



# Fundraising Pack

**Thank you** for supporting for Sail 4 Cancer and helping us improve the quality of life for cancer patients and their families and carers. This fundraising pack contains information that may help you in raising funds and organising charity events. Here at Sail 4 Cancer we are happy to help, so if you want advice or assistance please drop us an email or give us a call.

We wish you every success in raising funds - your efforts will help us to help cancer patients and their families.

This pack includes:

- ★ Ideas sheet
- ★ Fundraising tips
- ★ Advice on planning and promoting your event
- ★ Gift Aid & what to do with funds raised
- ★ Poster template (downloadable)
- ★ A suggested press release
- ★ Sponsorship & Gift Aid forms (downloadable)

## Sailing towards freedom from cancer ...

Set up in 2001 by a group of keen sailors who had all lost a close relative or a friend to cancer in recent years, Sail 4 Cancer aims to raise significant funds to provide those living with cancer with respite from the relentlessness of this disease, to help them regain their dignity and self confidence and to give them much-needed quality time with their family and friends.

*"It would be so lovely just to have some time out, away from this illness, hospital appointments and treatment."* Janet

During 2010 Sail 4 Cancer provided over 1600 respite days for cancer patients, their families and carers and those that had suffered bereavement through cancer. These opportunities included a variety of sailing experiences, from relaxing cruising days to adventurous weekends and regattas, family riverboat holidays, watersports holidays and cruises. This wide range of activities means that diagnosed individuals of different ages and stages of illness can benefit from the wonderful therapeutic powers of being out on the water. What all these opportunities have in common are the chance to rebuild shattered confidence, strengthen important relationships and to create positive memories far removed from hospitals and treatment.

To date over 1,400 people have benefited from Sail 4 Cancer's respite opportunities.. We hope to continue to bring benefit to people with the provision of a further 1500 respite days in 2011 but can only do this with your help!

# Where does the money go?

✪ To provide respite opportunities for cancer patients, their families, carers and those who have suffered recent bereavement from cancer in order that their quality of life may be improved through renewed confidence, quality time away from hospitals and treatment and the opportunity to feel “normal” again for a while.

## And what our beneficiaries say...

The feedback we receive from people who have attended our respite trips has been an inspiration for all the people involved in making these opportunities possible.

*“It was wonderful to be able to spend quality time together as a family. I was able to forget all about hospital visits, on-going tests and treatment and I really appreciate the opportunity you gave me to lay down new shared memories with my sons that have absolutely nothing to do with Cancer”*

Rose.

*“This was a life changing adventure for me! It boosted my confidence tremendously and made me feel a million dollars.”*

Anna.

*“We would not get the chance to have a day out like this if you had not helped and it really cheers you up if you are having a hard time at the hospital so thank you so much.”*

Jenny, age 17

*“I am writing to thank you for arranging the sailing days for my son ( age 13), daughter and I. Thank you for taking the time to make the difference to the lives of children that have had to cope with things that no one should have to go through, let alone young kids. ”*

Karen.

*“The people who have been able to get out sailing seem to look much healthier and more relaxed when they come back for their next chemotherapy.”*

Professor Johnson; Cancer Research UK Clinic.

*“I never thought of a yacht as something so beneficial in that respect; Toby just trundles around from stay to shroud to grab rail like the rest of the crew, and the crutches just stay out of sight in the nav station.”*

Gareth, London Sailing Project Skipper.

*“It’s all about quality time as a family; it gives you the strength to deal with whatever this disease throws at us!”*

Denise

*“We would like to say a massive thank you to all at Sail 4 Cancer, for giving us the holiday of a lifetime. It enabled me to gain my confidence back and once again try new things. And for all three of us it gave us the opportunity to laugh again, which as you can imagine has been sadly lacking in our lives, but I can honestly say we really didn’t stop smiling the whole week.”*

Amanda

Please help us to get more lovely feedback like this. There are many ideas to choose from to help raise money for Sail 4 Cancer. Use your imagination - and this pack - to give you a helping hand.

# Fundraising Ideas

**Trying to think of an event can be almost as exhausting as organising it! Use the list below to set you thinking, add an original twist of your own if you like. What would best suit your local community, sailing club or workplace? Do you have enough helpers to assist you in organising it?**

**5 Aside Football** Dig out your footie boots or trainers and challenge your friends and colleagues to put together teams.

**Auction of Promises** - get people to donate a gift, the promise of their time or use of their belongings. You can even ask people to donate themselves as 'slaves for the day'!

**Barbecue** - charge people to come to your party.

**Barn Dance or Ceilidh** - book a professional caller – it's great fun

**Best Boat Competition** - best looking, best maintained, fastest? Up to you and/or your Commodore to specify...

**Bingo Night** - with a fish supper perhaps?

**Book Sale** - have a book sale or charity book box at home or at work.

**Cake Sale** - there's less calories in cake bought for a good cause - really!

**Car Boot Sale** – attend one – or organise one!

**Car - or BOAT wash** – you could even get sponsored to do it in fancy dress!

**Caribbean/French/Greek/Italian Evenings** – with food; with or without dancing!

**Charity abseil** – another possibility for fancy dress

**Dinner Dance or Ball** - Valentine's, Burns Supper, masked, themed

**Dog Show** – a local pet shop / food supplier might donate the prizes in exchange for some PR

**Dress Down Day** - Ideal in an office environment or school

**Duck Race** – if there's a stretch of water nearby, you can buy "seconds" rubber ducks, ask local companies to donate prizes then offer the ducks for adoption. A great PR opportunity – ask a local "celeb" to start the race.

**Fancy Dress Football Match** – charge to play, or charge to watch. Add a raffle & a hog roast.

**Fashion Show** – get a local shop involved

**Golf Tournament** – don't forget you can run a sweepstake too. A prize for whoever picks the winner.

**Karaoke Evening** - perhaps your local pub would host this, and make a donation from the extra proceeds they make...

**Make a boat** - a model one preferably - challenge friends & colleagues to make one too, then race them. Out of recycled materials perhaps?

**Mini/Half Marathons** – don't forget the people watching and supporting; you can sell them a hot cuppa or a cold drink, depending on the weather

**Quiz Night** - with a nautical theme and a fish supper too if you like

**Sailing Regatta**– full sized or model boats, it's up to you!

**Specialty Speaker** – perhaps he or she will waive some or all of their fee

**Sponsored Events** - cycle, walk, silence, swim, slim, head-shave - or whatever you fancy!

**Sumo Wrestling** – hire some super-size outfits for some super-sized fundraising fun

**Take your friends sailing** - and ask them to make a donation

**Treasure Hunt** - on land or sea

**Wine Tasting** - invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds.

# Before the Event

## General fundraising tips:

- ✦ Plan your event— You know why, now work out the how, where, when and who.
- ✦ Think about funds raised versus effort – don't spend days and days of effort to raise just a few pence! Plan and be meticulous about your activities; more time in planning brings better results.
- ✦ Tell everyone you know about your fundraising campaign - get your friends, family and local community involved. Ask local businesses if they will provide resources, prizes, promote your event or simply put out a collection tin on their premises.
- ✦ Keep supporters informed with regular updates. Direct people to the website **www.sail4cancer.org** for news and to make donations, to your specific event via the Sail 4 Cancer secure donations button.
- ✦ When it comes to asking for money, be secure in the knowledge that your efforts **will** make a difference. Be enthusiastic and believe in your cause; know why you want to do an event for Sail 4 Cancer and tell people about it with passion!

## Focus your fundraising

### Personal contacts

- ✦ Contact your family and friends, and their family and friends and let the support and donations come flooding in! Ask for a fundraising page on the Sail 4 Cancer website and email the link to everyone you know.

### The workplace

- ✦ Hand sponsor forms to staff and suppliers.
- ✦ Use your intranet or staff newsletter to promote any events that you may be holding.
- ✦ Does your company offer a match-giving scheme? (ask your employer or HR department if they are interested in pledging to sponsor you or match the amount of money you raise - *Remember to point out the benefits to them in terms of getting great PR and internal marketing.*)

### Local companies

- ✦ Approach local companies for donations of money, raffle prizes or services (eg printing costs).

*Always remember to offer to mention the company name at the event and offer to put their name on the event tickets for example - companies will be much more willing to help you if they can see an obvious marketing or PR benefit to their business.*

### In the community

Place sponsorship forms or collection tins in local shops schools, libraries, gyms, churches, or even your local pub. These are also places where you can ask about holding an event. Or you could ask if you can collect or publicise at an existing event.

***You will need a permit for street collections, so please ask beforehand if you choose to do this.***

# Planning The Event

## Event Management

### Safety tips!

It would be impossible for us to provide all safety and legal information in this pack, but here is some information that may be able to help you in organising an event.

### Is a licence required?

If your event is to incorporate:

- ✳ dancing and music
- ✳ selling of alcohol
- ✳ selling goods in a public place
- ✳ collecting money in a public place
- ✳ extended hours
- ✳ provision of food and drink

then you will need a licence, so contact your local authority, stating that the event is in aid of Sail 4 Cancer and give them the Registered Charity No. 1090133

### Raffles

Provided you follow certain guidelines, you do **not** need to register your raffle.

- tickets should **only** be sold during the event (which may last more than a single day)
- prizes cannot total a value of more than £500
- alcohol can only be won by those over 18 years old
- there is no maximum price for a ticket, but all tickets must cost the same.

For more guidance see <http://www.gamblingcommission.gov.uk/pdf/Running%20a%20lottery%20-%20November%202009.pdf> For the purposes of this document most raffles will count as “an incidental non commercial lottery”

### First Aid

Ensure you have first aid and emergency procedures:

- Do you need the presence of a qualified first aider?
- Is a phone available?

Please be aware that Sail 4 Cancer cannot take any responsibility for accident, injury, loss or damage as a result of your event. Sail 4 Cancer would recommend that you check that you have adequate personal insurance/public liability insurance and that you take sensible safety measures.

### Risk Analysis

List all the things that could go wrong on the day: poor weather, a power cut, a key person unable to attend, a guest getting injured etc. and ensure that you have a procedure in place to cope with that eventuality. It may seem a bit of a chore at the time but you will be well prepared should any of these things happen.

# Promoting your events and fundraisers

Promoting your fundraising schemes and events will make all your efforts more successful.

## Ways to promote your event –Think Big!

- Local Press - give them a call, tell them about your event
- Lots of local radio stations & newspapers have a “What’s on” section on their website – apply early as some of them need a couple of week’s notice to post events.
- Posters in shops and work places
- Email your friends
- Promote your event through Facebook or Tweet on Twitter
- In your workplace your sports club, gym and any other organisations who have a public noticeboard
- Where applicable Sail 4 Cancer will put your event on the website. We can also help you promote it locally.

Don’t forget to say :

**Where** ...your event is going to be held.

**When** ...it is happening.

**Why** ... you are raising money for Sail 4 Cancer.

**What** ... you are doing.

**Who** ... is invited

**And use the official Sail 4 Cancer Logo - email us to ask for a copy!**

## How Can Sail 4 Cancer Help?

- We can put your story and publicise your event on our website **[www.sail4cancer.org](http://www.sail4cancer.org)**
- We can provide you with a dedicated website page where details of your events and pictures can be found together with an online payment mechanism for easy sponsorship and donations.
- We can provide you with support material about the charity or images for your flyers, posters etc. If you need it then just ask! We will be only too pleased to help.
- There are sponsorship forms, press release and poster templates at the back of this pack.
- We can provide you with collecting buckets, items to brand your event (eg. flags, balloons) and things to sell to increase your proceeds (eg. keyrings, pin badges).
- We can help you get in touch with your local media and put your event on [wherecanwego.com](http://wherecanwego.com)

## **Did you know** that you can make every £1 donation into £1.28 for Sail 4 Cancer without it costing you anything extra!

By getting those donating or sponsoring you to provide some basic details and tick a box to say they wish to claim gift aid the Inland Revenue contributes a further 25p to every £1 from eligible tax payers.

This means that £10 can be turned into £12.50, just so long as donations are made through Gift Aid. Imagine what a difference that could make, and it doesn't cost you a thing.

**All we need** are the details of the donations given, name, address and - very important - their **postcode**, with their agreement we'll do the rest!

### **Gift Aiding Sponsorship Money**

If you are asking for people to sponsor you, simply use the Sponsor Form in this pack (page 9) and ask those sponsoring you to gift aid their pledge. As long as we have their **name**, their **post code** and they have **ticked** the Gift Aid box we can claim all that extra money from the Government.

### **Gift Aiding Personal Donations**

At the back of this pack (page 12) is a Gift Aid declaration form that you can use when you want to donate to Sail 4 Cancer. Simply complete this form and send it along with your donation to:

Sail 4 Cancer,  
24 Swan Street,  
Kingsclere,  
Berks,  
RG20 5PJ

In order to claim gift aid on a donation you must be a registered UK tax payer and you must pay an amount of Income Tax or Capital Gains Tax for each tax year at least equal to the amount of tax that Sail 4 Cancer will reclaim on your donation (s) that tax year.

**Please remember that without your sponsorship forms we cannot claim Gift Aid back from the Inland Revenue.**

# After The Event

## Now Tell Us How It Went !

After the event get in touch! Let us know how the event went, what happened, how much you raised as we would love to know!

And please send in the funds you have raised!

There are two main ways to send the funds that you have collected to Sail 4 Cancer:

### Cheque/ Postal Donations

Cheques should be made payable to "Sail 4 Cancer". Please send all donations with the Gift Aid Declaration Form at the back of this pack to:

Sail 4 Cancer  
24 Swan Street  
Kingsclere  
Berkshire  
RG20 5PJ

If these are funds you have collected as sponsorship we will need to have your sponsorship forms included if you wish for these pledges to be gift aided so please include wither a copy or the originals.

If you are paying with a personal cheque, you can Gift Aid the amount by ticking the box on the Postal Donations Form (if you are eligible—see the form for more details).

### World Pay! - donations online

Through using World Pay you or your sponsors can make an instant gift by credit card. We use up-to-the-minute technology to provide a secure and safe environment for card donations by encrypting your personal information so that it cannot be read as it travels over the internet.

All you need to do is notify us of your event and we can create a World Pay page for you - all your sponsors need to do is log on and pledge their donations or sponsorship for the event. No collecting money, no sponsorship forms - easy peasy!



# Suggested Event Press Release Template

For release: (date)

For further information please contact:

Event Name:

(Name) is set to raise funds for UK charity Sail 4 Cancer. He/she has been inspired to  
(.....) on (date) to assist Sail 4 Cancer's invaluable work with cancer pa-  
tients and their families.

Sail 4 Cancer aims improve the quality of life for those living with cancer mainly through the provision of water based res-  
pite opportunities. As it is not only the cancer patient, but also those close to them who find their lives taken over by the  
relentlessness of this cruel illness, Sail 4 Cancer funds sailing and other respite experiences for patients, their families and  
carers and also those recently bereaved through cancer.

These opportunities range from short gentle day sailing trips, to exhilarating sailing weekends, riverboat breaks and other  
family holidays, but all have an emphasis on spending quality time with loved ones, strengthening relationships, rebuilding  
confidence, creating positive memories far removed from hospitals and treatment, and regaining a sense of normality at a  
time when everyday life has become focussed on illness.

*(You can also use one or more of the quotations on page two of this pack)*

(name) comments: "Knowing that I am raising money for Sail 4 Cancer is a great incentive to .....  
....."  
....."

For further information please contact (.....) on (.....).

You can find out more information or make a donation on the website at **www.sail4cancer.org** or call **0845 408  
1849**

In aid of Sail 4 Cancer. Registered Charity No. 1090133

**Please see previous page for a sponsor form and the following page for a poster template -  
both are downloadable separately from the website. Or email us if you'd like the original to  
customise yourself.**



Sailing towards freedom from cancer...

# Gift Aid declaration

*giftaid it*



## Please treat

- The enclosed gift of £ \_\_\_\_\_ as a Gift Aid donation; OR
- All gifts of money that I make today and in the future as Gift Aid donations; OR
- All gifts of money that I have made in the past 6 years and all future gifts of money that I make from the date of this declaration as Gift Aid donations.

✓ **Please tick the appropriate box**

You must pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April one year to 5 April the next) that is at least equal to the amount of tax that Sail 4 Cancer will reclaim on your gifts for that tax year.

## Donor's details

Title \_\_\_\_\_ Initial(s) \_\_\_\_\_ Surname: \_\_\_\_\_

Home address: \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Date \_\_\_\_\_

\* Email: \_\_\_\_\_

Signature \_\_\_\_\_

## Please notify Sail 4 Cancer if you:

1. Want to cancel this declaration
2. Change your name or home address
3. No longer pay sufficient tax on your income and/or capital gains.

## Tax claimed by Sail 4 Cancer

- Sail 4 Cancer will reclaim 28p of tax on every £1 you gave up to 5th April 2008.
- Sail 4 Cancer will reclaim 28p of tax on every £1 you give on or after 6 April 2008.
- The Government will pay to Sail 4 Cancer an additional 3p on every £1 you give between 6 April 2008 and 5 April 2011. This transitional relief for Sail 4 cancer does not affect your personal tax position.

If you pay income tax at the higher rate, you must include all your Gift Aid donations on your Self Assessment tax return if you want to receive the additional tax relief due to you.

**Please accept our warmest thanks for your donation.** If you require an acknowledgement, please tick here

\* If you do not wish to receive further information from Sail 4 Cancer then please tick here

# Contact details

If you would like any further information on Sail 4 Cancer or support for your fundraising project, then please don't hesitate to contact us using the details below.

**Sail 4 Cancer  
24 Swan Street  
Kingsclere  
Berks RG20 5PJ**

**Tel: +44 (0) 845 408 1849**

**Fax: +44 (0)871 504 4903**

**Email: [cjenkins@sail4cancer.org](mailto:cjenkins@sail4cancer.org)  
[www.sail4cancer.org](http://www.sail4cancer.org)**

**Sail 4 Cancer is part of the 4 Cancer Group, UK Registered Charity No. 1090133**