

THE
primrose
FOUNDATION
25th Anniversary

FUNDRAISING PACK



For more information on how to get involved with our 25th Anniversary or just to learn more about us, please contact us on 01752 975 217 | 07894 700 866
info@primrosefoundation.org | www.primrosefoundation.org

YOU ARE AMAZING!

Thank you for choosing to fundraise for us and help us celebrate our 25th Anniversary. In this guide you'll find everything you need to know about The Primrose Foundation and lots of help to get your fundraising event off to a brilliant start.



Whether you're organising an event yourself or taking part in a bigger event (we have shared some ideas on the next page) – we're just thankful you have chosen The Primrose Foundation. Our aim is to ensure you have as much fun as possible and we want to help make your fundraising simple and stress-free!

Whether your goal is to raise £25, £250 or £2500, every penny counts and helps us continue to deliver our amazing services.

Check out our JustGiving page for inspiration and to get your fundraising off to a brilliant start!

www.justgiving.com/campaign/strivefor25



YOU ARE AMAZING!

Still not decided what to get your teeth into? Then let us help you. Below are 25 different events, some of which we will be hosting, and others that you can simply make your

own. When you see a title you like the look of, click on the link to learn more about the detail:

Charity dinner at the Grecian Taverna	4th February 2021
Sahara Desert Trek	11th – 16th November 2021
Become a Zero Hero	17th Feb – 29th March 2021
Come Dine With Me	March 2021
Run the Tavy13 Race	Date TBC by Organisers
25th Anniversary Ball	17th April 2021
Wear it Yellow Day	National Primrose Day – 19th April 2021
London Marathon	25th April
The Dulux London Revolution	15th – 16th May 2021
The Great Primrose and Chestnut Walk	16th May 2021
Wing Walk or Adrenaline Buzz	May 2021
Race at Your Own Pace	May 2021
The Plymouth 5k & 10k	16th May 2021
The Plymouth Half Marathon	16th May 2021
The Eddystone Sailing Pursuit	19th June 2021
Bantham SWOOSH	10th July 2021
Skydive with Skydive Buzz	July 2021
Primrose Afternoon Tea Party	10th – 16th August 2021
Trekfest Challenge	September 2021
Plymouth's Pretty Muddy/Kids 2021	Date TBC by Organisers
Primrose Autumn Charity Lunch	October 2021
Cycle Croatia	7th – 11th October 2021
Prayers for Primrose	11th October 2021
Primrose Pamper Party	November 2021
Stanborough Chorus Christmas service	December 2021

And if all of that wasn't enough, then why not consider taking part in your very own 'Strive for 25' challenge.

Run, jump, walk, cycle or dive. Whether that's 2.5 miles, 25 miles or even 250...

To take part in your very own 'Strive for 25' challenge please visit link:

www.realbuzz.com/virtual-events/321/



LET'S GET STARTED

All you need to know to get the most out of a fundraising event

What to do

Decide which fundraising event or activity you'd like to do. Chose something you enjoy! What are you good at? What will appeal to your friends and family? A cream tea, a BBQ, an abseil, a fun run or involve the kids and do a family challenge.

Set a date and location

Decide when and where it's going to take place. If you are going to book a venue it's worth checking availability, capacity, facilities, access and parking. If the venue knows it's for a charity, they might let you use it for free. Is it a public place or private? Do you need to apply for any licenses? Just ask the venue.

Set up a donation page

We recommend setting up a JustGiving page: it's safe, secure and quick and easy to share with friends, family and colleagues. Decide on an achievable target so that others know how much you want to raise and the money donated comes directly to us so you don't have to worry about collecting it.

Tell everyone what you are doing, why you are doing it, when and where. Chat to your local newspaper and radio station to tell them about your event. If you need some help on that, see our 'Primrose media pack' on the website for guidance and a press release template for you to fill in the gaps. Don't forget to say that you're raising money for The Primrose Foundation.

Send an email with your JustGiving page, update your status on social media, or leave a sponsorship form where your friends and family will see it. You can also use our downloadable poster template to create one for yourself.

PLEASE NOTE: If you are taking in a 'Strive for 25 challenge' we already have a JustGiving page dedicated to this campaign www.justgiving.com/campaign/strivefor25

Use your social media channels

Start sharing your story – whether Facebook, Twitter or Instagram. You will have lots of friends, family and colleagues looking at your newsfeed, so keep them up to date on what you're doing and include a link for them to donate if they are able. Not sure where to start - here are our top tips:

- Tweet and tell people information about what you're doing and why.
- Share a link to your online fundraising page.
- Follow relevant people, local businesses and important people in your community. If they follow you back it might open up new opportunities for help with your event or donations.
- @reply your close connections on Twitter and ask them to retweet your tweets.
- Remember, if you want everyone who's following you to see your tweets don't include an '@name' at the front of your message.
- Try and mention @ThePrimroseFoundation on Facebook and @primroseunit on Twitter as we love to see your posts and tweets.
- Communicate with people outside of your followers by using a hashtag. Make hashtags relevant (such as #breastcancer #localfundraising) always use your local area (like #plymouth #devon #cornwall).
- Update your Facebook status about your fundraising and tell people why you're doing it. Perhaps share a photo of you getting ready for your event and be sure to share a link to your online fundraising page.
- If you're hosting an event, create a separate event on Facebook to invite friends and followers – it all helps get your message to a wider audience.
- Update friends on your preparation so they know how much work you're putting into raising money for our life saving research



LET'S GET STARTED (cont.)

Fundraising materials

You can download fundraising materials from our website, from posters to sponsorship forms and if you would like a collection box, email our Fundraising manager on info@primrosefoundation.org and she'll send one out to you.



Collect your sponsorship

Always remind people that they've sponsored you and try to collect the money as soon as possible after the event. Why not ask your employer or workplace about matched giving? Speak to your Manager or HR team to find out whether your company has a matched giving scheme to match the total you raise.



Donate any money via: link.justgiving.com/v1/campaign/donate/campaignGuid/5513a405-6396-432c-8917-47aa104354a3?currency=GBP&amount=50

How your fundraising helps

£25 helps to fund free refreshments for patients at their appointments and our monthly coffee mornings

£250 helps to fund essential staff training and research

£2,500 helps to fund dedicated clinical specialists



WAYS TO BOOST YOUR FUNDRAISING

Some ideas

Organise a raffle

Ask friends, family or local businesses to donate prizes. Sell raffle tickets at your event and announce the winner at the end. Raffles can raise a lot of money and create a real buzz.

But there really are 100s of ideas you could go for - so choose what works for you.

We have heard from fund raisers who hosted a coffee morning or afternoon tea, who held a cheese and wine evening or went really big and arranged a charity dinner and dance...just get started!

Hold a girl's night / day in

Have a girly night/day in; offer a large glass of prosecco and some chocolate dipped strawberries for a small contribution. Staying in is the new going out these days!

Have a cake sale

Get your friends and family to bake and sell on for donations.

Friday night is pub night!

Invite friends and family or work mates to a charity quiz or a ticketed theme night at your local pub and get local businesses to donate prizes for a raffle or auction to boost your fundraising total.

Hair today gone tomorrow

Get sponsored to shave off or dye your hair. Or maybe be a bit more adventurous and get the man in your life involved with a chest and/or leg wax, then share the event on social media.

Hold a bake off

Who doesn't love cake? Invite your friends to compete in a bake-off. The Primrose Centre do this every year and raise lots of funds. Who will be crowned the bake-off champion?



Have lots of fun and always stay safe

Here's the small print!

There are laws governing charity fundraising. We've listed a few below that could be relevant to the activity you're organising. For more guidance please contact your local council office.

Raffles

Depending on the type of raffle, you may need a licence. If so, do give us a call on 01752 975 217 or email us at info@primrosefoundation.org and we will help. We hold a gambling license ourselves which you may be able to use—please speak to us for more information on this.

Collections

If you plan to hold a collection on private property, such as a pub or shopping centre, you need to gain permission from the owner or manager. If you collect on the street you must get a permit from the local authority for the area you wish to collect in.

Alcohol

If you are selling alcohol during your event, you may need a licence. Speak to your local council for more information on this.

COVID-19

While we are still in the middle of a global COVID-19 pandemic please ensure you understand and can adhere to local and national government regulations on social distancing and hygiene. If your current plans are likely to compromise any regulations, please rethink or postpone.

General health and safety

Safety advice varies depending on the specific event and where it will be held. For more information about keeping your event safe and legal, check out your local council's website for support and advice.

Please be aware that The Primrose Foundation does not accept responsibility for any loss, damage or injury as a result of your fundraising event or activity. It's essential you make sure your event is safe for all concerned.

Whatever the event, if you let us know what you are planning, we can make sure you're properly supported. If you would like to use the Primrose Foundations logo on anything please contact us in advance: we need to approve all uses of our logo, but we promise to keep it simple.



Pay in your donations

The most cost-effective way for us to receive your donation is to set up your own **JustGiving**™ page. It is really simple to do, and it is quick and safe. Let us know if you need a helping hand with this.

If you are a tax-payer, please remember we can claim Giftaid on your donation. You can either download a Giftaid form from our website or get in touch and we can send you one by post. It takes a few minutes to fill in but increases the funds raised.

Paying in online

Please find our details below and include your name as reference:

Bank: Unity Trust bank
Account name: Primrose
Sort code: 60-83-01
Account number: 20398815

Paying in cheques

Ensure your cheque is made payable to The Primrose Foundation and send it to us at:

The Primrose Foundation
The Primrose Breast Care Centre
Level 7, University Hospitals Plymouth
Plymouth
Devon PL6 8DH

Paying by cash

If you don't have access to any of the above, we can collect the money from you.

If you wish to make a special presentation of your donation to The Foundation and would like a Primrose representative, or a member of the clinical team to attend, let us know on info@primroseFoundation.org and we are very happy to arrange what we can to support you.

Finally, and most importantly - a massive thank you for choosing to support and raise funds for The Primrose Foundation. Your donations help us to be there for those who need us.



The Primrose Foundation
are your local breast care
charity, supported by local
people, for local people.

