

# Your guide to fundraising



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# With friends and family

## Virtual events

- Raise funds and awareness with a virtual collection.
- Hold an online class of your favourite hobby, like baking or yoga, or livestream a virtual performance of your best talent, like singing or stand-up comedy – you could use Facebook, YouTube or Twitch.
- Host a quiz night, coffee morning or book group over video call using Skype, Zoom or Facebook Messenger! Read our how-to guides.



## Other ideas

- Take on a headshave!
- Set up a Facebook fundraiser to ask for donations – you could do this in lieu of birthday presents or other special occasions.
- Take part in the 2.6 challenge by baking 26 cupcakes, cutting 2.6 inches off your hair or juggling for 26 seconds.



**QUICK TIP:** Create a budget of expenses required for your fundraising. You can take expenses out of the money you raise, as long as you're transparent with donors.

# Events and challenges

## How does it work?

You can take part in an organised event like the TCS London Marathon. For some events we have charity places you can get directly from us with a set minimum sponsorship amount.

Or you can organise your own personal challenge and choose your fundraising target – just let us know.

However you join Team Target, we will offer you the same high level of support and a free t-shirt or running vest.



### Run

5k, 10k, half marathon or marathon held safely outdoors, whatever your distance we have a run for you.

### At home

Complete a run in your garden or local park, take on a 30-day plank or squat challenge, or get active with a danceathon! Get involved.

### Other challenges

From skydives and wingwalks to treks and abseils, there are so many unique ways to fundraise!

### 17-mile challenge

Go 17 miles however you like – walk or run, in one go or over a month! Every £17 you raise means our support line can help one more person. Sign up now.



*"I'm passionate about raising awareness of ovarian cancer, especially among GPs and doctors. I miss my mum every day. If I can help just one woman find this disease faster, and go on to beat it, I know my mum would be happy with that."*

Darren

# The Ovarian Cancer Walk|Run

*"The friendship among strangers is amazing on the day"*



**5k or 10k.**

**Walk, jog or run!**

The Ovarian Cancer Walk|Run takes place in London and Edinburgh each year. And this year for the first time ever, we're also in Belfast and Cardiff! If you can't make our events, you could organise your own walk in your local area and we'll provide you with the same support.

Transforming the future for women with ovarian cancer is possible. We know the way. Take steps so that we can reach the finish line together. Join Target Ovarian Cancer and hundreds of others to raise awareness, fund research and save lives.

**All participants receive a t-shirt (or running vest), medal and goodie bag!**

**Sign up a team and each fifth person goes free!**

**Find out more**  
**and register!**



# Give in celebration



## Wedding favours

- Add the final touch to your special day by thanking your guests with our wedding favours.
- Bring your loved ones together on your special day, even if they aren't able to attend, by creating a celebration fund with [JustGiving](#) and asking them to donate.

"I was discharged from hospital five years after finishing treatment, so for my birthday I decided to celebrate with a fundraiser. I supported Target Ovarian Cancer because of the amazing work they do to fund life-saving research. I know that I've been one of the lucky ones, and I wanted to give other women the chance to celebrate more birthdays too."

Natalie



## Birthday fundraising

Set up an online fundraising page on [Facebook](#) or [JustGiving](#) and ask friends and family to make a donation in lieu of cards or presents.



# Remember someone special

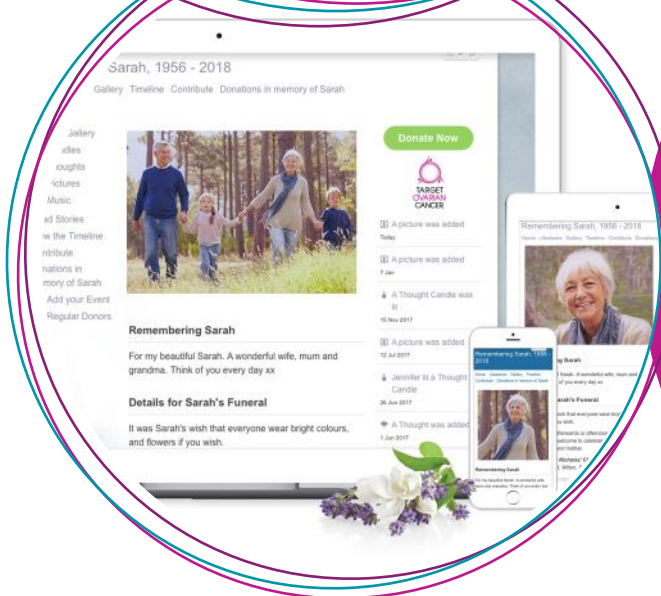


## Dedicate a leaf on our Tribute Tree

Located in our head office, our beautiful tribute tree is a meaningful way to remember your loved one. To enquire about a leaf please give us a call on 020 7923 5474.

## Set up a tribute page

Remember and celebrate your loved one with a tribute page – a special online space where you can share photos, thoughts, memories and meaningful dates. You can also link all your fundraising to this page, to share how much has been raised in memory of your loved one.



"Setting up the tribute page for Mum was so easy. It's great I can link my JustGiving pages to the tribute fund. It's a hub for all of us to collect memories, feelings and photos of Mum. Whenever we think of her, we can go there. All donations from the past are there with nice comments."

Steve



# Leave a gift in your will

*"My legacy is my research. I want to make a difference in memory of my mum."*

Dr Zahra Faraahi



Write or update your will for free.

You can write your will from the comfort of your own home online, with [Guardian Angel](#).

There's also the option for you to complete your will over the phone or face-to-face with one of their participating solicitor firms.

Or make your will with [Bequeathed](#) in three easy steps:

1. Answer some quick questions online
2. Get advice from an accredited firm
3. Sign and witness your will

If you have any questions about leaving a gift in your will, call 020 7923 5474 or email [legacy@targetovariancancer.org.uk](mailto:legacy@targetovariancancer.org.uk).

By leaving a gift in your will you can help fund world-class research into new treatments that could save thousands of lives. Help us to be there for future generations of women with ovarian cancer.



*"Target Ovarian Cancer's free will service couldn't have been easier – from start to finish, everything went smoothly.*

*I'm just so grateful for the work that Target Ovarian Cancer does... I hope that my gift will help future women."*

Sarah



# Other ways to support us

## Donate while you shop

- Sign up to either [Easyfundraising](#) or [Give As You Live](#), and when you shop online at thousands of UK retailers they will donate a percentage of sales to us.
- Set up an [Amazon Smile](#) account and Amazon will donate a percentage from eligible products to us.

## Donate while you dine

Sign up to [Charitable Bookings](#) to donate to us when dining at over 8,000 UK restaurants. The donation is part of your bill, so you can support our work at no extra cost to yourself.



## Donate your unwanted items

- Sell items online and donate the profits to us. We have our own [eBay for charity](#) account so the funds come directly to us.
- Donate items like books, CDs and DVDs using [Ziffit](#). Select your charity at checkout, and the funds come straight to us.
- Selling your car? Donate the proceeds using [Giveacar](#).

## Corporate support

Companies can play a significant role, either through direct financial contributions or by encouraging employees to fundraise, raise awareness or volunteer.

Charities are often chosen because an employee has a personal link and initiates the process – just a few minutes of your time to nominate us could have a huge impact!

# Our fundraising wall of fame



**Fred cycled from Land's End to John o'Groats**



**Georgia swam the length of the channel**



**Jason dyed his beard pink**



**Jean and Wendy sold homemade face masks**



**Abby took on a wingwalk**



**Hannah held a 40th birthday party on Zoom!**



**Emily took on a headshave**



**Scott ran 10km a day for 1,000 days**



**Nick, Mark and Oliver climbed Carrauntoohil in shorts**

Get inspired by some of our fantastic fundraisers! Whatever you do, you'll be helping to raise awareness, fund research and save lives.

# Tips and advice



## Getting started

- Set up a fundraising page with [JustGiving](#) or [Facebook](#). Upload a photo, tell your story, set a target and post updates.
- We have a range of materials to help raise awareness and collect donations. [Let us know what you need.](#)
- To use our logo on your own materials, please use the 'in aid of' logo at the back of this guide (different file formats are available).
- Find template posters, donation guides, bunting and more on our [downloadable resources page](#).

## Spread the word!

- **Social media** – share your fundraising page with your friends and family online.
- **Put up a poster and send invitations** – you can use our [templates](#).
- **Local media** – let your local newspapers know about your fundraising with our template press release.
- **Email** – let everyone know what you're up to and mention your fundraising in your email signature.



## Keeping your fundraising safe and legal

Thank you so much for choosing to support Target Ovarian Cancer. As much as we want you to have fun fundraising, please ensure your events are safe and legal. We cannot accept any liability for third party 'in aid of' events. There's lots of useful information on the [FAQs](#) section on our website but if there is anything you are not sure about please [get in touch](#).

Please also ensure that you are following the current government guidelines on social distancing.

# After your fundraising

## Boost your fundraising!

- **Matched giving** – some companies will match what their employees raise – ask your employer.
- **Gift Aid** – we can claim an extra 25p for every £1 of eligible donations at no extra cost to you. Print our [donation form](#) for offline money you receive.



## Send in your money

- Send cheques payable to 'Target Ovarian Cancer' to Target Ovarian Cancer, 30 Angel Gate, London EC1V 2PT.
- Online via our [website](#).
- Or [request a paying in slip](#) from us and take your cash to any branch of HSBC along with the slip to pay in directly.

## Send us your snaps

We'd love to see your fundraising photos! [Email](#) them to us or tag us on social media.

## Tell everyone

After the event, send a thank you to your supporters and let them know how much money was raised to help save lives.



*"This is what an early diagnosis of ovarian cancer means for me and it makes me very aware of how lucky I am. We must improve survival for all."*  
Alison

"When my mum passed away I was very low. I was also angry with the GP. Deep down I knew it wasn't his fault but it took time to cope with my grief and anger. I thought to myself, "How can I help other women have better experiences than my mum did?" Supporting and raising funds for Target Ovarian Cancer has really helped me. It's given me a focus. I thought how Mum would have felt and it fills me with pride."



in aid of



TARGET  
OVARIAN  
CANCER

Registered charity numbers 1125038 (England & Wales) and SC042920 (Scotland)

## Get in touch



Target Ovarian Cancer, 30 Angel Gate, London EC1V 2PT



020 7923 5474



fundraising@targetovariancancer.org.uk



targetovariancancer.org.uk



facebook.com/TargetOvarianCancer



@TargetOvarian



@targetovarian



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