

**ARE YOU READY TO STAND  
UP TO CANCER BY  
TAKING ON THE  
SQUATS CHALLENGE?  
OF COURSE YOU ARE.**



**STAND  
UP TO  
CANCER™**



CANCER  
RESEARCH  
UK



# 100 SQUATS A DAY CHALLENGE FOR STAND UP TO CANCER

Cancer can affect anyone's life, at any time. In fact, nearly 1 in 2 people will get cancer in their lifetime\*. So we only have one option: to accelerate life-saving research. That's why we need you to help raise the cash our incredible scientists need. Every penny will help speed up research that will get new tests and treatments to people who need them the most.

Join thousands of others taking on the 100 Squats a Day Challenge for Stand Up To Cancer, and help fund pioneering research. Get started today by following the three tips below.

## GET STARTED

### 1. CREATE YOUR ONLINE GIVING PAGE

Make sure you've created your Online Giving Page and don't forget to join the **Facebook group** where you can meet like-minded legends who are standing up to cancer by taking on this squats challenge too.

### 2. SPREAD THE WORD

Let your friends, family and social media know about how you're going to smash this Stand Up To Cancer Squats Challenge once November comes around, and how they can help by sponsoring you.

### 3. COMPLETE YOUR SQUATS SAFELY

Please read through our top tips for completing this challenge safely on the following page.

\* [cruk.org/lifetimerisk](http://cruk.org/lifetimerisk)



# TOP TIPS

Our handy tips will help you make the most of your challenge.

Whether you break up your squats throughout the day or complete them in one go, it's important to complete them safely.

Check out the NHS guidance [here](#), which contains further advice and videos on how to squat safely.

## **DON'T FORGET TO STRETCH**

Stretching before and after your squats is always a good idea to prevent pulling a muscle.

## **DRINK WATER**

Being a squatting superstar is thirsty work! Stay hydrated by drinking before and after your squats.

## **PACE YOURSELF**

Why not do some practise squats ahead of your challenge start date so you're ready to kick off the challenge in November.

## **WEAR THE CORRECT GEAR**

Ensure you have correct fitting trainers, comfortable clothing and an even surface so you can maintain good form.

## **GET ENOUGH SLEEP**

Being more active day-to-day can help improve the quality of your sleep. Make sure you give your body the rest it needs.

## **FUEL YOUR BODY**

Make sure you're eating well across the month with healthy, protein rich meals to keep you energised.

## **PLUG IN**

Listen to your favourite podcast or playlist when you're getting in your squats to keep you motivated.

## **SQUAT SAFELY**

- 1. SEND THE HIPS BACK**
- 2. BEND KNEES TO LOWER DOWN WHILST KEEPING CHEST HIGH**
- 3. AVOID ARCHING YOUR BACK**
- 4. ONCE LOWERED, PRESS THROUGH HEELS TO GET BACK TO STANDING POSITION**
- 5. KEEP CORE TIGHT AND ENGAGED THROUGHOUT**
- 6. WORK TO A TEMPO OF 3 SECONDS DOWN, 1 SECOND PAUSE, 1 SECOND UP...**
- 7. ENSURE GOOD ANKLE AND KNEE ALIGNMENT THROUGHOUT THE WHOLE MOVEMENT**





# FUNDRAISING IDEAS

## TEAM UP

Encourage your friends and family to sign up to the Stand Up To Cancer Squats Challenge in November too and make fundraising a real team effort.

## PROMOTE YOURSELF ONLINE

Share your Online Giving Page and your official challenge badges across your social networks for more engagement.

## VIRTUAL COLLECTIONS

Send an email to your work colleagues to let them know you're taking on the Stand Up To Cancer Squats Challenge in November to raise money for life-saving research. Remember to include a link to your Online Giving Page!

## TELL YOUR STORY

Our most successful fundraisers often have really personal Online Giving Pages. Kit yours out with the story of why you've decided to take part, regular updates, photos and of course a thank you to your lovely donors!

## SET A TARGET

Keep yourself motivated with a fundraising goal. If you set a target on your Online Giving Page, you can raise 145% more sponsorship.



## PASTA PARTY

Why not host a pasta party fundraiser? It's simple – you cook and your friends eat in exchange for a donation. Plus, you'll be fuelled for your next big day of 100 squats.





# FUNDRAISING IDEAS



## FILM A VIDEO

Video yourself completing your challenge to let friends and family know you're Standing Up To Cancer and share your content across your social media.

## MAKE A DONATION

Show potential supporters that you're committed and kick off donations with a contribution to your own Online Giving Page.

## ASK YOUR EMPLOYER

Taking on 100 squats a day will make you feel more energised at work. What's your company prepared to donate to their happier and healthier employee? See if they'll make a donation, or match the funds you raise.



## WRAP-UP EVENT

"I'll donate when you've done it!" - the words no squat champion wants to hear. Hold doubters to their word with a wrap-up event at the end of your month and lap up those last minute donations!



**YOU'VE SMASHED  
YOUR TARGET!**



**TARGET**

Your name:

**IS RAISING MONEY  
FOR LIFE-SAVING  
CANCER RESEARCH  
BY COMPLETING THE  
SQUATS CHALLENGE**

Find out more and help them reach their target by donating to their Online Giving Page:

Online Giving Page URL

**WEEK 4**  
£

**WEEK 3**  
£

**WEEK 2**  
£

**WEEK 1**  
£

**SHOUT ON SOCIAL**

Share your Online Giving Page with friends, family and colleagues. Don't be shy!



And don't forget to tell us about what you are up to on **X @SU2CUK**, on **Instagram @su2cuk** with the hashtag **#StandUpToCancer**, or if **Facebook's** more your thing, be sure to tag us in at **standuptocancerUK**.

**OUR PARTNERS**



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Your name:

**IS A FUNDRAISING LEGEND  
AND HAS RAISED**

Amount raised:

£

**FOR LIFE-SAVING CANCER RESEARCH  
BY COMPLETING THE STAND UP TO  
CANCER SQUATS CHALLENGE**

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# STAND UP TO CANCER

## SQUATS CHALLENGE

### FUNDRAISING CALENDAR



Use the below calendar to track your squats throughout November, and cross off your daily 100 squats.

					<b>1</b> FRIDAY	<b>2</b> SATURDAY	<b>3</b> SUNDAY
<b>4</b> MONDAY	<b>5</b> TUESDAY	<b>6</b> WEDNESDAY	<b>7</b> THURSDAY	One week down!			
<b>11</b> MONDAY	<b>12</b> TUESDAY	<b>13</b> WEDNESDAY	<b>14</b> THURSDAY	<b>15</b> FRIDAY	<b>16</b> SATURDAY	<b>17</b> SUNDAY	
Everyone's cheering you on, can you hear them?					Halfway there! You're doing great!		
<b>18</b> MONDAY	<b>19</b> TUESDAY	<b>20</b> WEDNESDAY	<b>21</b> THURSDAY	<b>22</b> FRIDAY	<b>23</b> SATURDAY	<b>24</b> SUNDAY	Seven days to go!
<b>25</b> MONDAY	<b>26</b> TUESDAY	<b>27</b> WEDNESDAY	<b>28</b> THURSDAY	<b>29</b> FRIDAY	<b>30</b> SATURDAY	You've done it! squat champion!	

## SHOUT ON SOCIAL

Share your Online Giving Page with friends, family and colleagues. Don't be shy!



And don't forget to tell us about what you are up to on **X @SU2CUK**, on **Instagram @su2cuk** with the hashtag **#StandUpToCancer**, or if **Facebook's** more your thing, be sure to tag us at **standuptocancerUK**

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# STAND UP SCIENCE.

Fundraising is so important to allow us to continue our research and hopefully find better, kinder treatments for people with cancer in the future. We want to say a huge thank you to everyone who supports the SU2C campaign. 'Stand Up To Cancer' funded researcher.

Since 2012, our supporters have funded 64 ground-breaking projects and clinical trials, turning breakthroughs in the lab into new techniques and treatments that could really make a difference for people with cancer.

Every day, our researchers work tirelessly to beat cancer. They're finding ways to stop cancer cells from resisting treatment. They're improving technology to detect cancer faster and even boosting the immune system so that it's better at destroying cancer cells.

Want to learn more about the life-saving research your fundraising pays for? Visit [www.su2c.org.uk/about](http://www.su2c.org.uk/about)

# SQUATS CHALLENGE

# SPONSORSHIP FORM

## THERE'S POWER IN NUMBERS



### MY FUNDRAISING TARGET



To sponsor me, please write your name, address and sponsorship amount below. Every pound you give will help to fund life-saving cancer research.

Please use a blue or black pen and write in CAPITAL letters. All fields are mandatory. Please include your home address (not your work address), otherwise we will not be able to claim Gift Aid. Your details are safe with us. You can check out our Privacy Policy at [www.cruk.org/privacy](http://www.cruk.org/privacy) for more details.

### YOUR DETAILS

Title .....

First name .....

Surname .....

Address .....

.....

.....

### BOOST YOUR DONATION BY 25P FOR EVERY £1 YOU DONATE!

In order to Gift Aid your donation you must tick the box below:

I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years, to Cancer Research UK. I am a UK taxpayer and understand that if I pay income tax and/or capital gains tax than the amount of Gift Aid claimed on all of my donations in that tax year it is my responsibility to pay any difference. Make sure that we can read your full name, home address and postcode. **Sponsors must complete their own details** – forms in the same handwriting are not valid for Gift Aid purposes. **Remember, all fields are mandatory for Gift Aid to be valid.**

*giftaid it* **FULL NAME + HOME ADDRESS + POSTCODE + ✓ + DATE COLLECTED = GIFT AID**

Title	Full name and Surname	Postcode	Home address NOT YOUR WORK ADDRESS (this is essential for Gift Aid)	Amount	Gift Aid	Date collected
MRS	JANE SMITH	AB12 3CD	12, SAMPLE LANE, LONDON	£ 20.00	✓	DD/MM/YY
<b>I'VE RAISED A TOTAL OF</b>				£		



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# BOOST YOUR DONATION BY 25P FOR EVERY £1 YOU DONATE!

## Giff Aid your donation you must tick the box below:

I want to Giff Aid my donation and any donations I make in the future or have made in the past four years, to Cancer Research UK. I am a UK taxpayer and understand that if I pay less income tax and/or capital gains tax than the amount of Giff Aid claimed on all of my donations in that tax year it is my responsibility to pay any difference. Make sure that we can read your full name, home address and postcode. **Sponsors must complete their own details** – forms in the same handwriting are not valid for Giff Aid purposes. **Remember, all fields are mandatory for Giff Aid to be valid.**

*giffaid it* **FULL NAME + HOME ADDRESS + POSTCODE + ✓ + DATE COLLECTED = GIFT AID**

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