



Leading Research into Head and Neck Cancer

# Guide to Fundraising





*“When we heard the devastating news about my sister, the seed was sown to attempt a triathlon and raise money for Oracle. It has been a privilege to raise money for such a worthwhile cause and I feel I have played a very small part in helping find a cure for this terrible disease”*  
Jill Loveday

*“I lost my mum to head cancer so I signed up for the Manchester Marathon and took the opportunity to raise some money. Raising money for Oracle seemed like the obvious choice to me. They are doing hugely important work”*  
Chris Bell



*“The team treating my husband Mohan had done so much for us and we wanted to give something back as we felt we had benefited so much from the research and new treatments”*  
Mrs Shirly Mahtani

# Oracle Cancer Trust

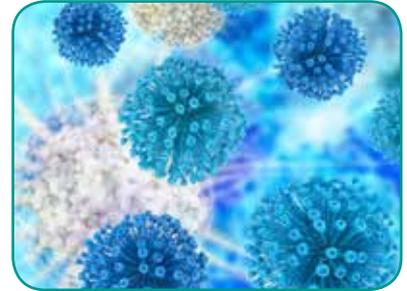
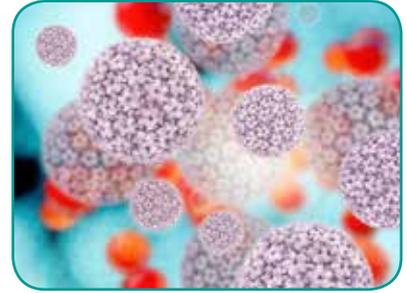
In June 2017, Heads Up, the charity based at The Oxford University NHS Hospitals Trust joined forces with Oracle Cancer Trust.

Oracle is the UK's leading head and neck cancer research charity and has been funding pioneering research projects at some of the UK's leading institutes since 1998.

Heads Up and Oracle Cancer Trust share the same vision - to fund early-stage research projects that show the greatest promise to improve the outcomes of patients undergoing treatment for head and neck cancer.

The collaboration of Heads Up and Oracle is a hugely exciting opportunity for increasing the amount of research into head and neck cancer. The synergy of the two organisations will increase the range and size of projects that can be funded and promote closer collaborations between those treating this condition.

By joining together, the impact of our fundraising efforts will ensure that our vital research projects can continue, delivering kinder and more effective treatments for one of the most debilitating and poorly understood types of cancer.



**Every day in the UK 31 people are told the news they have head and neck cancer**

**Cases of head and neck cancer have grown by over 90% since the 1970s**

Head and neck cancers include cancers of the mouth, tongue and throat.

Every day in the UK, 31 people are told the news that they have head and neck cancer. Cases have increased by 90% since the late 1970's and incidence is showing a particularly worrying increase in younger men and women due to the HPV virus. Sadly, head and neck cancer causes over 3,300 deaths each year in the UK.

Current treatments for head and neck cancer include surgery, radiotherapy and chemotherapy. However, over 50% of patients present after the cancer has already spread and chemotherapies can prove ineffective, resulting in poor prognosis. What's more, these treatments can cause damaging side-effects, affecting a patient's ability to speak or swallow. This in turn can lead to patients becoming anxious or socially reclusive.

Despite this, head and neck receives little funding and attention compared to other cancers. Oracle's role is vital.

# Getting started



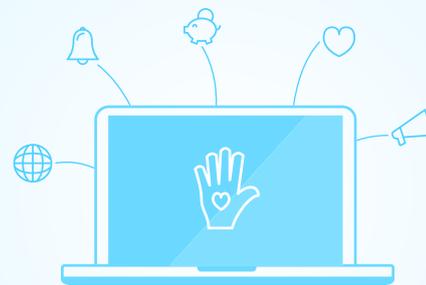
Getting started is probably the greatest challenge when it comes to fundraising.

So how do you go about it?

## Set a target

First of all, set yourself a realistic fundraising goal.

Every one of your friends and family will want to support you and if you set a target which you feel you can reach, it will help you keep up the momentum and achieve your goal.



FUNDRAISING

## Spread the word

Spreading the word is key to success in your fundraising.

Advertise the fact that you are doing something for charity to:

- Friends
- Family
- Work colleagues
- Social community

Remember, if you can rally support early, you will be able to determine whether or not you are likely to reach your goal. Don't forget that fundraising can be viral.

Once you start, awareness of the charity is raised and you may find friends and family will organise off-shoot fundraising activities in support of your effort.



# Fundraising online

Fundraising online is one of the easiest and quickest ways of promoting your fundraising activity. It enables supporters to read about you and your fundraising and, more importantly, to donate with minimum hassle.

Fundraising online means all the money you raise comes directly to Oracle without your having to handle or account for it. It also enables givers to sign up to Gift Aid which adds an additional 25p for every £1 donation.

## Set up your online page

You can set up your online fundraising page by going to either:

[www.virginmoneygiving.com/charities/oraclecancertrust](http://www.virginmoneygiving.com/charities/oraclecancertrust)

or

[www.justgiving.com/oraclecancertrust](http://www.justgiving.com/oraclecancertrust)

- Sign up and complete all the details as required
- Email your page link to your friends, family and community of supporters to let them know about your challenge
- Add your giving page link to your email signature

Tip:



We recommend **VirginMoneyGiving** as they do not charge charities a monthly fee and are a not-for-profit organisation

## Offline sponsorship

If you would prefer to raise money without setting up a page online, you can use our Sponsorship forms. Please make sure your sponsors:

- Pay upfront
- Tick the Gift Aid column next to their name
- Write down their full name, address and postcode (required for Gift Aid)
- Fill in the “Amount Given” and “Date given” columns to confirm the amount you have received.
- Send the sponsorship forms to Oracle Cancer Trust (so we can reclaim the Gift Aid)
- Pay your donations into our Bank Account or by means of a cheque made payable to Oracle Cancer Trust.

## Gift Aid

*giftaid it*

Gift Aid enables Oracle Cancer Trust to reclaim 25p for every £1 donated at no extra cost to the donor. Please make sure you let your online and offline sponsors know what they need to do to ensure their donation is Gift Aidable.

# Promoting your challenge or event

## Press releases

Local newspapers and radio stations can be very receptive to different or unusual stories behind fundraising efforts. If you want to send them a press release, try to make sure it fulfils the following rules so that they understand the reasons behind your fundraising. We have templates available for your adapt with your own message, just get in touch.

Remember to keep it short, concise and include some photographs plus an Oracle Cancer Trust logo which we can supply - just email us at [fundraising@oraclecancertrust.org](mailto:fundraising@oraclecancertrust.org).

- **WHO** are you and anyone else who is participating?
- **WHAT** are you doing?
- **WHY** are you doing it ?
- **WHEN** is it taking place and are there any milestones along the way?
- **WHERE** is it being held and can anyone come along?
- **HOW** will it make a difference to the charity?

## Social networking



### 1. Let your Facebook friends know about your event

If you have a large following, use it to your advantage. There are a few ways to use Facebook to get the word out about your event:

*Create posts* about your event that link to a page on your fundraising page that has more information.

*Post pictures* and videos to attract attention.

*Create a Facebook event* and invite your followers to join. When you create a Facebook event, you can enter the time, date, and location of your event as well as other important information. Perhaps consider using Facebook ads to spread the word wider to a relevant audience.

### 2. Create a hashtag for your Twitter followers to use

*Consider using a hashtag* for tweets related to your fundraising activity. Hashtags will help your followers to find relevant information about your event and easily interact with your charity. If enough of your followers use the hashtag, it could end up trending nationally or even globally! Trending hashtags are seen by all Twitter users and have the potential to give your fundraising event even more attention.

### 3. Promote your fundraising event on YouTube

*YouTube videos are extremely shareable.* You can post a video and share it on Facebook, Twitter, Tumblr, GooglePlus, and even Pinterest. Keep your videos short. By keeping your message to the point, you'll be able to capture followers' attention and give them more information about your event. YouTube videos have a certain human quality to them. Instead of seeing a link or a Tweet, a potential donor can see an actual person telling their story.

### 4. Promote gift matching opportunities across your social media sites

If you are taking part in a fundraiser that requires sponsorship or contributions, some of your participants may be able to double their donation or the money they raise by seeing if their employer's corporate donation programme offers a volunteer grant, matching gift donation, or fundraising grant program. Your event has the potential to be doubly successful! You can inform donors about matching gifts, volunteer grants, and fundraising grants through Oracle's social media accounts.

# Ways to fundraise

## Organise an event

Organising an event can be hard work but is a great way to raise funds while having fun. Deciding what kind of event to run can be a challenge in itself but here are a few ideas which may get your creative juices going:

- Arrange a 5 side football tournament at work. Get your colleagues to sign up to participate by charging an entry fee;
- Organise a darts night at your local pub;
- Arrange a bake-in with friends and sell cakes at work or amongst friends to raise money;
- Hold a coffee morning at work or home with all proceeds going to charity;
- Ask people at work or amongst friends to donate the amount they would have spent on a daily coffee to charity;
- Go Carol singing or host a carol singing party where all guests contribute to the charity.

For more ideas, ask for our A-Z of fundraising ideas

## Take part in an event

Personal challenges are always a popular way of fundraising. Whether you're taking part in a marathon, skydive, abseil or trek, your support will help to raise vital funds. Check out our website for events where we may have places available for you to participate and raise funds. Otherwise, why not apply for a ballot place? Many marathons, triathlons, cycling events, half marathons and swimathons allow you to participate while raising money for your charity of choice. Visit their websites about how to apply.



## Celebrate and donate

Asking your friends and family to donate in celebration can make your special day or occasion even more rewarding knowing that your gift is going to benefit others. Not every occasion has to be a celebration.

Coffee morning, tea parties and bake-ins are all great and community spirited ways of raising money.

# Ways to fundraise

## Collect and raise

Collection tins are a great way to raise funds amongst family, friends and colleagues as well as local businesses to support Oracle Cancer Trust.

Just let us know if you are interested and we will send you a collection tin. Then all you need to do is commit to checking the tin periodically and returning it to us when it starts to fill up. We will supply a replacement and let the collector know how much was raised each time the tins are counted. There is no cost to you and the tins really do encourage others to donate their loose change



## Shop online

Did you know that you can shop online and raise funds for Oracle Cancer Trust at the same time? More importantly, did you know that you can do it at no cost to yourself?

To find out more about how you can contribute to raising more money for us while shopping online, visit [www.easyfundraising.co.uk](http://www.easyfundraising.co.uk). An alternative is the shopping site [www.savoo.co.uk](http://www.savoo.co.uk).

## Eat out and donate

Whether for business or pleasure, enjoy making restaurant reservations via the ChariTable bookings app where an incredible £1 for EVERY diner in your party will be donated by the restaurant to a charity of your choice at absolutely no cost to you.

Visit [www.charitablebookings.org](http://www.charitablebookings.org) for more information or visit the App or Android store to download the app.



# Staying safe and within the law

There are a number of rules and regulations which, in order to keep your fundraising safe and legal, you need to comply with.

The following is not an exhaustive list but outlines some of the hurdles you may have to jump, depending on the type of fundraising you are planning:

## Raffles

You do not require any special permissions provided you are running a raffle at an event where:

- Tickets are sold at the event
- Results are declared at the event and
- No cash prizes are given

If you are running a raffle under circumstances different to those above, there may be additional legal requirements which you will need to comply with. Please get in touch with us if this is the case.



## Collections

Any collections made in a public place require a special collector's licence which is granted by your local authority.

Licences/permissions may also be required if you are running an event where you are going to sell alcohol, require extended opening hours or provide food and drink. You will also require special permission if you are to collect or sell goods in public.

There are also stringent rules about creative copyright on images and films which may incur royalty charges. If you are in any doubt about what you may or may not do, please get in [touch](#) with us.



# How we can help you

## Promotional support

Want to fundraise but need some support from us to get your idea off the ground? We are here to offer advice and can provide a variety of promotional materials to support your efforts, including:

- Information leaflets
- Posters – Download these from our website at [oraclecancertrust.org/fundraise/fundraising-materials/](http://oraclecancertrust.org/fundraise/fundraising-materials/)
- Collection Tins
- Collection Buckets
- Promotional sashes
- Oracle branded pin badges
- Pens
- Copies of our latest SpeakOut newsletter

We can also help with ordering branded running or cycling tops for Challenge Events and t-shirts for collections.

And don't forget to check out our Oracle Facts and Figures sheet at the back of this pack for key messages to add to your online message or drop into a speech at your event.

If you want to chat through any ideas or order any materials just pick up the phone and call our Fundraising team on 020 7922 7924 or email [fundraising@oraclecancertrust.org](mailto:fundraising@oraclecancertrust.org).



## The impact of your donation



Sponsors and donors are often more motivated to give if they understand the difference their donation can make for the charity.

**£1** will kit out an Oracle scientist in their trusty lab coat for a week.

**£10** will pay for 300 pipette tips, helping an Oracle scientist to accurately measure out chemicals in the lab.

**£100** will pay for a day's work by one of our PhD student scientists, taking their first steps into a career in cancer research.

**£1,000** will enable one of Oracle's scientists to spend a week genetically engineering a cancer-killing virus.

**£10,000** will cover the consumables costs for an Oracle research project for an entire year- these are the pieces of equipment such as test tubes and chemicals that are so vital for our scientists to carry out their work.

[www.oraclecancertrust.org](http://www.oraclecancertrust.org)  
[fundraising@oraclecancertrust.org](mailto:fundraising@oraclecancertrust.org)

# Head and neck cancer

## Some statistics for your giving page

### Oracle is...

*Leading research into head and neck cancer*

*Training the next generation of cancer researchers*

*Improving prospects for head and neck cancer patients*

### Oracle's Mission

Oracle's mission is to fund pioneering head and neck cancer research to support the discoveries that will lead to new treatments for patients.

### About Head and Neck Cancer

- Head and neck cancer is a broad term which covers over 30 different tumour types in the head and neck including mouth, laryngeal, salivary gland and thyroid cancers. Mouth cancer is the most common type of head and neck cancer.
- Every day in the UK, 31 people are diagnosed with head and neck cancer. That's one person diagnosed every 46 minutes.
- Every day, nine people die from head and neck cancer.
- Cases of head and neck cancer have increased by 90% since the late 1970's.
- Head and neck cancer is now the sixth most common cancer nationally and globally.
- 69% of head and neck cancer cases in the UK in 2014 were diagnosed in men.
- Head and neck cancers are visible cancers. The cancers and current treatments can affect the senses, voice and face. Patients can lose the ability to taste, to swallow or to speak.
- Head and neck patients are more likely to suffer from depression than other cancer sufferers.
- Head and neck cancer is little talked-about and receives substantially less funding than other cancer types. In 2011, research into head and neck cancer received seven times less funding than breast cancer, despite only accounting for four times fewer cases.

### About Oracle Cancer Trust

- Oracle Cancer Trust is the UK's leading charity dedicated to funding head and neck cancer research.
- Oracle funds world class research that will help to detect and diagnose head and neck cancers sooner and make treatments better and kinder for patients.
- Oracle is a small- to medium-sized charity with only one full-time and two part-time employees; Oracle keeps its overheads at a minimum to maximise the amount it can dedicate to pioneering head and neck cancer research.
- Oracle has a history of funding successful research which has improved prospects for patients - read more at <http://oraclecancertrust.org/research/researchsuccesses/>
- Currently Oracle is funding 11 research projects at the UK's leading research institutions including 10 at The Institute of Cancer Research and Royal Marsden Hospital in London.
- Oracle aims to increase this number to be supporting 18 projects by the end of 2019.
- Oracle receives no government funding and relies on donors to carry out its vital work.

**If you have any questions about your  
fundraising activities please don't hesitate  
to get in touch with us**



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