Thank you for choosing to fundraise for us.

As a charity, we rely on the generosity and commitment of people like you to help someone when cancer turns their life upside down.

Every penny you raise will make a massive difference to people with cancer and their families and friends.

We’ve created this pack to help you but please get in touch if you need any support. Good luck!

If you know what you’d like to do, get started.

Not sure what to do? Get inspired.

“Maggie’s provided me with a refuge - a sanctuary... The world hadn’t changed but cancer had totally changed who I was and I needed help to learn how to live again”

Isobel
How your money helps

The money you raise is used to make the biggest possible difference to the people living with cancer who walk through our doors each day.

£40

means someone with cancer can spend an hour with a Benefits Advisor to help them get financial support.

£100

covers the cost of a ‘Getting Started’ session, helping someone with cancer learn to manage their diagnosis and treatment.

£180

means a family can get ongoing support from a Psychologist, helping them after losing someone with cancer.

£300

means a Cancer Support Specialist can be there to answer all and every question a centre visitor may have, day after day.

Did you know

It costs around £2,400 to support up to 180 centre visitors a day.
“When I was diagnosed with prostate cancer, it was a massive shock. I remember being in the hospital and I had £4 left in my pocket and £3 on my travel card. Someone asked me if I’d been to Maggie’s because they might be able to help, so I went along – to be honest I thought they would give me £20 and send me on my way.

I walked through the door and I was so impressed with it. The atmosphere is fantastic. I spoke with Carrie, the Benefits Advisor, and she said I could get a grant because I had cancer. I was nearly crying; no one’s ever helped me in my whole life. She said to bring in all my bank statements and bills for them to look at. And then, about three or four days later, there was £1,700 in my account. When you’re on the floor and you have nothing, you can’t believe the difference it makes. It just ups your positive mental attitude and lets you focus on what you need to at the time.”
GET INSPIRED

Whatever you do, you’ll help us be here for people living with cancer, when they need us most. Here are some ideas to get the ball rolling.

Get your friends together
At the heart of every Maggie’s is a kitchen table, so what better way to raise money for us than by getting your friends and family around your own kitchen table?
Get your free Kitchen Table Day pack.

Give something up
Fancy going booze free, or giving up fast food? Get sponsored to give up your favourite thing and help people with cancer while you do it.

Do a Maggie’s to Maggie’s challenge
Cycle, walk or swim between any of our centres and make your own adventure while visiting our incredible centres.
Find out more and join us!

Put on a fashion show
Create an evening of glitz and glamour on the catwalk and sell tickets.

Host a quiz
Competitive? Host a quiz with our step-by-step guide sure to bring out everyone’s competitive side.

Do a collection
Having a collection tin in the office is one of the most straight-forward ways of fundraising. Better yet, organise a bucket collection at a local event to raise even more. Just make sure you get the relevant permissions first.
The quickest and easiest way to collect donations is by setting up a JustGiving page.

Follow the JustGiving step-by-step guide to setting up your fundraising page on their website.

Once you have a page, you can share the link on email and social media with your friends, family and colleagues so they can sponsor you anywhere, at any time.

You can print off a Sponsorship form too.

Tick ‘Gift Aid’ to increase the value of donations by 25%.

Whether you’re collecting donations online through JustGiving, or offline with our Sponsorship form, make sure your supporters know to tick the Gift Aid box to make their donations worth 25% more.
Tell friends and family
Use email, Facebook and Twitter to tell your friends, family, colleagues and contacts that you’re fundraising, why Maggie’s is so important to you, and how they can support you.

Promote your fundraising through local media
Share your fundraising story with local newspapers and radio stations – they love a good story – using our press release template.

Put posters up
Print out a poster template to create your own fundraising posters by adding a photo and sharing why you’re supporting Maggie’s. Put them up at your office, local schools and cafés to advertise your event or challenge and let them know how they can support you.

Use our ‘Proudly supporting Maggie’s’ logo
Download our logo and use it on your fundraising materials to show who you’re raising money for.

Let us know how you’re getting on...
Tag us @maggiescentres on Twitter and Instagram so we can follow your fundraising journey through photos or videos.
PUTTING ON AN EVENT

If you decide to hold an event – from a dinner party to a sports tournament – here’s a step-by-step guide to make sure it goes off without a hitch! Follow the links for more information.

Before…
1. Read our [events checklist](#) to make sure your [event is safe](#)
2. Get a date in the diary
3. Book a venue
4. [Order materials](#) to help you fundraise
5. Recruit helpers — security, models, a quizmaster, a goalie…
6. Invite people or sell tickets to friends, family and colleagues
7. [Spread the word](#)
8. Plan fundraising activities

During…
1. Make sure health and safety has been considered
2. Encourage guests to get involved with your raffle/auction/games
3. Put collection cans on every table for loose change
4. Print out [Sponsorship forms](#) for offline donations
5. Most importantly — have fun!

After…
1. Say thank you to all your guests for their donations with our [Thank You poster](#)
2. Does your company offer match-funding? It’s worth an ask…
3. Collect together [Sponsorship forms](#) and [Paying in forms](#)
4. [Send your money back](#)

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Here are some of the ways our brilliant supporters managed to smash their fundraising target.

**Ash ran a marathon**

“The fundraising target for a marathon is quite high, so I had to be strategic. My advice would be to time the messages, especially to colleagues. I sent an email on annual bonus day and it generated loads of donations. Paydays are also good. Avoid busy times of the week as emails are more likely to get lost.”

**Maggie held a bake off**

“To mark my retirement from my job, I organised a cake sale for Maggie’s with the help of my wonderful colleagues. I put posters around my office, created personalised invites and promoted my JustGiving page on the posters and on my Facebook page. My salted caramel brownies went down a treat!”

**Alex and friends cycled from Maggie’s West London to Maggie’s Edinburgh**

“My friends and I grouped together to plan a big fundraising night for friends and family who were close to my mum, Ruth, who passed away from pancreatic cancer a few years ago. Keep the cause at the forefront of people’s minds. Plus, when people are having a good time, they’re more likely to donate.”
ORDER YOUR MATERIALS

We have lots of wonderful materials to help you fundraise...

Banner roll

Balloons

Collection tin

Collection box

Stickers

Collection bucket

T-shirt

Running vest

Cycle jersey

If you'd like to place an order, please email enquiries@maggiescentres.org or talk to your centre fundraising team.
Good news – if you set up your online fundraising page on JustGiving, the money you raise is sent to us automatically.

For offline donations, please complete a **Paying in form** and send it to us, along with any completed **Sponsorship forms** to:

Maggie’s
The Gatehouse
10 Dumbarton Road
Glasgow
G11 6PA

Alternatively, you can return your money to your centre – whatever is easiest.

Did you know
It costs around **£590,000** to keep Maggie’s open for a year.
THANK YOU!

Your support means we can help people with cancer and their family and friends when they need us most.

If you have any questions, get in touch with us on 0300 123 1801.

“My wife Chris loved spending time at the centre. In Chris's memory, me and my friends held an event to raise money to thank Maggie's for all the support they gave us. It was a fantastic way to remember her.”

Howard

Maggie Keswick Jencks Cancer Caring Centres Trust (Maggie’s) is a registered charity, No. SC024414

Maggie’s Fundraising Pack
FUNDRAISING MATERIALS
I’m fundraising for Maggie’s

Maggie’s is a charity providing free cancer support across the UK.

maggiescentres.org

Everyone’s home of cancer care
COME TO MY EVENT
FOR MAGGIE’S

Maggie’s is a charity providing free cancer support across the UK.

maggiescentres.org

Everyone’s home of cancer care
The money raised will fund our centres across the UK and allow us to help people when cancer turns their life upside down.

maggiescentres.org

Everyone’s home of cancer care

Maggie Keswick Jencks Cancer Caring Centres Trust (Maggie’s) is a registered charity, No. SC024414
If you are thinking of holding your own fundraising event or activity to help reach your fundraising target, please follow these simple guidelines to make sure your event is safe and legal!

**The venue**
- Ensure the venue is suitable for your event. Does it have adequate lighting, the right facilities and disabled access?
- Do not exceed the safety capacity of the venue.
- Keep fire exits clear and free from obstructions at all times.
- Think about the parking arrangements and provide a parking steward if needed.
- If you are collecting money in a private property such as a restaurant or pub, you’ll need permission from the manager.
- If your event is in a public place, you’ll need to let the police know in case it disrupts traffic.

**Equipment**
- Ensure all portable electrical equipment has been tested and is safe to use.
- Position equipment safely to avoid trailing cables.
- Equipment should only be operated by people who are competent to use it.
- Check the stability and strength of trestle tables before piling them up!
- Avoid lifting heavy loads – use trolleys or ask for help where appropriate.

**First aid and emergency measures**
- Ensure that you have adequate emergency and first aid procedures for your type of event (e.g. what will you do in the event of a fire?).
- Consider whether you need to notify the police or fire brigade of your event.
- Decide if you need a qualified first-aider or if a first aid box is adequate.
- Make sure there is a telephone available for emergency calls.
- Ensure that you know where turn-off valves and fire extinguishers are located.
- Speak to St John’s Ambulance/St Andrew’s First Aid for advice about first aid at events.

**Food & refreshments**
- It is the legal responsibility of anyone selling or processing food to do so safely and hygienically, so ensure that at least one helper has a foundation level food hygiene certificate.
- If no one has this certificate, ensure that all food handlers have read the NHS guide on the Prevention of Food Poisoning.
- If there is BBQ food, follow the guidance in the Food Standard Agency’s leaflet, Beat the Barbecue Bugs.
- Label food which contains nuts or other allergens.
- Keep children and animals out of food preparation areas.
- Provide appropriate protective clothing (e.g. plastic gloves, aprons, etc.).

**Children**
- If anyone under the age of 16 wants to help with fundraising, they must be accompanied by an adult at all times.
- For anyone aged 16-18 years old, they must have permission from a parent/guardian.
- Do you need to make provisions for lost children at your event?
Money
- Keep money in a lockable box.
- Take care of your personal security when carrying money. If possible, don’t go alone. Make sure that no one puts their personal safety in jeopardy by tackling a thief.

Waste
- Don’t forget to dispose of any rubbish or waste material safely!
- Ensure that you recycle where possible to help protect the environment.

Cleaning
- Avoid use of hazardous cleaning chemicals.
- Provide protective clothing where appropriate.

Health and Safety at Work Act
- Remember that the Health and Safety at Work Act 1974 applies to volunteers as well as to paid workers.
- You will need to consider whether and how your event could be harmful – to organisers, guests, volunteers, and the public – and think how you can minimise any risk.

Licensing
You will need a licence from your local authority for any of the activities listed below:
- Music and dancing.
- Sale of alcohol.
- Extended hours.
- Provision of food or drink.
- Copyright and royalties for drama or film shows.
- Collecting money or selling goods in a public place.

Insurance
- For events, we strongly recommend that you check that you have adequate insurance (e.g. public liability insurance) and that you take all reasonable steps to ensure the safety of all concerned.
- It is the responsibility of those joining in activities to ensure that they are fit enough to take part.
- Maggie’s cannot accept responsibility for accident, injury, loss or damage as a result of your event.

Useful Contacts & Information
St John Ambulance – 08700 104950 (Mon-Fri 9am-5pm)
St Andrew’s First Aid – 03004 666999
Police (Non-Emergency) – 101 (England, Scotland and Wales) or 0845 6008000 (Northern Ireland)
Institute of Fundraising – 020 7840 1000 or visit their website

Legal Guidelines
- The advice given in this section is clearly intended to provide general guidance only and to that extent the information conveyed is accurate.
- Any fundraising materials you use should say: In aid of Maggie’s Keswick Jencks Cancer Caring Centres Trust (Maggie’s), Registered Charity No. SC024414.
MAKE YOUR OWN BUNTING
SPONSOR ME

I'm fundraising for Maggie's by 

Name __________________________________________________________ Postcode __________________________

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<th>House name/number</th>
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Total £

Thank you for helping us help people with cancer.

Please send your completed form along with the Paying In form to:
Maggie’s, The Gatehouse, 10 Dumbarton Road, Glasgow, G11 6PA

Maggie Keswick Jencks Cancer Caring Centres Trust (Maggie’s) is a registered charity, No. SC02444

Paying in form

I would like to make the following donation to my local centre: £

For (e.g. bake sale, marathon):

1 My personal details
Title ________________________ First name ___________________________ Surname ___________________________
Address ___________________________________________________________
_________________________________________________________ Postcode ____________________________
Phone ___________________________ Email __________________________

2 My payment details
☐ I enclose a cheque payable to ‘Maggie’s centres’
☐ Please debit my card with the amount above
Card: Visa / MasterCard / Amex / Switch (please circle)
Card no: ___________________________ / ___________________________ / ___________________________ / ___________________________
Start date: __________ / _______ Expiry: __________ / _______ Security no: __________ Issue no: __________
Name on card __________________________________________________________
Signature __________________________________________________________ Date __________ / _______ / _______

3 At no cost to you, increase your donations by 25%

Please tick the box below after reading the terms and conditions. giftaid it

☐ Yes

I am a UK tax payer and I would like Maggie’s to reclaim tax on all donations I have made in the past 4 years or will make in the future until I notify you otherwise. I 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 year it is my responsibility to pay any difference. Please notify us if you want to cancel this declaration, change your name or home address or if you no longer pay sufficient tax on your income and/or capital gains.

4 Keeping in touch

How would you like us to keep in touch with news and updates about Maggie’s?

☐ Please update me via email ☐ Please do not update me via post
☐ Please update me via SMS ☐ Please do not update me via telephone

We may use details you provide to send you information on our work, news and fundraising activities. We work with third parties to communicate with you in the most efficient way possible, but we never sell your details and you can change your communication preferences at any time.

If you would like to opt out of our communications or change your details or preferences, please contact our Supporter Care Team on 0300 123 1801 or email enquiries@maggiescentres.org. You will be able to opt out on all future communications. To view our privacy notice please visit maggiescentres.org/privacy.

Thank you for raising funds for Maggie’s. Please send your completed form to: Maggie’s, The Gatehouse, 10 Dumbarton Road, Glasgow, G11 6PA

Maggie Keswick Jencks Cancer Caring Centres Trust (Maggie’s) is a registered charity, No. SC024414