

**BOWEL  
RESEARCH  
UK.**

# Fundraising Pack

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

# Thank you for choosing to support Bowel Research UK

Together we can work to fund bowel research across the UK that can save and change lives.

Whether you want to create your own event or take part in a Bowel Research UK event there are lots of ways to fundraise.

This fundraising pack will give you tips and advice on how to make the most of your fundraising.

We hope that you enjoy your fundraising experience. If you need any further information or support, our fundraising team are here to help you every step of the way.

Please do not hesitate to contact us:

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

Call: **0207 882 8749**

Don't forget to follow us and promote your fundraising using social media. Search for "**Bowel Research UK**" across:



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# About Bowel Research UK

Bowel Research UK was founded in 2020 following a merger between two well respected charities: Bowel & Cancer Research and Bowel Disease Research Foundation.

Between them, the two charities have over 50 years of experience in helping to fund cutting edge research and making enormous progress in the fight against bowel cancer and other bowel diseases.

By pooling resources and expertise, Bowel Research UK will be able to help to fund more research and ultimately to impact more lives.



Every year over 16,000 people die from bowel cancer in the UK and over a million suffer from bowel disease.

Bowel Research UK funds research into bowel cancer and bowel diseases across the UK. By funding cutting edge research and investing in the best science, we're saving lives and improving people's quality of life.

- Bowel Research UK invests in the best science across the UK and encourages our next generation of research experts by supporting a dedicated PhD studentship programme.
- We believe that we make research better when we involve the public in all its aspects, so we have a unique programme to make this happen called People and Research Together, or PaRT.
- Bowel Research UK want to support people who live with bowel conditions and educate the public about what it's like to live with a chronic bowel condition, so we run engaging campaigns aimed at challenging enduring myths and taboos.
- The money you raise will help us end bowel cancer and bowel disease.

# Fundraising ideas

Whether you've signed up for a big challenge with a fundraising target to reach or you're looking for other ways to support us, these ideas are great for raising lots of money whilst having fun:

## Quiz

If you fancy being a quizmaster, a quiz could be the fundraising event for you. Invite your friends, family and colleagues to your quiz and ask them to make a donation as an entry fee. If your local pub hosts a regular pub quiz, you could ask them to host the quiz for you.

## Bake sale

Love baking? Bake sales are an enjoyable way to fundraise whilst engaging with the public or your colleagues. Host your own bake sale to raise funds for Bowel Research UK or organise a bake sale as a fundraising activity towards your fundraising target. Don't worry if you're not a confident baker, you can always fake it with cakes from a shop.

## Bucket collection

Collecting small change can make a big difference to our work. We can send you a branded Bowel Research UK bucket and T-shirt for your collection. You will need to apply for a permit from your local council if you are collecting in a public place like your local town centre. You can get permission from the manager to collect in a supermarket or train station. For best practice, please search for 'collections' at [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk) or contact our fundraising team.

## Gala evening or charity ball

Whether you want a black-tie event, a fancy-dress party or a masquerade ball, dance the night away with friends and family and raise vital funds for Bowel Research UK.

As well as fundraising from ticket sales, you could include a raffle, auction or photo booth service on the night to raise extra money.

## Jumble sale

Have a clear out and attend your local boot sale with profits going to Bowel Research UK. You can also sell your unwanted items online through eBay or Facebook Marketplace.

## Create a Facebook fundraiser

You can use Facebook to create a fundraiser to share with your friends and family. Whether you are celebrating your birthday or supporting Bowel Research UK in honour of someone, Facebook fundraisers are an easy way to support us and we receive 100% of donations.





**Looking for a fundraising idea to suit your hobbies and interests? Here's some inspiration:**

#### **Gaming**

Gaming competitions, donate to play.

#### **Singing**

A sing off competition, karaoke night, livestream a music performance on YouTube.

#### **Cooking**

Come dine with me dinner party or MasterChef style competition.

#### **Sports**

Sports day, tournament or match in your local area. You could also organise a barbecue or snack stall for extra donations.

#### **Art**

Face painting, selling your artwork or prints.

#### **Animals**

Look after a friend's pet whilst they're away, dog walks.

**The money you raise will help us end bowel cancer and bowel disease**

## Fundraising online: Top tips

**Raising money online is quick, simple, secure and easy to share.**

**These tips are simple ways to help you boost your fundraising:**

### **1 Upload a photo of yourself**

According to JustGiving, fundraisers with a photo raise 14% more than those without. You can also upload videos to your fundraising page.

### **2 Tell your story**

Our fundraisers have personal links to our cause. Tell your donors why you care about Bowel Research UK in the description of your page.

### **3 Aim for a fundraising target**

Fundraisers on JustGiving raise 46% more if they set a fundraising target on their page. Aim high!

### **4 Share your page**

You can raise more by sharing your page link on social media. Don't be afraid to tell your friends & family what you are up to. You can use Facebook, WhatsApp, Twitter, Instagram.

Don't forget to use your email too!

### **5 Get your work and colleagues involved**

Don't forget to see if your work can get behind your fundraising by sharing your event with colleagues. Some companies are happy to match fund – whereby any funds you raise they will match £ for £ or up to a certain amount. It's always worth asking!

### **6 Update your page**

Posting updates on your fundraising page or social media is a really effective way to spread the word. Tell your supporters how you are getting on with your training or fundraising plans with photos and videos. Did you know you can link your Strava account to your JustGiving page to share your recent training progress?

## Social Media: Our top tips for sharing your fundraising

Social media is a great way to tell people your story and reach hundreds of people. Let everyone know you're fundraising for Bowel Research UK and boost your donations.

Here are our top social media tips:

- Grab attention in your first post with a big announcement about your fundraising.
- Post your story on **LinkedIn** to let your colleagues know about your fundraising.
- Tag **Bowel Research UK** in your Facebook, Twitter and Instagram posts.
- Update your **Instagram** bio with your fundraising page web link.
- Use photographs and videos to tell your story and regularly update everyone on your fundraising and training. Show people how much effort you are putting into your fundraising and remind them to sponsor you.
- Keep your tweets clear and concise within the character limit and encourage people to retweet.
- Tag other people, especially on **Facebook**, **Twitter** and **Instagram** to spread your message even further.
- Ask friends and family to share your posts.

## Reach more, raise more and change more lives

Show your supporters why our cause is so important:

Far too many people are needlessly dying from bowel cancer and having to suffer with other bowel diseases

Research offers our best chance of curing these conditions, or helping to limit the impact they have on people's lives

We believe in investing in the next generation of scientists and funding new ideas to find ways forward

## Let's end bowel cancer and bowel disease

# Making your fundraising event safe and legal

Fundraising for Bowel Research UK is an opportunity to raise much needed funds, awareness and of course, have fun!

We want you to have a great event and enjoy being with family and friends but thinking about safety and any legal issues is extremely important.

Below are a few things you need to think about. This list is not exhaustive and you will need to think - is it safe, is it appropriate, is it legal? If you are unsure, please email us: [fundraising@bowelresearchuk.org](mailto:fundraising@bowelresearchuk.org)

- **Give yourself plenty of time** to organise an event. This will help to ensure you plan it well and you consider everything from security, safety and insurance to toilets, catering and storing coats. See the *Special Event Checklist* on our website for more ideas.
- **Contact your local authority** regarding whether you need any special licences such as a public entertainment licence, a licence to sell alcohol or to hold a collection.
- **Carefully follow laws** relating to raffles and lotteries. For full guidelines please check with your local authority or visit [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)
- If needed, **find volunteers** to make sure your event is well managed. If there are children at your event, consider adult supervision and background checks.
- **Count money with two people present** and store it securely or pay it into the bank straight away.
- **Consider confidentiality and privacy** - not everyone wants their donation or gift acknowledged in a brochure or speech or likes their photo being taken.
- Remember to **“walk it through”** as if you were a guest attending the event. For example: consider the venue entrance, toilets, coat/bag storage, emergency exits, catering, seating, first aid box or first aider, entertainment and contact numbers for the people managing the entertainment, what happens in the event of bad weather?



Bowel Research UK cannot accept any responsibility for your event, or anyone participating in it.

# Thank you for your support

The money you raise will help us achieve our vision that one day, no one will die of bowel cancer or have to live with chronic bowel disease.

**Please do contact us and let us know about your fundraising - we're here to help and can offer advice and resources such as T shirts, running vests, collection tins etc.**

If you are unsure about the rules of data protection and ethical fundraising in anything you're planning, don't hesitate to contact our Fundraising Team for advice.

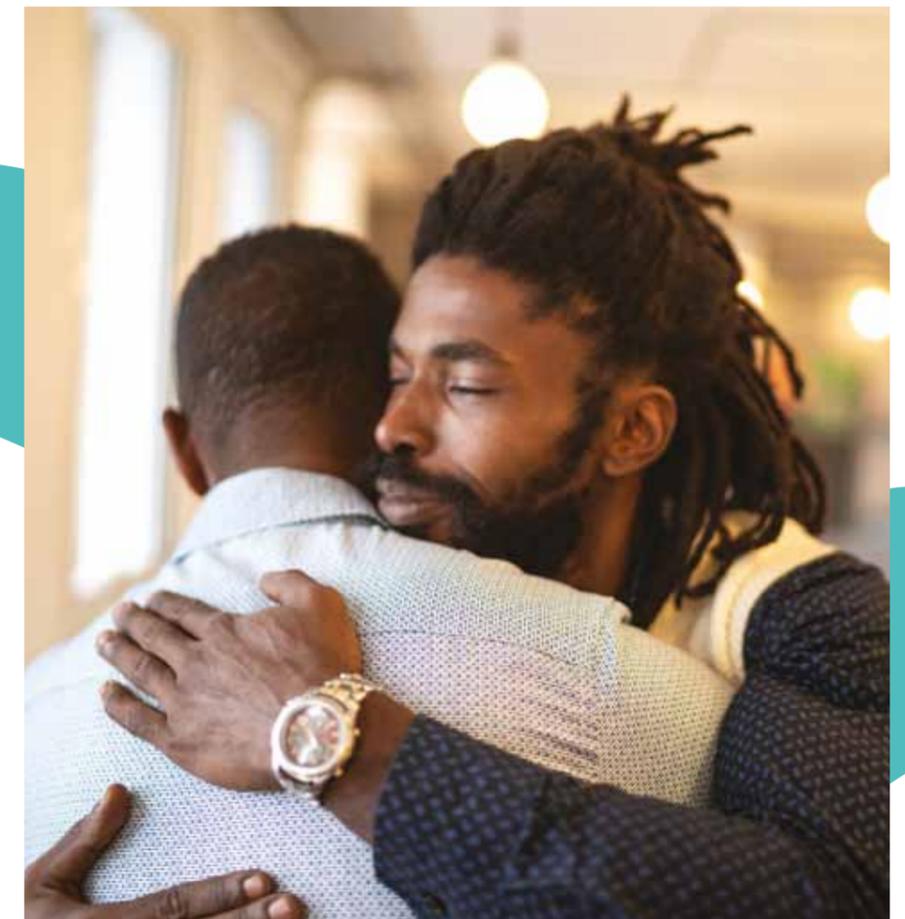
Make sure you stay safe when handling cash and never fundraise alone.

## **Paying in the funds you have raised**

Set up an online fundraising page on JustGiving or Virgin Money Giving to ensure the money you raise reaches Bowel Research UK directly.

Bowel Research UK accept donations in cash, by cheque or BACS (bank transfer).

Please email us on: [fundraising@bowelresearchuk.org](mailto:fundraising@bowelresearchuk.org) or call the office on **0207 882 8749** for more information.



## **BOWEL RESEARCH UK.**

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c/o The Royal College of Surgeons of England  
35-43 Lincoln's Inn Fields  
London WC2A 3PE

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

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