



"Your local breast care charity"

FUNDRAISING PACK



For more information please contact us on 01752 975 217 | 07894 700 866

info@primrosefoundation.org | www.primrosefoundation.org

The Primrose Foundation Registered charity number 1064277

YOU'RE AMAZING!

Thank you for choosing to fundraise for us.

In this guide you'll find everything you need to help you with your fundraising event.

Our aim is to ensure you have as much fun as possible fundraising for The Primrose Foundation and our handy guide aims to make fundraising simple & stress-free! Whether you aim to raise £10 or £1000, every penny counts and helps us to continue to deliver our amazing services.

Here are few of our amazing supporters that have done something incredible just like you.



LET'S GET STARTED

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

What to do

Decide what fundraising event or activity you'd like to do. Choose 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, toilet facilities etc, as well as 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 **JustGiving™** page

It only takes a minute to set up a JustGiving page and it is all safe - it is also quick and easy to share with friends. You can set yourself 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

Let everyone know when and where. Chat to your local newspaper and tell them about your event. See our media pack online for a press release template so you can just fill in the gaps. Don't forget to tell your friends, family and colleagues that you're raising money for The Primrose Foundation. Send an email with your JustGiving page, update your status on social media and leave a sponsorship form where your friends and family will see it. You can also use our template to create your own poster to help promote your event.

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.

Ask your employer about matched giving

Find out whether your company has a matched giving scheme to match the total you raise.

Send us your money

Please see page X for details.

How your fundraising helps

£10 helps towards our free coffee mornings that are offered to patients & their families so that they have a place to meet others that are going through the same experiences as them.

£100 Helps to fund the moving on clinic that we run at the Gaia spa where patients are invited to attend to talk about life after cancer & are given a free information pack.

£200 Helps to fund a dedicated Nurse care specialist that will follow a patient throughout their whole treatment & offer support when it's needed the most.



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!

Hold a girl's night / day in

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

Have a cake sale

Get all your friends / 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 your hair or maybe dye it or be adventurous and wax your husband's chest and legs and share the event on social media!

Give up and get sponsored

Give up chocolate or cakes for lent, give up smoking, or give dry January a go or even become Vegan for a month and get sponsored for doing it! Not only could you be doing something that is good for your health or the planet but you'll be raising money for a local worthy cause too!

Hold a bake off

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

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 arrange a charity dinner and dance...just get started!



Have lots of fun and always stay safe

Here's the small print!

There are laws governing all 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 for more advice. and you've checked spelling and the small details. If you have a photo already, please send to your media contact along with the release 3 weeks in advance of the event. Primrose Breast Care Centre, Level 7, University Hospital Plymouth, Plymouth PL6 8DH.

Other points to remember

Let us know about the event you're planning and we can make sure you're properly supported. If you're having entertainment or selling alcohol at your event, these may need a license - check this out before your event. If you would like to use the Primrose Foundations logo on anything please contact us as we need to approve all uses of our logo, but we promise we'll make it all easy!

Health and safety

Safety advice varies depending on the event you're planning and where it will be held.

For more information about keeping your event safe and legal, head over to your local councils website for more support & advice.

The Primrose Foundation doesn't 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.

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'll sort it for you.

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. Again, just a quick call to check is all that's needed.



Pay in your donations

The most cost effective way for us to receive your donation is via [JustGiving™](#)

Paying in online

Please contact us directly for our bank details.

Paying in cheques

Send us a cheque made payable to **The Primrose Foundation**, remember we can claim giftaid so please let download a giftaid form our website or let us know if you would like us to send you a form to complete - it takes a few minutes to fill in but increases the funds raised.

Paying by cash

We can collect the money from you if you don't have access to any of the above. Please contact us on info@primrosefoundation.org to arrange this.

Finally, a massive thank you for choosing to raise funds for us. Your donations will help us continue to be there for everyone locally who needs us.

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

