

# Fundraising Pack

Help keep cancer support services local!



# Intro - #DIYforACS

*We're delighted that you would like to support Ayrshire Cancer Support.*

**When cancer affects you or your family, Ayrshire Cancer Support is here to help.**

## **Help Fund our services**

By 2020, almost one in two of us will get cancer. It's one of the toughest situations most people will ever face. But they don't have to go through it alone. As Ayrshire's leading cancer support charity, Ayrshire Cancer Support provides free transport to patients receiving cancer treatment at hospital, free professional counselling and a range of complementary therapies to reduce the symptoms and anxiety of a cancer diagnosis. All of these services come at a huge cost, we need £2500 per day to continue providing these services.

Our ambition is to reach out to everyone in the Ayrshire community who has been affected by cancer – but we can't do this alone. You may have chosen to support us because a loved one, friend or colleague has used our services, or simply that you want to help others through their cancer journey.

With the ongoing pandemic and the restrictions it poses, we need your help now more than ever.

*Target: £2,500*

## **Help Fund our New Cancer Drop-in Centre.**

In 2020 we launched our £750,000 fundraising campaign, #Home4Cancer, to create a bright and welcoming new support centre in Ayr, which will continue to offer a life-line to anyone affected by cancer. We can announce that our dream to create a new drop in centre in Ayr, is becoming a reality as a total of £350,000 has been raised in the first year of our capital campaign, #Home4Cancer. This takes us to our first target and to the end of Phase One to buy a building in Ayr. Phase Two will see a push to raise a further £400,000 to carry out building and special adaptations to a new centre.

Our Ayr centre in Wellington Square, which was our base for 25 years, has now been sold – with the proceeds being designated to #Home4Cancer fund. We are looking forward to pastures new in Ayr to continue our essential services supporting many more people affected by cancer, but we desperately need you to help us raise funds to create a much needed drop in centre in Ayr where all of our free services can be accessed.

*Target: £400,000*





## Help us Create Cancer Support Services for Children and Young People in Ayrshire

Too many children and young people in Ayrshire have no local access to cancer support services. We want to change that. As Ayrshire's leading cancer support charity, we have been providing support for almost 40 years to adults in Ayrshire – we must try to raise funds to provide professional support services to children and young people.

A childhood cancer diagnosis can have a profound impact on the mental health of a child or young person. Similarly, a common concern for adults seeking our support is the emotional wellbeing of their children when the parent is undergoing treatment or has received a terminal diagnosis. We urgently need to provide vital emotional and practical support to children and young people affected by a cancer diagnosis – either their own, or that of a loved one. Your fundraising can help us do that.

Please help us raise £125,000 to create specialist services to help children and young people affected by cancer cope with the devastating impact cancer can have on their lives.

*Target: £125,000*

### A passion to help save and enhance lives in Ayrshire

From a Tea Party to a pub quiz, everything you do to raise money will play a vital role in helping us achieve the above ambitions. Whether you chose to do a fundraising activity or to give a direct donation, every pound you raise will help save and enhance lives in Ayrshire.

This fundraising booklet has been designed to make sure all the fundraising you do for Ayrshire Cancer Support is fun and rewarding. In here, you will find top tips, ideas and information to help you.

Why not join our community of Ayrshire Cancer Support fundraisers on Facebook and follow us on Twitter?

**Good luck and thank you. Your ACS Community Fundraising Team.**





# Contents

How your money will make a difference .....	5
Where to begin .....	6
Virtual fundraising .....	8
A-Z Fundraising .....	10
The Promotion .....	12
Promotional Materials .....	14
Order Form .....	15
Get Social .....	16
Charity fundraising is regulated by rules .....	17
Make it Pay .....	18
Other ways you can get involved .....	19
Seasonal Fundraising .....	20
My fundraising tick list .....	21
Case studies .....	22
Fundraiser's Agreement Form .....	23



Ladies who lunch

Bake  
off



Beach walk



# How your money will make a difference

*What could your donation fund?*



**£50...**

**Complementary Therapy Treatments** - £50 will provide a free complementary therapy session with our qualified therapist. These therapies can help to alleviate the emotional and physical symptoms of cancer and its' treatment, like stress, anxiety and neuropathic pain.



**£500...**

**Bereavement Counselling** – £500 typically provides a course of free professional bereavement counselling to help provide specialist support to someone bereaved by cancer.



**£750...**

**Children's Play Therapy** – £750 will pay for equipment used for play therapy for young children. With your help, we are trying to raise sufficient funds to create a Children and Young Persons service (planned for 2021 – funds permitting). This service will provide professional emotional support for children and young people affected by cancer or bereavement.



**£1,000...**

**Home 4 cancer** – £1000 will contribute to our capital appeal to help create a purposeful drop in centre in Ayr, similar to our purpose designed centre in Kilmarnock. A range of capital works is planned including painting, decorating, installation of fire alarms, groundwork etc. for which we are seeking funding.



**£1,500...**

**Transport** - £1,500 is the typical average cost of providing free transport to hospital appointments for treatment for a cancer diagnosis. Often the patient will require daily treatment for around six weeks. The patient may be elderly, live alone and unable to drive or they may live in a rural community with poor transport links. Most often, their treatment is too physically demanding to drive themselves or use public transport.

# Where to begin

*The sooner you start, the more you will raise for Ayrshire Cancer Support.*

**1. Choose an event/activity** You will find lots of ideas in our A-Z fundraising as well as some virtual ideas. Choose your event and think about how you are going to do it. Pick a date that's best for you and make sure you have enough time to fundraise and organise your event properly. Pick something you enjoy doing, keep it simple and ask friends and family to get involved.

**2. Create an online fundraising page** One of the simplest and most secure ways to collect money is by using an online fundraising page such as Just Giving or Virgin Money. You can also use Facebook for donations and there's always the good old-fashioned sponsor sheet. Set yourself a reasonable target and think about how you can reach it.

**3. Register your event with us** Let us know what you are planning by registering your event with us. Call us on **01563 475025** or email us at **[fundraising@ayrshirecs.org](mailto:fundraising@ayrshirecs.org)** and speak to our friendly community team. Once you've registered with us, we will help guide you every step of the way and send you a fundraising pack, which will include everything you need to get started. We've included a Thank You Supporter's form on page 23.





- 4. Keep it safe and legal** Not only is it important that you have fun while raising money, but it's also important to make sure that your event or challenge is safe and complies with fundraising law.
- 5. Planning Event** Approach local companies to help with sponsorship or donations of raffle prizes. Ask us for a letter of authorisation if approaching organisations for raffle or auction prizes – we can explain in the letter that you are fundraising in aid of Ayrshire Cancer Support.
- 6. Promote your event** Tell everybody about your event! Contact the local media a few weeks in advance, put up posters, get it mentioned in your work newsletter or on the intranet. Make use of Facebook and Twitter to help spread the word and encourage your friends and colleagues to take part or donate. Full details on page 12.
- 7. Take photos!** We love seeing photos from events that people have taken part in or organised, as well as being able to share them on our social media and website. Be sure to wear your Ayrshire Cancer Support t-shirts and pose with pride!
- 8. After your event** Once you've thanked everyone who helped with the event and have given yourself a pat on the back as well, your next step is to send your donations to us – you'll find full information on page 18.
- 9. Tell us how it went** Send us your photos and let us know how it went! We'd love to be able to include you on our blog and social media. We can't wait to see what brilliant things you all do!

# Virtual Fundraising

*Please ensure you are following the latest safety guidelines issued by the Scottish Government.*

Whether you had fundraising plans ready to go, or are looking for new ways to support us, these uncertain times may have affected your activities, but don't let that stop you.

Now's the time to make your fundraising a huge success by turning it into a virtual fundraiser at home.

You can host it with friends and family over video chat, FaceTime, Skype, Zoom or other online platforms. Why not get everyone involved in a virtual afternoon tea, virtual cook-a-long, or an online karaoke night? Have fun with everyone and ask for a small donation to be made to your Giving Page.

## **Virtual Book Club**

Virtual book clubs are in! If you're already part of a book club, why not take it online? Or set up your own. Ask friends and family to donate what you would've spent on drinks and snacks to us for local people living with cancer.

## **Craft Making**

If you can knit, sew, have other creative skills or want to give it a go, then why not create some unique items to then sell and help raise funds.

## **Live-Streamed Music Night**

For all you music lovers, it's your time to shine! Why not live stream your talents and provide an evening of entertainment for people in the comfort of their own homes? Whether you sing or play an instrument, host an online gig and encourage attendees to donate to your Just Giving page.



## **Shop Online**

There are online selling platforms that donate a percentage directly to us when you shop with them. Amazon Smile is a great way to shop and donate at the same time. Select Ayrshire Cancer Support as your chosen charity and Amazon will donate 0.5% of the purchase price to us. Easy Fundraising is another useful shopping platform which donates a percentage of your purchase and you can choose from over 4000 retailers.

## **At home sports day**

Host a sports day in your garden or around your house to raise life saving and extending donations for people in Ayrshire living with cancer. Set up your athletics course with household items and take on an obstacle like no other! Ask your household to join you or take it online and get family involved over video chat to get those heart rates pumping.





*Get Creative.....  
and take your  
fundraising virtual!*



#### **Sponsored chores**

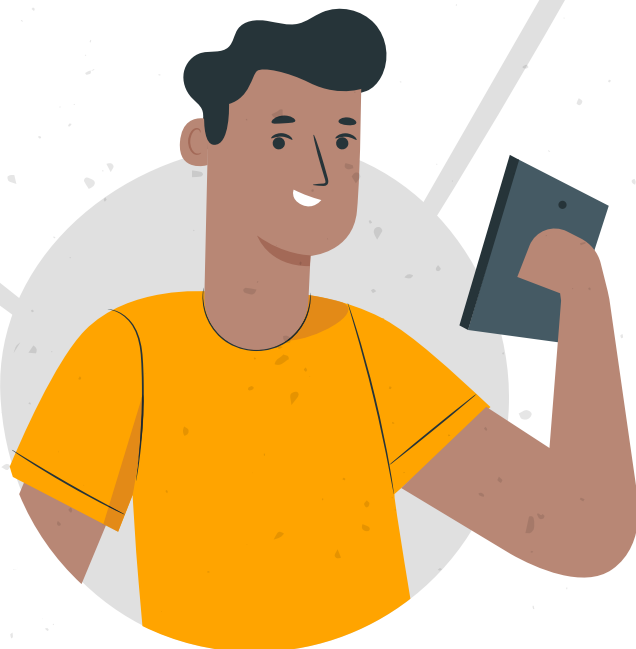
A great one for children and it helps mum & dad at the same time!

Sponsor the kids to do their household chores and raise money at the same time. For all the money they earn, half of it can be donated and the remainder being their hard-earned pocket money!

#### **Board Game Tournament**

We're sure everyone has Monopoly or Scrabble in their attic!

Dust them off and host a tournament evening with your friends and ask them to donate to play. Make sure to keep a leaderboard and note down the points for each game, eventually crowning the winner of the board games.



Help keep people's spirits up by sharing a clip of yourself on social media dancing or singing to your favourite song. Nominate 5 others to do the same and keep the good vibes going!

# A to Z of fun

## A+B

**Auction** – Organise an auction, ask your friends and family to donate items and donate some of the profits

**Afternoon tea** – Provide afternoon tea at work or for friends and ask for donations

**Bake off** – Challenge your friends and then sell the bakes to raise money.

**Bike Scavenger Challenge** – Search the town on your bike to find specific locations using a short list of clues provided by friends.

**Bingo** – Half the money with us and the winner.

## C+D

**Cake sale** – Everyone loves a homemade cake!

**Car wash** – Charity Car wash!

**Couch to 5K** – The Couch to 5K plan is a great way to start running. Once you are running regularly the key is to keep running 3 times a week.

**Cycling challenge** – Take part in a challenge event and raise sponsorship – there's lots of cycling events taking place all over Scotland.

**Darts** – Challenge your mates to a night of darts.

**Dog walking donations** – Why not walk the neighbourhood dogs in exchange for donations?

## E+F

**Easter egg hunt** – Pay to enter and make Easter bonnet dress code compulsory?

**Egg and spoon race** – Bring back the traditional School Sports Day: sack race, and three-legged race

**Film night with friends** – Donate the cost of a cinema trip with drinks, hot dogs and popcorn and watch a movie at home with friends instead.

**Fancy dress day** – Pay a pound and be whoever you want for the day!

## G+H

**Guess the weight** – Ask people to donate to guess the weight of a cake, your cat, or a jar of sweets.

**Golf day** – Hold your own golf day.

**Hiking challenge** – Organise a hike and get sponsored

**Halloween party** – Organise a Halloween party and charge an entry fee, give a prize for the best dressed!

## I+J

**Italian themed dinner party** – Buon appetito! Invite your friends round for an Italian feast and ask for a donation.

**It's a Knockout challenge** – Team up with your friends or organise one at work, take an entry fee and create your own 'It's a Knockout' obstacle course.

**Jazz night** – Book a local venue and charge for a night of great music. Have a raffle or auction to boost your fundraising even further

**Jewellery making** – Get crafty and creative - why not make your own jewellery, friendship bracelets, to sell?

## K+L

**Karaoke** – Who doesn't love a sing-along? Whether you charge for ear plugs or entry fee, sing up a storm with your own karaoke evening.

**Keep fit workout session** – Donate the usual cost of a keep fit lesson - involve your local gym or sports centre.

**Ladies who lunch day** – Get your friends together and organise lunch in your home, as if it was a Michelin starred restaurant, in exchange for a donation.

**Loose change collection** – Ask people to donate their loose change, you'd be amazed at how much you can gather together! We have little home collection boxes you could use.

## M+N

**Murder mystery night** – Whodunnit? Get your friends round for a delicious meal and solve the mystery. You can find clues to download online by doing a search. Charge per guess to find out who the murderer is.



# ndraising ideas!

**Mad Hatter's Tea Party** – Fun for all the family! Hold your own Mad Hatter's Tea Party and fill those tea pots up with money.

**Non-uniform day** – Get your school involved, pay a pound and leave the blazer at home.

## O+P

**Office Olympics** – Wastepaper bin basketball or an egg and spoon race? Charge your colleagues to compete.

**Open garden** – Proud of your green fingers? Open up your garden to the public and take admissions, you could also charge for refreshments

**Pizza Making** – Who doesn't love pizza! Make your own for your friends and deliver them to their house for a donation. Friday night is pizza night!

**Preloved sale** – Sell your unwanted items and donate the profits to us. You could book a stall at our Marketplace in Kilmarnock!

## Q+R

**Quiz** – Get your mates together and organise a quiz, either online or in real life. Set a price to enter a team.

**Recycle sale** – “One man's tat is another man's treasure” Charge your friends to upcycle their own furniture, or if you're really talented give lessons on upcycling for a fee

**Raffle** – Sell raffle tickets and get creative with donated prizes. Contact local businesses to see if they're able to help with prizes.

**Running challenge** – Have you got what it takes to do 30 days straight? Build your endurance over 30 days.

## S+T

**Sponsored silence** – ‘Haud yer wheesht’ for a certain length of time, try a 24 hour silence!

**Skydive** – Feeling daring?! Get sponsored to skydive. Why not do it with friends for moral support?

**Swear-box** - Pay fines for using bad language!

**Treasure hunt** - Pay to enter, why not make it pirate fancy dress?

**Tombola** – An easy way to raise funds at any event by including a tombola at your event

## U+V

**Unwanted presents sale** – A great one for after Christmas! Or donate them to one of our shops throughout Ayrshire.

**Unusual clothes day** – Donate a pound to wear your most unusual clothes, you could also give prizes to the most imaginative entry.

**Variety show** – Get your friends to unearth those hidden talents and hold a variety show and charge an entry fee.

**Volleyball** – Hold a volleyball contest. Charge for admission.

## W+X

**Walk** – Get your friends together and organise your own walk, drum up as much sponsorship as you can and walk as many miles you can manage.

**Womble litter picking** – Be like a Womble and organise a sponsored litter pick in a local beauty spot.

**X-Factor theme show** – Whether you charge for ear plugs or entry fees, get friends together and sing up a storm with your own X-factor evening.

**Xmas craft fair** – Get crafty and creative. Make Christmas decorations and sell them at craft fairs.

## Y+Z

**YOLO challenge** – You Only Live Once. What's on your bucket list? Inspire others and get sponsored to do something truly amazing and out of this world. Walk the Great Wall of China, hike the Himalayas, the list is endless.

**Yes Day** – get sponsored to say yes to everything for a day.

**Zumba-thon** – Get your local gym or Zumba class involved and hold a sponsored Zumbathon.

**Zip wire challenge** – Take the plunge. Get sponsored to do a zip wire ride. Not one for the faint of heart.

# The Promotion

*Gaining publicity for your event or challenge will help you raise funds, whilst raising awareness of Ayrshire Cancer Support and the fantastic fundraising that you are doing.*

Whether this is the Kilmarnock Standard, the Ayrshire Post or the Ardrossan Times, your local paper will be interested in your fundraising and why you're doing it (your personal story), especially if you're doing something unusual or quirky. Write a press release and include key information such as detail about your planned fundraising activity and target. Once you have decided on your fundraising event, get in touch with us and we can send you a press release template to use if you prefer.

## Here is some useful hints when writing a press release:

The golden rule when writing a press release is to get all the most important information in the first paragraph: The five Ws – who, what, where, when and why. This should be a succinct story in itself; the rest should just be additional information with a picture, so ask friends and family to take high quality pictures on the day - pre, post and during your event.

- **Keep it to one side of A4, double-spaced – more than four paragraphs and it's too much.**
- **Always assume your journalist knows absolutely nothing about you, so avoid jargon and abbreviations. Keep things simple.**
- **Don't forget to include a contact name and number at the bottom for journalists to get more information should they need it.**

## Some dos and don'ts

### Do...

...make sure you contact the right person at each newspaper or radio station. Who is responsible for stories like yours?

...let them know why you're telling them. Do you want them to tell your story or come to the event? Do you need a press photographer to attend?

...outline your story and be ready to answer questions. Be helpful and make their job easy. They may want to take a different angle – be flexible, but remain in control. Direct them to your website, blog or – better still – fundraising page.

### Don't...

...be afraid to get in touch with the media – but check it's a good time to talk

...expect your whole piece to be used, word for word. Newspapers and magazines have to edit for space and their own 'house style'

...get downhearted if they don't use your story – just move on to somewhere else and try again

...forget to check their deadlines. The greatest story in the world is no good on Tuesday if they go to press on Monday.

## Press contacts

### Ayrshire Post

news@ayrshirepost.co.uk 01292 262200

### Ayr Advertiser

editorial@ayradvertiser.co.uk 01292 267631

### Carrick Gazette

editorial@carrickgazette.com 01465 712688

### Irvine Times

editorial@irvinetimes.co.uk 01294 273421

### Ayrshire Media

info@ayrshiramedia.com 01292 319391

### Kilmarnock Standard

news@kilmarnockstandard.co.uk 01563 525115

### Stewarton Advertiser

editorial@stewartonadvertiser.co.uk 01294 464321

### Cummock Chronicle

editorial@cummockchronicle.co.uk 01290 421633

### Ardrossan Herald

editorial@ardrossanherald.co.uk 01294 464321

### Largs News

editorial@largsnews.co.uk 01475 689009

### Irvine Herald

news@irvineherald.co.uk 01294 272233





Sample Press  
Release  
↓



## Media release

**Date:** DD/MM/YYYY (this date refers to the date the media release is being issued not the date the event is happening / happened)

### **Title of media release (Arial 18pt font, Bold)**

(Note: Main body of text should be Arial font 12pt, 1.5 line spacing. The main body of the release should be no longer than 1.5 pages. Two pages max, including Editor's notes etc)

First Para – What is this story about? In the first paragraph you should aim to cover Who What Why Where When. This is your chance to catch the newsdesk's attention.

Second Para – Quote from key spokesperson / the fundraiser / event organiser. (A second quote in a following paragraph can also be included if necessary – see working example overleaf)

Third Para - Additional information about story

Fourth Para - Quote from Ayrshire Cancer Support spokesperson if appropriate – offering thanks, further explaining the story etc

Fifth Para – Additional background information or follow up information / call to action.

-ENDS-

#### **Photographs:**

**DDMMYY[relevantdescriptor].jpg** – related caption (left to right)

**DDMMYY[relevantdescriptor]2.jpg** – related caption (left to right)

**Interview with XXX and additional photographs available on request (if appropriate)**

#### **For further press information contact:**

Name:  
Ayrshire Cancer Support  
5 Dundonald Road  
Kilmarnock  
KA1 1EQ

# Promotional Materials

*We have a variety of materials available to help to promote your event!*

**TOP  
TIP**

Make up posters advertising your event and ask to put them up in your workplace or school. Ask local businesses if they would mind if you put a flyer or poster for your event in their window. In the cases of large public events ask to leave flyers on the counter or at tables for people to pick



In aid of  
**Ayrshire  
Cancer Support**

Ayrshire Cancer Support, 5 Dundonald Road, Kilmarnock, KA1 1EQ,  
Tel 01563 475025 Email [fundraising@ayrshirecs.org](mailto:fundraising@ayrshirecs.org)

[www.ayrshirecs.org](http://www.ayrshirecs.org)



# Order Form

*We would love to hear from you, call our community fundraising team on 01563 475025 to discuss items below you may wish to order for your event.*



Items	Quantity				
Posters					
Tickets					
Collecting cans					
Collecting buckets					
Donation boxes					
Sponsor forms					
Balloons					
Ayrshire Cancer Support information leaflets					
Ayrshire Cancer Support t-shirts	S	M	L	XL	XXL
Ayrshire Cancer Support running vests					
Flags					

Name .....

Address .....

.....

..... Post Code .....

Telephone.....

Email.....

# Get Social!



## Facebook

Once you've asked your friends to donate let them know they can help by just sharing your status. And don't be afraid to remind people to sponsor you more than once. Don't forget to tag us in your Facebook posts. Why not try using the Donate Button? This is a simple way to ask for donations. The button is created through a Facebook application and will secure the money and send it to us at the end of the month. The donate button is a quick way for your supporters to donate to your event without leaving Facebook. Easy peasy. You'll be able to add the donate button to your page and posts, making it easy for supporters to contribute in a few steps. But try and remember to create only one donate button per event.



## Tweet. Sleep. Repeat.

If you can, tweet right through your event. If that's not possible then let people know what's happening before and after. Include pics, your JustGiving link and don't forget to tweet us #DIYforACS.



## Instagram

Little known fact but every single Instagram filter makes you look incredible when you're fundraising for us.



## WhatsApp

JustGiving works a treat on mobiles so pepper your WhatsApp groups with your fundraising plans, especially the one that keeps your phone buzzing every single minute of the day.

## Other

For any aspiring writers out there, why not start a blog about your fundraising? Tumblr or WordPress allow you to set up blogs for free and keep people up to date with your progress.



*The more you talk about your fundraising, the more people will donate, so make sure you publicise what you're doing as much as possible!*





# Keep it legal, keep it safe!

*Charity fundraising is regulated by rules.*

The guidelines below will help to ensure your fundraising is both legal and safe. In addition, full guidelines are available from the Institute of Fundraising ([www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)).

## Licenses

You may require a license for the following:

- **Alcohol or entertainment, including recorded music**
- **holding a raffle, lottery or auction**
- **doing a public money collection**
- **Putting up banners or signs in public areas.**

## Public collections

Collecting money in a public place of any kind requires permission from your local council. For more information contact either your local council, or the Ayrshire Cancer Support fundraising team who will be happy to give you more information. Similarly, if you're fundraising on private property, make sure to ask the owner's permission first.

## Insurance

If your event involves the public, you will need to have Public Liability Insurance. Please check what public liability insurance the venue has in place before your event. Unfortunately, Ayrshire Cancer Support cannot accept liability for a fundraising activity or event you undertake in support of us.

## Money

Advice for handling and counting money at fundraising events:

- **Where possible have two people present when money is being counted**
- **Collect cash using a secure container e.g. a sealed container for a collection or a secure cash box for change**
- **Bank the money collected as soon as possible.**

Make sure you conduct a risk assessment to identify any risks at your event. A risk assessment does not have to be a complicated task. Remember – a hazard is anything that causes harm and the risk is the chance, high or low, that someone could be harmed by the hazards, together with an indication of how serious the harm could be.

If you have any doubts or questions about anything, we are, as we pledged at the beginning of this pack, here for you. Just call or email us and we'll pull out all the stops to help.

*Mocktail, Cocktails and Tiara's*



*Coffee Morning*



# Make it pay!

*Your fundraiser is over: it's time to get those all-important funds to us. You should aim to get your fundraising money to us within a month of your event finishing.*

## Here are your options:

With your JustGiving page, everything happens automatically: the money is sent to us, Gift Aid collected, and your sponsors thanked. Job done.

If you have cash to pay in, you can. Ensure you use a reference (your name/fundraising event) and send us an email [accounts@ayrshirecs.org](mailto:accounts@ayrshirecs.org) to let us know you've made a payment.

Bank it using our details:

**Clydesdale Bank**  
**Account Number: 20235814**  
**Sort Code: 82-65-31**

You can also send us a cheque payable to Ayrshire Cancer Support. Include a copy of your sponsorship form if you have one and post to:

**Ayrshire Cancer Support,**  
**5 Dundonald Road,**  
**Kilmarnock, KA1 1EQ**





# Other ways you can get involved

*Volunteer with us!*

From becoming part of our cheer squad or being a fundraising ambassador, to volunteering in the office the opportunities are endless. Please contact **[fundraising@ayrshirecs.org](mailto:fundraising@ayrshirecs.org)** for more details.

Every single person who fundraises for us is invaluable – thank you for everything you’re doing. Please send us an update and pictures after your event so we can shout about it. We feature as many as possible on our social media pages, website and in our newsletters, which can inspire others to get involved too.

**Don’t forget to let us know what you’re planning to do next!**



# Seasonal Fundraising

*Try fundraising throughout the year. Here are a few ideas to get you started.*

## JANUARY

Unwanted Christmas present sale, Chinese New Year party.

## FEBRUARY

Homemade Valentine's card sale, Pancake party/race on Shrove Tuesday, Oscars-themed fancy-dress party.



## MARCH

Give something up.



## APRIL

April Fools' Day Easter egg hunt, Grand National sweepstake.

## MAY

Eurovision Song Contest party, Golf tournament.

## JUNE

Picnic in the park, Mini-Wimbledon tennis tournament, Wimbledon sweepstake.

## JULY

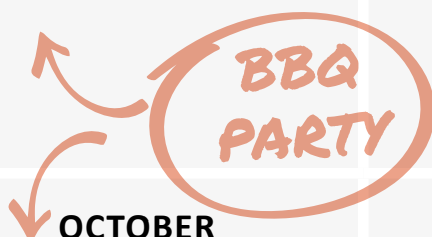
Sizzling summer BBQ, Al fresco cheese-and-wine party.

## AUGUST

Summer cake sale with cream teas, strawberries and cucumber sandwiches.

## SEPTEMBER

School uniform fancy dress party, End of summer hike, Last Night of the Proms party.



## OCTOBER

BBQ Halloween party.



## NOVEMBER

Guy Fawkes party, St Andrew's Day Scottish party or ceilidh.

## DECEMBER

Carol singing, Christmas card sale, Christmas party, New Year's Eve bash.







# My fundraising check list

*Note down everything you need to do on this handy to do list and pop it on your fridge or notice board. It'll help you keep track of what you've already done and what's still left to do before your fundraiser.*

Tick

Registered for my fundraising pack .....

☐

Choose a date for my fundraiser .....

☐

Sort out a venue .....

☐

Set up and personalise my Giving Page .....

☐

Share my fundraising news on Facebook/Instagram/Twitter .....

☐

My Target - £ .....



# How your Money helps

*Our supporters are at the centre of everything we do and the funds you raise make a vital contribution to the care we provide at Ayrshire Cancer Support. Here's just two examples where our work has been valued in the community*

## My Story, by Eleanor Boag

"In January of 2019, my husband & I received the devastating diagnosis that he was suffering from terminal Cancer, with a prognosis of around 4-6 months. Having been married for 34 years and with no close family near at hand, we were shattered to say the least. This was compounded by his additional diagnosis that he had a memory impairment. This diagnosis was, in a strange way, rather a Godsend, as the full impact of what lay ahead didn't quite register with him as deeply as it could have & allowed him to maintain a fairly positive outlook. Unfortunately, the enormity of this burden fell on me & at times, I found it very difficult.

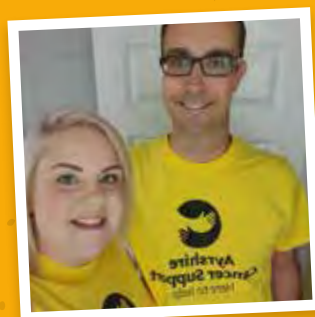


We had amazing support from our GP, District nurse etc, who in turn, referred us to Ayrshire Cancer Support. At first we were a bit sceptical of whether it would be beneficial for us, however, as they were kind enough to offer use of their services, we decided that we should go. It was truly the best decision ever! The Staff & Volunteers were wonderful & so kind & put us at ease from the start. We both took advantage of their hospitality & Caroline's marvellous therapies eg massages, reflexology etc which were so amazing & therapeutic. I also attended Counselling sessions with Anna which were an enormous help to me. At first I thought "what am I going to talk about for an hour?" All I can say is that it was the quickest hour ever!!!

With all this help & support, we were both able to enjoy a good number of quality months together. Sadly, 11 months later, my husband contracted an infection & passed away as a result of Pneumonia. It was a horrible time for me, however, shortly after this, I was contacted by ACS & it was arranged that I should continue with the Therapies & Counselling. I cannot express highly enough, my gratitude at the help & support I've received. Everyone has been fantastic & the level of comfort given was immeasurable, & for that, I will be eternally grateful."

## Ria Kerr

In 2018, cancer devastated Ria's family. Ria said "In May 2018 my mum was diagnosed with terminal lung cancer and in August 2018 my husband Alastair was diagnosed with Hodgkin's lymphoma. My stepfather also passed away with Oesophageal Cancer in 2004 and my mother passed away in January 2019. Ayrshire Cancer Support provided an amazing service to both my husband and stepfather and I can never thank them enough. I truly value the service and care that was provided for my family and without this I would have found it hard to cope with everything during such a difficult time.



My husband Alastair is doing great now and we both decided to do our own walk from my house in Kilmaronock to Kilmaurs and back. Even though I don't particularly enjoy walking I felt this would be the perfect excuse to take me out my comfort zone and make a difference for such a great cause. I didn't really know where to start in terms of organising my own walk but the support I have received from the community fundraising team has been invaluable".





# In aid of Ayrshire Cancer Support



*We would be grateful if you could please complete our supporter's agreement form then return to us. This is just a formality and enables us to keep track of all our fantastic fundraisers. We'd love to be able to tell you about our latest news, activities and appeals.*

Thank you very much for choosing to support Ayrshire Cancer Support (SC016098) by organising your own fundraising activity or doing a sponsored challenge. Money raised from your fundraising events goes to help families in Ayrshire who are living with cancer. Without your support we wouldn't be able to do this. We would be grateful if you could please complete the form below just so that we can keep track of all our fantastic fundraisers.

Title	<input type="text"/>	Full Name	<input type="text"/>
Address	<input type="text"/>		
Postcode	<input type="text"/>	Telephone	<input type="text"/>
Email	<input type="text"/>	D.O.B.	<input type="text"/>

## Information about the event or sponsored challenge

Name of event/challenge

Date  Venue

Please give a brief description of your event

If you have a story that explains your connection with Ayrshire Cancer Support we would love to hear from you. Please write your story below:

## GDPR

A cancer diagnosis can be overwhelming for you or your family. We'll help you make sense of it all, with tailored and trusted information and support from day one. We now need to get your permission to contact you, therefore please complete the short form below so we can support you fully whether that's in fundraising or our services

By telephone Yes ☐ No ☐  
By email: Yes ☐ No ☐  
By text (SMS): Yes ☐ No ☐

We will write to you by post from time to time to keep you up to date with how you can help and our latest news, activities and appeals. If you'd prefer not to hear from us by post, please tick here: ☐



We will always store your personal details securely. We'll use them to communicate with you in the way(s) that you have agreed to. We will never sell your information and will only ever share it with trusted service providers who are working on our behalf, or if required to do so by law. Your data may also be used for analysis purposes, to help us provide the best service possible.

You can change your preferences at any time by phoning Ayrshire Cancer Support on 01563 475025, emailing us at [fundraising@ayrshirecs.org](mailto:fundraising@ayrshirecs.org) or by writing to us at 5 Dundonald Road, Kilmarnock, Ayrshire, KA1 1EQ

For full details see our Privacy Policy <https://www.ayrshirecs.org/privacy>



In aid of  
**Ayrshire  
Cancer Support**





Ayrshire Cancer Support, 5 Dundonald Road, Kilmarnock, KA1 1EQ

Tel: 01563 475025

Email: [fundraising@ayrshirecs.org](mailto:fundraising@ayrshirecs.org)



In aid of  
**Ayrshire  
Cancer Support**