recovery times, fewer side effects and a greater chance of survival.

Our commitment to funding state-of-the-art equipment will ensure that patients at The Royal Marsden can continue to be treated using the latest available technology.



## World-leading treatment and care

At The Royal Marsden, we focus on caring for the whole person, not just their illness.

Using 3D technology, we're able to offer personalised images to better prepare women psychologically for the physical changes they'll experience after breast cancer treatment.

And our hair specialist helps patients feel like themselves again by providing wigs and styling inpatients' hair.

The money you raise can help us continue to fund a wide range of initiatives to ensure we cater for all the needs of our patients throughout their cancer journey.



# Natalie's story

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In June 2015, Natalie Hickton was given the devastating news that she had cervical cancer.

“I was one of the lucky ones; we caught it relatively early,” she says. “Just a few years before, my only treatment would have been a complete hysterectomy. But, thanks to the amazing research and technology at The Royal Marsden, I received fertility-saving treatment which meant my husband and I could still try for children. We are now lucky to have two beautiful children.”

Using the da Vinci surgical robot's 3D magnification, the surgeons were able to see Natalie's cancer in much closer detail. This is particularly important for early cervical cancer patients, as it's easier for surgeons to save as much healthy tissue as possible, as well as to avoid damaging any nerves in the pelvis, which could have a detrimental impact on a patient's quality of life.


Natalie was discharged one night after her operation and given the all-clear just four months after her diagnosis.

“I cannot thank the team at The Royal Marsden enough,” she says. “The treatment I received was tailored to my individual needs.”

Three years on, Natalie completed the Blenheim Palace Triathlon, raising money for The Royal Marsden Cancer Charity. She said: “After three years of very little exercise, completing the Blenheim Triathlon was a challenge but I was determined to do it to give something back.

“I will be forever grateful.”

The Royal Marsden has the most comprehensive programme of robotic surgery for cancer in the UK, with both da Vinci robots funded by supporters of The Royal Marsden Cancer Charity.

A photograph of a woman with long brown hair, wearing a red sleeveless top, smiling and holding a young child with blonde hair. The child is wearing a white t-shirt with a blue graphic. They are in a brightly lit indoor space, possibly a hospital or clinic, with a blurred background showing other people and furniture.

“Thanks to the amazing research and technology at The Royal Marsden, I received fertility-saving treatment which meant my husband and I could still try for children. We are now lucky to have two beautiful children.”

**Natalie**

# 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. Leave plenty of time in case the person you ask has to check with someone else.

### 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 before your collection date. Councils have lots of information and advice on their websites along with details about the licences you will need. 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. We have lots more information available on these activities so 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, or the public, 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](https://www.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](https://www.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](https://www.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 the enclosed paying in slip 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](mailto:community.events@rmh.nhs.uk)**

# FAQs

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## 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.

If you would like your donations to support a specific department or research fund, please do contact **community.events@rmh.nhs.uk** and we can arrange this for you.

## 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 Facebook/Twitter/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  @royalmarsden  @royalmarsden

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