Big Hike 2027

Big steps to beat cancer



Your fundraising guide

CANCER RESEARCH UK

Together we are beating cancer



Welcome to our Big Hike team

Starting the journey

Thank you for taking big steps to beat cancer.

We're the world's leading cancer charity, dedicated to saving and improving lives with our research, influence and information. **Over the past 50 years, our pioneering work has helped double cancer survival in the UK.** And today it's continuing to save lives, here and around the world.

Our vision is a world where everybody lives longer, better lives, free from the fear of cancer. And step by step, day by day, our researchers are making this vision a reality thanks to you and your fundraising. In this guide, you'll find plenty of tips on how to reach your goals and have fun doing it.

Together we are beating cancer.

Every penny you raise will support our work to save and improve lives.



The first step

Your online Giving Page

The best way to start raising funds is your online Giving Page

1. Create your page

We make it easy with our very own fundraising platform, which makes sure more of the money you raise goes to beating cancer. Find your page or start one today at **fundraise.cancerresearchuk.org**

2. Share your story

Let everyone know why you're hiking and what raising money for research means to you.

3. Set a target

Keep yourself motivated with a fundraising goal. Make sure you add it to your page so that your friends and family can help you smash it!

4. Add photos

Whether you share photos of the loved ones you're hiking for or snaps from your training walks, they'll help supercharge your fundraising. And don't shy away from the muddy boots and rain – whatever the weather, we hike together!

5. Connect your Strava

Inspire your supporters as they track your progress. To find out how, visit **cruk.org/strava-connection**

6. Share your page

On average, every time you do it's worth **£60**.

The sooner, the better

By setting up a fundraising page around 100 days before your walk, you could raise £200 more on average than people who wait.

Top tip

Share your page on payday or your birthday to encourage sponsorship!

The difference your money makes

Every big step you take and pound you raise is helping us drive discoveries. Here's what your money could buy.



£160

could pay for a Wright-Giemsa cell staining kit, which our scientists use to distinguish between different types of blood cells.



£250

could fund a research nurse for two days.



£350

could fund the innovative LuDO-N trial for one week, which is improving and personalising radiotherapy treatment for children and young people with neuroblastoma.



£450

could fund one day of our PETReA trial, which aims to help doctors decide how to treat lymphoma.



£1,000

could fund Professor Awen Gallimore's research for one day, which is helping the immune system to destroy cancer cells.



£1,800

could buy a 3D printer, which our scientists can use to invent new equipment that doesn't exist in the lab. This helps our scientists carry out groundbreaking experiments to help us outsmart cancer.



Fundraising made easy



The more you raise, the further and faster we can step towards a better future for people affected by cancer.

In 2026, Big Hikers raised nearly £2m for our work to save and improve lives.

Here are three easy ways to boost your fundraising:

Gift Aid

With Gift Aid, the government lets us claim an extra 25p for every £1 donated. Encourage your supporters to add Gift Aid to their donation if eligible to make it worth more.

Matched funding

Some employers will 'match' the money you raise. Ask your manager or HR department if they'd like to help beat cancer.

Team up

Encourage your friends, family and workmates to join our happy hikers and take in the views together.

Join our Big Hike community

Connect to team Big Hike on **Facebook** and use **#BigHike** on socials. Share top tips and motivate each other to smash your fundraising goals.

Connect to Strava

Big Hikers 2027

@cr_uk

@CR_UK

Fundraise your way



There are loads of fun ways you can raise money ahead of your hike. Here are just a few ideas:



Auction a promise

You have lots of talents to share. Why not help your friends in exchange for a donation? Whether it's gardening, cooking, music lessons or dog walking, use your skills to raise more.



Host a game night

Invite your friends and family over, dig out your favourite board game, deck of cards or console and it's game on! A movie night works too – you could even theme it and wear fancy dress.



Get baking

Host a bake sale at work or a club you belong to. And it doesn't have to be sweet treats – why not try savoury?

Paying in cash?

The easiest way to pay in cash donations is by banking it yourself through your online Giving Page. If you need to, you can send a cheque.

Please make it payable to:

Cancer Research UK, CRUK 2RP, PO Box 81666, London, E15 9LJ

On the back, please add 'Big Hike', your name and URN (you can find this in your welcome letter or welcome email).



Enjoying your Big Hike



Across the country, Big Hikers are getting ready to ramble, amble and stride. Take these steps to make the most of your experience.

1. Look after your body

- ✔ Remember to warm up and cool down.
- ✔ Stick to your training plan, there's no need to rush.
- ✖ If you feel any aches or pains that don't go away, speak to your GP before heading for your next walk.

2. Eat well

To fuel research with your Big Hike, you have to fuel yourself. Make sure you're eating well and getting all the nutrients you need, both on the day and in your training.

3. Be comfortable

Are your shoes ready for the great outdoors? And have you got the right layers for the changeable great British summertime? Go to your local sports shop and check you have what you need for your Big Hike.

Remember to try out any new gear in training and not on Big Hike day. And check the weather forecast so you can protect yourself with suncream, a rain mac – or both!

4. Stay hydrated

Make sure you've had plenty of water and have some with you. We have refilling stations along the route.

5. Rest is important

Rest days are as important as training days. Make sure you have at least one day off a week to let your body recover, especially after longer walks or hillier hikes.

Find your training plan

From sunny strolling to rainy rambling, it's time to get ready for your Big Hike. Check out our training plans at **cruk.org/bighike**



Your fundraising helps people like Sue live longer, better lives

Sue was first diagnosed with a brain tumour in 2007. She had surgery to remove it and was happy and healthy for the next six years, enjoying life with her husband and three children.

But in April 2013, Sue started having seizures. A scan showed her tumour had returned.

This time, her surgeon wasn't able to remove it all, so Sue started chemotherapy. She took the drug temozolomide, which our scientists played a key role in developing.

"It was a long, tough process," she remembers. "But I did really well – I think it's a brilliant drug."

In January 2020, a scan showed the tumour had grown again, so Sue resumed treatment and continues to have regular check-ups.

> "Right now, everything is OK. But for my type of tumour it will never be: 'You're better now'. I have good days and bad days, but I don't believe in sitting around feeling sorry for myself. You've got to make the most of what you've got and enjoy the life you have."





Team Big Hike are getting ready for magnificent woodlands, picturesque villages, majestic mountains, stunning lochs and wondrous waterfalls.

Thank you for supporting our work to save and improve lives. Every step is helping drive discoveries.

Now you're all set, there's only one thing left to do...

Enjoy it!

CANCER RESEARCH UK

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