

# WHERE YOUR MONEY GOES

**Coping with Cancer is a local, independent charity that provides practical and emotional support for cancer patients, their families and carers.**

We provide a wide range of services, which are completely free and available from the moment a diagnosis is made. Most importantly, our support can last for many weeks, months or even years, as long as it is needed by the individual.



We rely on fundraising and donations to continue to provide our vital services to local people affected by cancer. We know that the idea of raising money can seem like a challenge, but it's also a great opportunity to have some fun and make a real difference in the local community.

At any one time we're helping at least 500 local people - and with your support, we'll be able to reach even more.

**£5** could help provide refreshments for one of our support groups, where people come together and access help and support from other people going through similar experiences

**£20** could pay for a counselling session for someone affected by cancer, helping them to cope with the emotional issues following a diagnosis or bereavement

**£50** could help us to recruit and train a volunteer to provide practical and emotional support through our home befriending service or our telephone support line

**£100** could help us provide a course of complementary therapies to help a local person affected by cancer cope with the emotional side effects or the physical symptoms of cancer and cancer treatment

## Coping with Cancer

in Leicestershire and Rutland

### Raising funds for Coping with Cancer

Practical and emotional support for anyone affected by cancer

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## Your business raising funds for Coping with Cancer



# CHARITY OF THE YEAR

## Coping with Cancer

in Leicestershire and Rutland

# CHARITY OF THE YEAR FUNDRAISING IDEAS

Choosing Coping with Cancer as your Charity of the Year maximises the opportunities for your company to get involved in raising funds for us, and increases the benefits of supporting us for both Coping with Cancer and your organisation. There are lots of ways you can raise money for us during the year...

## EMPLOYEE FUNDRAISING

Employee fundraising is all about encouraging and supporting your staff to organise and take part in fundraising events. This might be organising events for a group of staff, like a coffee morning, an event open to the local community, a sale or fayre, or taking part in personal challenges - being sponsored to do something daring, demanding or downright wacky!

## SWEEPSTAKE BONUS BALL LOTTERY

## CAKE SALE

## PUBLIC SECTOR

During 2010, the staff at Leicestershire and Rutland Probation Trust chose Coping with Cancer as their Charity of the Year, raising over £4000. As well

as holding raffles, sales and events throughout the year, over £2000 was raised at their annual 'Probations Got Talent' evening. The Trust's take on the popular TV show featured 12 acts from around their sites and offices across the city, county and Rutland, with other staff acting as hosts and judges.

## HOST CAN COLLECTIONS

## CURRY AND QUIZ WORK NIGHT OUT CORPORATE SUPPORT

You may choose to offer support directly from your company - for example sponsoring an event, a publication or one of our services. You might also be able to offer gifts in kind, such as donations of stock that we can use as raffle prizes or sell at one of our events.

## GARDEN CENTRE



Staff at Woodlands Garden Centre and Nursery at Stapleton, near Hinckley, chose Coping with Cancer as their Charity of the Year in 2010.

The Woodlands team, Coping with Cancer staff and volunteers joined forces to hold a huge fundraising weekend during the year, offering stalls, massages and fun activities for the kids. A number of Woodlands staff organised and took part in a sponsored walk, and during the year the team organised special activities including fancy dress bucket collections, nursery tours and raffles. Finally, Woodlands arranged for us to have collection cans on their tills throughout the year, as well as a number of can collection days. In total, well over £4000 was raised during the year.

## CUSTOMER CAR WASH

## RECEPTION COLLECTION CAN

## CHARITY BALL

**DRESS UP, DRESS  
DOWN OR  
DRESS IN COSTUME!**

## THEMED PARTY

There's lots more fundraising inspiration on our website, [www.c-w-c.org.uk](http://www.c-w-c.org.uk) including handy guides for organising events, tips on hitting your fundraising target, and lots of downloads to help make your fundraising as successful as possible!

# HOW WE CAN HELP

Let us know you're fundraising for us! We can offer a wide range of advice and support to help your fundraising be as successful as possible, including:

- Advice on planning and organising your fundraising
- Help with setting up your Charity of the Year programme, especially if you have never run one before
- A named contact at Coping with Cancer to support your fundraising
- Support with marketing and promoting your fundraising, including posters, fliers and tickets

Get in touch on 0116 223 0055  
or email [fundraising@c-w-c.org.uk](mailto:fundraising@c-w-c.org.uk)

# WHY GET INVOLVED?

We rely on fundraising and donations to continue providing our vital services to local people.

One in three people will develop cancer during their lives. We are supporting people in the area where your customers and employees live and work. Getting involved with Coping with Cancer is a great way of putting something back into the local community. Fundraising for us also:

- Promotes team spirit and boosts staff morale
- Adds to the work/life balance of your employees
- Helps your staff to develop new skills
- Helps you to meet your Corporate Social Responsibility (CSR) goals and demonstrates your commitment to them
- Can generate positive media interest in your company