



READY TO

STAND UP

TO CANCER?

OF COURSE

YOU ARE.

IT'S TIME TO

STAND UP TO CANCER.

Cancer can affect anyone's life, at any time. In fact, 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 life-saving cancer research that will get new tests and treatments to people who need them the most. Research that means more lives saved.

This kit is full of ideas to inspire and support you, but you can fundraise however you like – whatever you do, you'll be raising cash for life-saving research.

GET STARTED

1. CHOOSE AN IDEA

Choose how you'll raise cash, when and where. Stuck for inspiration? We've some starters for ten in this pack.

2. SPREAD THE WORD

Let everyone know how you're planning to Stand Up To Cancer and how they can help by sponsoring you or participating.

3. STAND UP TO CANCER

Take on your fundraiser, raise as much cash as you can and send it to us. You can either use the sponsorship form provided or your online Giving Page to fund vital research.

* born in the UK after 1960

** Ahmed AS et al, British Journal of Cancer, 2015



THE GREAT STAND UP TO CANCER BAKE OFF



FUNDRAISING IDEAS

If you've decided to bake your way to raising some dough, here's our top tips on how to get started.

TAKE ON A BAKING CHALLENGE

Master a new recipe

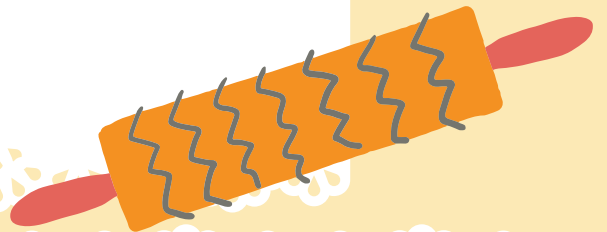
Get sponsored to take on a particularly challenging recipe. Don't forget to share your slip ups and triumphs to boost donations.

Take commissions for bread or biscuit portraits

Take bespoke commissions and ask for payments to your online Giving Page.

Bake something Instagram worthy

Share, donate and challenge a friend.



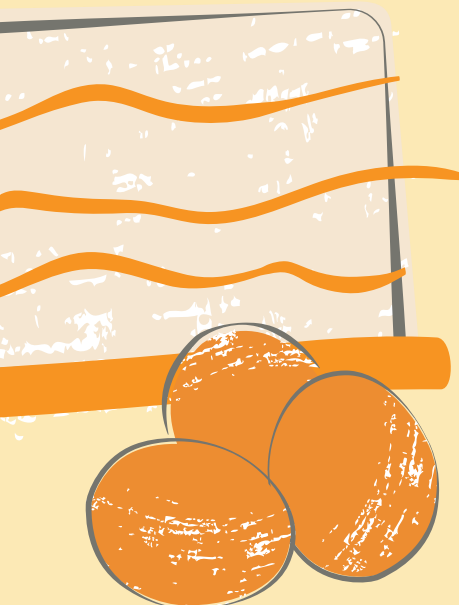
TREAT YOUR HOUSEHOLD TO A VIP BAKING EXPERIENCE

Afternoon tea

Pull out all the stops and serve up an afternoon tea for your household. Ask them to donate what they think it's worth.

Showstopping lesson

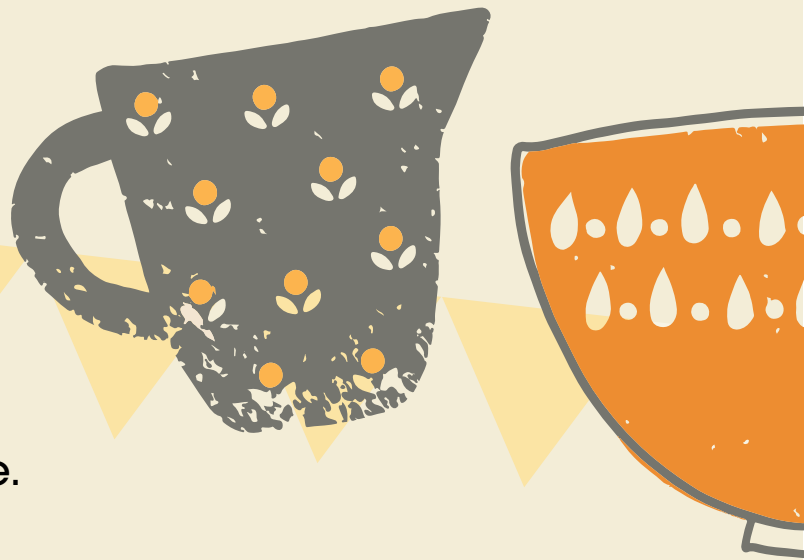
Teach the rest of your household to bake a Showstopper for a donation.



BAKE SALE

BASICS

Decided to have a bake sale? We've got you! Check out some top tips below for a stress free sale.



- 1 Choose your venue**
Your workplace, community hall or home could each make a good choice for hosting your fundraiser.
- 2 Get the timing just right**
Choose a date and time allowing you and your bakers enough time to prepare.
- 3 Promote your bake sale**
Let everyone know when and where your baking event is taking place. Use one of the posters in this pack, send a text or put a post on your social media.
- 4 Recruit your bakers**
The more baked goods, the more cash you collect – so get your family, friends and colleagues involved with baking.
- 5 Spruce up the venue**
Decorate your space to make it fit for a Bake Off Grand Finale.
- 6 Stock up on the essentials**
A £20 float of small change will help you get off to a good start and have some small paper bags or boxes so that your guests can buy a little treat to take away.
- 7 Label your bakes**
Make sure you label all your bakes, noting down key ingredients, any allergens and price.
- 8 On Your Marks, Get Set... Sell!**
Time to trade that enriched dough for actual, life-saving cash.
- 9 Thank your bakers**
There wouldn't be a bake sale without all your lovely bakers, so remember to thank them. You could even celebrate a Star Baker.
- 10 Send off your takings**
And finally, send us what you make – the cash, not the cakes. Return your donations using your money return form (in this pack) or pay it onto your online Giving Page.

OTHER FUNDRAISING IDEAS



Not a baker, but still want to raise some cash?
Don't worry, we can help!

Check out the following pages for lots more
easy fundraising ideas.



POWER UP.

FITNESS AVENUE

Step Up To Cancer! Challenge yourself to complete a certain amount of steps every day for a month, you can use the calendar in this pack to keep count. We recommend aiming for 10,000 steps a day.

YOU COULD ALSO....

- Stand up! It couldn't be simpler. Set a challenge to stand or whatever's a challenge for you; for an evening, a meeting, or a full day and ask family, friends and colleagues to sponsor you. They could even check in virtually to see you're still standing (no cheating!).
- If you love cycling, set yourself a challenge to complete a certain amount of miles over a month, with people sponsoring you to meet your goal!



DRESS UP.

THE UNPREDICTABLE DRESS-UP

Set the date when everyone at work, at home or on your street agrees to wear something completely unpredictable. Encourage them to think outside the fancy dress box. Could be a throwback, could be a throw-forward, or it could just be totally outrageous. Just make sure people are ready to dress to impress and pay for the privilege.

YOU COULD ALSO....

- Ask friends and colleagues to sponsor you to just wear orange for a day, weekend or even a whole week!
- Hold a clothes rail sale and invite friends to browse and buy. Clear out some space and raise some cash.



WORK UP.

BID FOR A LIE-IN

Channel your inner auctioneer! Hold a sale at work for a longer lie-in, by asking people to bid a donation in return for 2 more hours in bed (with permission from the boss of course).

YOU COULD ALSO....

- Exercise on your lunch break! Why not organise a run club and set targets over a fortnight of fundraising?
- Step up and become the office DJ for a week, spinning tunes in return for a donation.

MORE

FUNDRAISING IDEAS



QUIZ UP.

Everyone loves some healthy competition, so why not organise a quiz? Speak to local pubs or community centres about hiring a venue and spread the word on local community boards. To raise money, just charge a fee to enter a quiz team and ask local businesses to donate some prizes.

YOU COULD ALSO....

Organise a fun music-themed game like 'Guess the intro' for your family and friends. You can find lots online or create your own.



EAT UP.

HOST A ROAST

Everyone loves a good dinner. So why not host a roast and invite your mates over for a feast—as long as they flash the cash. They pay a set price or pay what they feel it's worth. Whatever they do, just make sure they leave a big tip to fund even more life-saving research.

YOU COULD ALSO....

Rustle up some tasty lunches for your co-workers... in return for a donation, of course.

MEET UP.

CRAFTS AND LAUGHS

Can you knit? Are you a floristry fan? Or an embroidery enthusiast? Then host a get together or gather online for an afternoon of skill sharing for a small donation. Everyone learns something for a fee. You could even sell off your creations to friends and colleagues or online.

YOU COULD ALSO....

- Organise a TV marathon for your friends in return for a donation... how about a SU2C Gogglebox binge? Check out our Stand Up To Cancer programmes here: channel4.com/su2c
- Organise an epic board game tournament... no cheating though!



GAME UP.

Power up to take cancer down and Stand Up To Cancer from the comfort of your gaming chair. Set up your Tiltify fundraising page today and start streaming for life-saving research. Find out more here:

su2c.org.uk/fundraise/stream-team



Show everyone you're beating cancer at its own game by buying exclusive Stand Up To Cancer t-shirts, tote bags, cups and more.

Shop now:
shop.standuptocancer.org.uk





**YOU'VE SMASHED
YOUR TARGET!**



TARGET

Your name:

UPDATE 5



UPDATE 4



UPDATE 3



UPDATE 2



UPDATE 1



**IS RAISING MONEY
FOR GAME-CHANGING
CANCER RESEARCH**

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

Giving Page URL

SHOUT ON SOCIAL

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



And don't forget to tell us about what you get up to on **Twitter @SU2CUK**, on **TikTok @su2cuk**, on **Instagram @su2cuk** with the hashtag **#StandUpToCancer**, or if Facebook's more your thing, be sure to tag us **@StandUpToCancerUK**.

OUR PARTNERS



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Your name:

**IS A FUNDRAISING LEGEND
AND HAS RAISED**

Amount raised:

£

**FOR LIFE-SAVING
CANCER RESEARCH**

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**FUNDRAISING
REGULATOR**

STAND UP TO CANCER FUNDRAISING CALENDAR



If you've decided to take on a month long challenge, use this calendar to plan your fundraiser and track your progress.

1	2	3	4	5	6	7
8 You're doing great!	9	10	11	12	13	14
15	16	17	18	19 Everyone's cheering you on, can you hear them?	20	21
22	23	24 Keep going! You can do it	25	26	27	28
29	30	31 You did it! Fundraising SUPERSTAR				

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HOW TO SEND YOUR MONEY BACK TO US.



LOADS OF WAYS TO FUNDRAISE, LOTS OF WAYS TO PAY

1 ONLINE GIVING PAGE

The quickest and easiest way to collect sponsorship is online, using your Giving Page. This was automatically set up when you signed up online – your emails from us will confirm the URL of your page.

2 ONLINE VIA OUR WEBSITE

You can also pay in online with a debit or credit card at su2c.org.uk/payin

3 OVER THE PHONE

You can call 0300 123 9024 to make a payment by credit or debit card. Standard geographic charges from BT landlines will apply. Calls from other network operators and mobiles may cost more.

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STEVE'S

STAND UP STORY.

Steve was diagnosed with bowel cancer six years ago. He initially ignored his symptoms, but his wife prompted him to go get checked out. Fortunately, his cancer was discovered early and had not spread. Following surgery and his recovery, he's now showing cancer who's boss by rebuilding his fitness and taking on personal challenges – as well as raising awareness of the importance of early diagnosis.

See more stories at su2c.org.uk/stories

1 in 2 people born in the UK after 1960 will develop cancer during their lifetime.* Every pound you raise helps speed up life-saving cancer research, bringing treatments to people who need them, faster.

* Ahmed AS et al, British Journal of Cancer, 2015

I think cancer's a bully.
We need to sucker-punch it, and we need to knock it out.



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 63 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 its better at destroying cancer cells.

Want to learn more about the life-saving research your fundraising pays for? Visit su2c.org.uk/about

**NOW IS THE TIME TO
STAND UP TO CANCER.**



**RAISE CASH. SAVE LIVES.
STAND UP TO CANCER.
SU2C.ORG.UK**

BY RAISING MONEY FOR
GAME CHANGING RESEARCH.

What:

.....

Where:

When:

.....

.....

SO DIG DEEP.

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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 cruk.org/privacy for more details.

YOUR DETAILS

Name

.....

Address

.....

.....

.....

BOOST YOUR DONATION BY 25P OF GIFT AID 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 less 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 & 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
I'VE RAISED A TOTAL OF				£		



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