

Orchid Fundraising Pack



Thank you for your support

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Thank you

Thank you for choosing to support Orchid. We're a small team here and therefore we truly appreciate the time, effort and commitment shown by all of all our supporters. We have tried to condense the very exciting and creative, but also regulated, world of fundraising into this pack. We hope that you find the information useful but please feel free to contact us by phone or email to discuss your fundraising plans in more detail. Remember we're here to help. Once again thank you- your support makes a HUGE difference.

About Orchid

Orchid is the only UK registered cancer charity to focus entirely on the male-specific cancers; prostate, penile and testicular. We exist to save lives and suffering caused by these diseases by funding medical research and promoting awareness about them.

Orchid was set up in 1996 by former testicular cancer patient Colin Osborne and Professor Tim Oliver who treated him at Bart's Hospital where the charity is now based. Colin fought and won his battle with male cancer but sadly there are many other who have lost. To ensure we can fight the battle for men, we raise voluntary funds which enable us to continue funding pioneering research into the prevention, diagnosis and treatment of these dreadful diseases. We also seek to improve education about them so that symptoms can be recognised and medical attention sought early; helping doctors to find cancers at an early stage when treatment is easier.

Men should not die because of ignorance or embarrassment.

The Facts

- Testicular cancer is the most common cancer for men aged 15-45; each year around 2,000 young men are diagnosed and face the emotional and physical trauma of fighting this disease.
- Prostate cancer is the biggest cancer threat to men in the UK with over 35,000 cases diagnosed each year; sadly one man dies every hour from this disease.
- Cancer of the penis is thankfully very rare in Europe. It is most often diagnosed in men over the age of 60 years. There are about 360 cases in the UK every year and sadly one in four patients does not survive.

Behind each statistic is a man; a father, son, brother, grandfather and friend, and behind each man there are family and friends who are affected by these uniquely men's cancers. By fundraising for Orchid, you are helping us to fight male cancer.

Research & Awareness

The research programmes we fund have made significant advances recently, with the results of clinical trials 'translating' the scientific studies into improved treatments for men affected by these traumatic diseases. One example is the long term follow-up of work started by Orchid's co-founder, Professor Tim Oliver, which has proved the effectiveness of a single dose of carboplatin, compared to three weeks of radiotherapy, in treating testicular cancer in reducing both side effects and the risk of further cancers in later life.

In prostate cancer, Orchid-funded research has shown that giving hormone therapy intermittently, rather than continuously, reduces time on treatment, so lessening side-effects, and delaying the onset of resistance to the drugs that can occur. Research is expensive and time-consuming, but Orchid is striving to extend its benefit to more patients, and so prevent the sad deaths of more men and improve their quality of life as they fight their cancers.

Thank you for your support.

Getting Started...

Whether you're running a marathon, climbing Kilimanjaro, cycling 20 miles or taking part in a sponsored walk, by far the simplest way to fundraise is to collect personal sponsorship. Ask your friends, family, colleagues, and peers to sponsor you for your challenge. We can provide you with specially branded sponsor forms for your specific event or generic ones that you can tailor to your needs.

Here are our **top ten tips** for collecting personal sponsorship:

1. Start your sponsorship form off with your best supporters – it will set a trend!
2. Collect the money straight away – it will save you time and energy trying to track down people after the event.
3. Set up an online fundraising page to take the hassle out of your fundraising.
4. Set yourself a target, tell people how much you are planning to raise – don't be too cautious as a high target can be extremely motivating.
5. Smile! Be happy and never feel guilty about asking people to sponsor you – they can always say no. Just remember we cannot operate without your help, and you're doing a great thing so there is no reason to be embarrassed about it.
6. Don't forget to make the most of **Gift Aid** to add 28% onto your donations (see below for further information).
7. Payday is a great time to ask people for money
8. Statistics say that Tuesdays are also the best days to ask people for money!
9. Carry your sponsorship form with you wherever you go so that you never miss an opportunity.
10. Remember if you don't ask you don't get. So get talking to everyone you know and everyone they know! Feel free to copy your sponsor form and give one to your family and friends.



Online Sponsorship

Setting up your own online fundraising page makes raising money so much easier.

- ✓ It's quick and easy to create your page
- ✓ You can send it to family, friends and colleagues within minutes
- ✓ You no longer have to chase up cheques and cash
- ✓ Great for collecting sponsorship from people that you don't see frequently

Online fundraising websites

Orchid recommends using 'JustGiving' or 'Virgin Money Giving'. These are secure and reliable websites that ensure your money is safely paid to Orchid.

By using these websites Orchid saves valuable administration time in counting and sorting cheques or cash.

How does Orchid receive the money?

All money raised via these online sites comes directly to Orchid and is paid into our account monthly, so you can be confident that we will receive these donations safely.

Getting Started

Once you have decided who you would like to fundraise go to the web links below to start setting up your page. There are easy step by step instructions to follow which should have you fundraising online within minutes so that you can sit back and watch as those donations come flooding in!

<http://www.justgiving.com/orchidcancer>

<http://uk.virginmoneygiving.com/charities/orchid-cancer>

Top Tips!

- ✓ Get your most generous sponsors to make the first donations; this then sets the standards for everyone else to follow.
- ✓ Personalise your page with training blogs and photos and send the link to everyone you know telling them why they should sponsor you
- ✓ Raise the target for your page if you're nearly there – this will encourage people to continue donating
- ✓ Update your page regularly as this gives you a good excuse to send the link to all of your contacts several times, giving everyone plenty of opportunities to sponsor you
- ✓ Add the link to your email signature
- ✓ Use social networking sites e.g. Facebook and Twitter to promote your online fundraising page
- ✓ Include good quality photos to grab people's attention. You could have a photo of yourself running a previous race, a funny photo or even a video or both!
- ✓ Make your personal message clear, concise and effective. You could include a powerful case study from Orchid or talk about your personal reasons for taking part, be they moving or funny. Let your personality come across and keep your supporters interested.

Good luck!



Gift Aid

Gift Aid is tax relief on money donated to UK charities - a tax-effective way to increase the value of your donations. On donations from all UK tax payers, we can claim back the tax they would have paid on that amount of money. Currently this equates to 25%.

For example, if someone donates £100 then once we have claimed the gift aid we will receive £125 in total – bargain!

To qualify for Gift Aid, what the donor pays in income tax or capital gains tax must at least equal the amount that the charity will reclaim on the donation.

In order to submit our claim we must have;

- Their name
- Their home address with postcode (no company addresses)
- A gift aid declaration from the donor (this can be as simple as ticking a box to say that they are a UK tax payer and therefore want to claim gift aid).

The simplest way to collect this information is by using one of Orchid's sponsor forms (provided with this pack) or by using Justgiving.

Rules of thumb about Gift Aid

- Gift Aid only applies to voluntary donations from UK tax payers
- Gift Aid can only be applied to donations of money – not goods and services (e.g. tickets for events).

Money that CANNOT be Gift Aided

- Donations from anyone who is NOT a UK tax payer
- Donations from companies – they can sometimes claim the tax back themselves
- Money raised via events, raffles and collections etc.
- Money that is donated by the individual collecting sponsorship or their direct relatives (e.g. husband, wife, brother, sister, son, daughter, parent or grandparent) where there is a perceived benefit* to the individual (see below)

*Benefit Rule

- ✗ For example where the individual gets a free or greatly reduced trip (e.g. Kilimanjaro Trek or skydive),

Donations from companies

Charities cannot claim the tax back from company donations. However, make sure that you tell the companies that you approach for sponsorship, that they will be able to claim tax relief on charitable donations when calculating their profits for corporation tax. If required, Orchid will be able to write a letter as proof of their donation.

For more information, contact the Tax-Effective Giving Helpline on 0845 458 4586.



Raffles

Raffles, tombola's, prize draws and sweepstakes are all very popular means of raising funds for charities and for good reason. They are fun, fairly easy to organise, and inexpensive to put on. All you need is a bit of know-how, attractive prizes and some volunteers to sell the tickets. However, any type of draw where participants pay money or make a contribution 'in kind' to have an equal chance of winning a prize are, in fact, **lotteries**.

There are some very simple rules governing charity lotteries which you'll need to follow:

1. All lotteries are illegal unless they are authorised by the Lotteries and Amusements Act 1976 or are exempt. A fundraising event where guests are invited to attend, such as a fete, dinner, dance, pub quiz, sporting event etc held over one or two days are officially classed as exempt and you are therefore allowed to host a small lottery at these events.
2. The sale and draw of tickets must take place during the event. You can only sell tickets to people attending the event.
3. The value of donated prizes is limitless but no more than £250 should be spent on purchased prizes and, whilst none of the prizes can be cash prizes, vouchers are allowed.
4. A private lottery, (e.g. a sweepstake at work) which is not necessarily held at an event, can be offered only to people who live or work at the same premises or who belong to the same membership organisation
5. To sell tickets to the general public over a period of time, charities must run a society lottery. In order to operate your own public lottery, you will need either your local authority or the Gambling Commission, depending on the size of the lottery, to regulate your lottery and you should check the Gambling Commission's website www.gamblingcommission.gov.uk for more information. **Due to the legalities of organising a public raffle/lottery we tend to advise against this method of fundraising.**

The simplest way to run a raffle, tombola, prize draw or sweepstake is to get lots of prizes donated from companies, shops and individuals always using your best contacts. Tickets can then be sold and everyone is entered into the draw.

Sweepstakes work on the same basis but usually with participants making a guess on something e.g. the winner of the Grand National, your marathon finish time etc. It's a good idea to write the ticket buyer's name and phone number on one side of the ticket just in case they've gone home before you do the draw. Winning numbers are usually picked out of a hat and the winner takes the prize home – simple! It's a great way of encouraging people to give more to the charity in the hope of winning something in return.



Collections

Collections can be a fantastic way of fundraising however there are certain guideline you need to follow..

Street collections or collections on public property	Collections on private property	Collection boxes in shops
<p>Such as house to house collections require a licence from your local authority.</p> <p>Please contact your local authority if you want to hold a collection in the street or by going from house to house and always follow their advice. Also consider issues of personal safety.</p> 	<p>Such as businesses and shops, require written permission from the owners</p> <p>These businesses generally allow a certain number of slots per week and by writing to the owner you can request to be allocated a slot.</p> <p>Some ideal places to collect are supermarkets, stations, petrol stations, DIY stores – Try dressing up in the theme of your event.</p> <p>The more noise you make the more cash you're likely to collect!</p> <p><i>Remember: due to the sheer number of requests these organisations receive they will not always be able to accommodate your request to collect so please don't take offence if your request is turned down</i></p>	<p>You can contact your local shops, and also contact your local pubs, clubs etc and ask them to put an Orchid collection box on the counter.</p> <p><i>Remember: these businesses may already have a charity of their choice that they support and won't always be able to accommodate your request</i></p>

- Contact Orchid to provide you with Orchid sealed collection boxes and buckets.
- If collecting over a period of time, please empty the collection boxes regularly.
- Bank the proceeds within one month of the collection. Please do not send cash through the post to Orchid.

Using Orchid's logos on your fundraising materials

We are happy to provide you with Orchid's logo and registered charity number to use on any of your promotional materials as part of your fundraising. However we do insist that we approve any use of our logo at the proofing stage and before anything goes to print or is seen by the general public. Regrettably you are unable to use Orchid headed paper for any communication although if necessary we will be happy to write a letter on your behalf.

By law Orchid's name and registered charity number **1080540** must be included on any publicity materials or letters. You must also state if there are any costs involved in your fundraising activity, e.g. all net proceeds to be donated to Orchid.

Sourcing Prizes for events

It is best to approach local companies when asking for prizes. Explain the nature of your event, the date and venue for the event, why you are doing it and give a little information on Orchid to show how the profits raised from their gift in kind will be used. Also think about offering the company some kind of exposure at the event in return for their donation. This can be as simple as a thank you in an event programme or leaflet.

We recommend you focus your efforts on smaller, more local companies rather than larger multinational companies who tend to have very regulated corporate social responsibility programmes. When writing letters to companies for prizes or support, it is important to give them only as much information as they need sticking to just one side of A4 paper. They receive many similar requests on a weekly basis, so you need to be factual but brief, as well as giving them a reason to want to donate to your cause.

Orchid runs a number of our own fundraising events each year and we rely on our existing contacts for prizes for auctions and raffles etc. We are therefore unable to help you source prizes for your own events simply because we rarely have enough prizes to go around. We will always offer you as much support and advice as possible to help you source some good prizes but we hope you can understand why we are unable to help you.



Organising your own event

Organising your own event can be great fun and extremely rewarding and an ideal way to generate funds without asking all your contacts for a simple donation. There are plenty of ideas for organising your own event from the simple to the glamorous or the down-right whacky! Here is a simple checklist to think about when organising your own event.

- ✓ Identify your audience – always tailor your event to suit the age, lifestyle and interests of those you intend to invite. It's imperative your event is appropriate for your audience.
- ✓ Define your goals – ask yourself what you intend to achieve from the event in terms of ticket sales, awareness raised, income achieved, etc. Agree a budget before you sign any contracts with your suppliers.
- ✓ Capture the imagination of your audience – always remember that charity fundraising is a competitive market place so there must be something about your event that really appeals to your audience.
- ✓ Check and then double-check – write a checklist for your event as well as a timeline to help you with your planning both pre and post event. We can provide you with a more detailed event checklist at your request.
- ✓ Food and drink - always ensure that any food being sold at your event adheres to all safety regulations and ensure you cater for all dietary requirements. If selling alcohol at the event then the premises must be licensed. For further details please contact the Environmental Health Department and/or Licensing Department of your relevant local authority.
- ✓ Choosing the right venue – what is the capacity, what is the venue fee, does it have a music or alcohol licence, are there enough toilets, is there a cloakroom, does it allow children?
- ✓ Think about accessibility issues – always check the accessibility of your venue in terms of disabled access etc.
- ✓ Evaluate the risk – determine whether you need a risk assessment for your event and always thoroughly evaluate any health and safety regulations, insurance issues etc. Find out whether you require First Aid support for the event and marshals and volunteers.
- ✓ Plan ahead – run through the event from start to finish in your head planning for every eventuality. Ensure you have enough staff to help you run the event and ensure there is always a safe place to collect or count the money collected.
- ✓ Celebrate your success – enjoy yourself at the event, thank all those involved and always remember to have a post event brief to evaluate its success.



Sporting Events

If you are planning to organise a sporting event then you should run a risk assessment, covering all aspects of your event and you may need public liability insurance. If you intend to use public roads then you should inform the police and council of your route and dates. If large numbers of people are involved then make sure you have medical cover e.g. St John's Ambulance or Red Cross or an effective emergency evacuation procedure in place. Your route must be clearly marked or marshalled. Ensure all volunteers have emergency numbers and can stay in touch with the organisers via mobile phones or radio.

Things you should remember...

If organising an event on our behalf, you need to make clear who the individual or group responsible for the event is, and it is your responsibility to check your insurance requirements and for entering into all contracts. Your contracts and promotional literature should state clearly that the event is “in aid of” Orchid and that it is not an Orchid-run event.

Please ensure that whatever fundraising you are doing, that it is safe and legal. Orchid does not authorise fundraisers to act as agents for Orchid and we are not responsible for organising, supervising or hosting your fundraising activities. All activities, and participation in them, are at the organisers’ and participants’ own risk.

Please do call us if you have any queries or worries when organising your events and collections and if you want to run any ideas past us first.

Company Sponsorship

Many larger organisations operate what is called a matched giving scheme. This means that your employer may match your donations to charity pound for pound. It is worth speaking to your employer to find out whether they operate such a scheme.

We do not recommend approaching cold calling companies for donations or sponsorship. In today’s crowded sponsorship market, companies tend to only support very specific causes that have been approved by their executives or voted on by their staff and many now operate a charity of the year partnership to the exclusion of other charities.

However smaller, local companies tend to offer more support to their immediate local customers and it is always worth sending a polite letter explaining exactly what you are doing, for whom and why. We also recommend targeting your employer and firms with whom you already have contact e.g. your suppliers, clients, or using any of your contacts within the firms. The old saying of “It’s not what you know, it’s who you know”, is only too true when looking for corporate donations.

Companies will often be more than happy to offer “gifts in kind” rather than simple financial support so be prepared for this and think about what products or services they could offer which will benefit you.

Always remember to follow up any offers of support with a polite thank you letter and it’s a good idea to contact them again once you have completed your challenge or organised your event as a matter of courtesy.

Orchid has a number of corporate partnerships with companies across the UK. **Please check with us first before you approach a company for support.**



Press & PR

Speaking to the Press

Promoting an event or your participation in a challenge event to your local media (whether it be newspapers, radio or television) can increase the profile of the event, your challenge and the charity in general. It is also a useful means of increasing tickets sales and generating income for fundraising events and it can act as a call to action for your local community for support.

As an awareness raising charity and a small charity, we are always delighted for you to contact your local media to publicise your support of Orchid and this is a great way for us to get our important messages out in the local community. You are unlikely to generate much additional sponsorship from the article although it may help reinforce the message when approaching local companies or old friends for support.

Remember to follow these simple rules when contacting the Press;

- 1) Find out who to speak to – a simple phone call can make a big difference. All newspapers, local radio stations will publish their phone numbers, either on their websites, in the paper, or on their shows. Call up and explain what you are doing and what type of event you are planning and ask who the most appropriate person to speak to would be.
- 2) Local newspapers usually have an events column and a features editor which may both be interested in your event. If you can explain your event and they seem interested you can then send them a press release. Please see below for our guide to writing press releases.
- 3) It is useful to have a few sentences about Orchid and your event in mind before you pick up the phone. If you do not have all the information you need, please do not hesitate to contact us. Using the following sentence to explain our activities may help.

Orchid is the only UK registered cancer charity to focus entirely on the male-specific cancers; prostate, penile and testicular. Orchid exists to save lives and suffering caused by these diseases by funding medical research and promoting awareness about them.

The Basics of Press Release Writing - here's a few handy tips:

- Who, What, Where, When & Why - These five headers will give your press release a basic structure and ensure that you include all the relevant information
- Keep the press release short, two pages is usually plenty, 1 page ideal!
- Format – set out the release in an easy to read manner – double spacing is one recommendation. Include a 'headline' which summarises the nature of the event
- Include a quote from someone organising the event or taking part in it, perhaps saying how they got involved or what raising the money will mean for them – it will help bring the press release to 'life'
- Include your contact details at the end of the press release – both telephone numbers and email address if you have one. A journalist may want to get in touch for more information or to check a few facts.

Press Coverage Competition

We always try to get as much press coverage as possible to raise vital awareness of male cancer. Every year at our Christmas supporter drinks, we'll celebrate the best media coverage obtained by our supporters with special **prizes for the most original feature and most coverage**. You've got to be in it to win it so contact your local press today!

Using Celebrities

Using a celebrity to help promote an event may increase the media coverage although many regional/local newspapers are just as happy to use human-interest stories from the local community. Please be aware that celebrities are asked to attend numerous charity events every week and may not always be able to attend!

We advise you to approach a local celebrity who might have an affinity with the cause. If you secure the services of a celebrity make sure he/she has a degree of knowledge about the charity in case there is any follow up from a journalist wanting to know why the celebrity is interested in the event and the charity.

Celebrities can range from footballers to influential business leaders in your region to dignitaries such as local MP, Councillor or Mayor. Whilst Orchid has a few of our own celebrity supporters, we rely on them to support our own Orchid-managed events each year and unfortunately are unable to approach them to support any additional events.

Photography

Submitting good quality and interesting photographs with your press release can increase your chance of getting coverage! Local and regional press, in particular, are more likely to publish a piece about an event if they like the image.

You should call the paper to ask if they can send a photographer along, but don't rely on them turning up - they will rarely guarantee they'll be there. So make sure someone is there to take pictures which can be submitted to the paper later.

When taking your own photo bare the following in mind:

- Try to take colourful and original pictures (if it's good enough, you may even see yourself on the front page!)
- Avoid pictures of large groups of people and cheque presentations - try to think of an original, lively and strong image.
- Make sure the pictures you send in are close up and in focus.
- Include a caption saying who is who in the photograph
- Check with the individual picture desks on your local papers how they like to receive images – as a print, via email (TIFF, PDF or JPEGs) or via an ISDN line
- Do not take or send in pictures of children without written consent from their parents or legal guardian. Rules and regulations are extremely strict.



Schools Fundraising

Fundraising through schools can also be very productive. Asking your local school to consider holding a mufti day or even a sponsored word-search, cake-sale or walk on your behalf can considerably add to your fundraising tally. Please only approach schools with whom you have a personal connection and again please don't expect them to say yes as schools are often very active fundraisers anyway – however it's always worth a polite ask. You can also offer to go in and speak about your fundraising and why you're getting involved with Orchid.

Fundraising Ideas

Spring

Easter egg hunt – One for the kids! Have an Easter egg hunt in your garden or local park. Charge people £2 to enter with the entry fee going towards your sponsorship.

Get active – organise a sponsored walk/run/aerobics session and charge a small donation for people to take part.

Plant Sale – next time you're planting seeds, plant a few extra and sell the plants on.

Egg and spoon race - Children race from one end of a course to the other whilst carrying a decorated egg on a spoon. The goal is to reach the finish line first without dropping the egg.

Spring clean – clear out your clutter and use it to raise funds for Orchid!

Sponsored Slim - If you want to get trim for summer now is the perfect time. Do it over a period of time and get people to sponsor you for every pound you lose.

Pancake race – Charge people an entry fee to enter the pancake race and see who can cook the pancakes quickest!



Summer

Beach party - If you live near the sea, organise a beach party for your local community. Charge party goers for beach-themed food and drinks, as well as games like beach volleyball. You can even have a beachwear fashion show!

Football tournament - Organise local teams to play in a tournament, charging admission for the spectators and selling food at the event. Design a special trophy for the winners and make it a yearly event for Orchid.

Wimbledon – Run a sweepstake on the men and women's singles or you could even hold your own Wimbledon style tournament charging people an entry fee.

Hawaiian Dress Down Day – Ask your boss if employees can come in summer clothing (the louder the better) and get colleagues to pay to leave their suits at home!

Car wash – This simple fundraiser can work really well with a group of friends. Ask friends and family for a donation in return for getting their car squeaky clean.

BBQ – Why not host a barbecue for all your friends and family and charge a small amount for tickets.



Autumn

Sponsored walks - If the weather's still good, autumn is a great time of year to get out and about and enjoy those autumnal colours.



Cake sale - Whether it's a mid-morning break or afternoon tea, a slice of cake is always welcome! Have a cake/tuck sale at your school, youth group or church by asking people to bake cakes at home and bring them in, then hold a sale and help raise money for Orchid.

Fireworks Night – weather permitting fireworks displays make fantastic fundraisers but be sure to follow proper safety precautions.

Curry Night – why not cook up some delicious curry and invite your friends around to sample your culinary delights!

Conker Competition – an old favourite!

Ounces to pounds party- Hold your own cash for gold party; get friends and family to come round with unwanted items of jewellery which can be sold to an Ounces to Pounds official in return for either a 10% donation to Orchid or for 100% of the value of the gold to come to Orchid. For more information visit ounces2pounds.co.uk

Winter

Film night - Have a special film night/day at the cinema. Charge people to come along to the evening.

Karaoke - Have a karaoke evening and be your favourite pop star for the night! You can make it a competition with an entrance fee or a donation per song.



Auction of promises - With an auction of promises everybody offers a 'promise' and then people bid for them.

Ironing – offer your ironing services, at a cost!

Taxi service – offer to pick up/drop off your friends instead of them getting a taxi.

Carol concert – hold a festive concert in your local community hall. Make extra by charging donations for mince pies/ mulled wine.

Come Dine with me – create your own version of the popular TV programme. Get four friends together and each take it in turns to host a dinner party at each other's houses for a week. At the end of the week rate each other's performances. Charge a donation to take part and have a small prize for the winner.

Cheese and wine evening – open a few bottles of wine with some nice cheese as an accompaniment, invite your friends round and charge a small donation on the door.

Christmas cards – don't forget to send out your Christmas cards to everyone you know with details of your fundraising for Orchid.

Christmas presents – and as the ultimate sacrifice forego your pressies this year and ask for donations instead!

Sending in your sponsorship

CHEQUES - Please make cheques payable to 'Orchid' and send them to:
The Events Team, Orchid, St Bartholomew's Hospital, London EC1A 7BE.

CASH - Please do not send cash through the post! If you collect money in cash at your events or through a collection box then please cash it into your bank account and send us a cheque for the full amount.

JUSTGIVING –Orchid will automatically receive the money raised via Justgiving and other online pages on a monthly basis. Please note they do charge commission.

CAF CHEQUES – CAF cheques are usually used by individuals who often donate to charities regularly please send them in to Orchid at the above address for us to process.

GIFT AID - If sending in money that can be gift aided, please ensure you send the sponsor form with full details of your donations and we will then calculate the gift aid for you and add this to your total.

RETURNING YOUR FUNDRAISING MATERIALS

All of our fundraising materials cost us money to produce, so in order for us to keep costs down as much as possible we'd really appreciate if you could return any unused fundraising materials to:

Orchid
Freepost NAT 17721
London
EC1B 1BR

Further Information on Fundraising

We hope that you have found all the information enclosed useful. Further information and ideas for fundraising can be found on www.howtofundraise.org

Please remember: The Orchid Events Team are here to help you as much as possible with your fundraising, so please don't hesitate to contact us.

Orchid Events Team, St Bartholomew's Hospital, London EC1A 7BE

Tel: 020 3465 7293
Email: events@orchid-cancer.org.uk
Website: www.orchid-cancer.org.uk



Orchid Shopping List

Every £1 raised gets us nearer to our goal of saving men's lives from testicular, prostate and penile cancer. We hope that this shopping list will give you an idea of how we will use the funds raised by you to fight male cancer.

- £5** - could supply 50 public awareness leaflets to hospitals, clinics, doctor's surgeries, health centres or specialist cancer support groups – increasing awareness which is proven to save lives and the quality of life after diagnosis
- £25** - could provide a testicular cancer DVD resource pack for a school nurse, health centre, prison or youth club – reaching over 10,000 boys over 5 years – saving at least one man's life
- £50** - could provide 2 month's supply of pipettes, essential for laboratory tests for cell culture funded by Orchid
- £100** - could pay for the costs of an Orchid speaker giving a life saving lecture on male cancer – we want to go further afield, more often!
- £200** - could buy 700 slides essential for a month so an Orchid researcher can analyse urology tissue to understand its effect on male cancer – creating better future diagnostic methods
- £700** - could provide a computer work station for a research nurse – enabling them to collect and record critical data from clinical studies – real data from actual patients turns scientific theories into ground breaking research and new life saving treatments
- £1000** - could fund a day-long seminar for penile cancer nurses to share knowledge of this little known cancer – critical in finding solutions to a sensitive disease
- £2500** - could buy 10 vials of antibody for the Histopathology research team, to identify proteins in prostate tumour tissue samples, which will help to determine the speed of growth of a patients' tumour, so successful treatment can be given



Orchid Funded Research

SAMPLE PRESS RELEASE

Date

For immediate release

Catchy Title/Name of Event

Postman Joe Bloggs , from Reading, Berkshire is about to take on the biggest challenge of his life. On the ____, he will take part in the _____ event, for Orchid, a charity that funds research into, and raises awareness of, male specific cancers.

The challenge is to (*insert more details about the challenge*). Joe says “I am taking this challenge very seriously and I don’t want to let my sponsors down. I know I will have to be very fit so I’m training three times a week, in addition to all the exercise I get on my round. “

Joe has pledged to raise £_____ for Orchid. They are the only UK registered charity to fund research and awareness into all three male specific cancers; penile, testicular and prostate, and (*as a cancer survivor himself/a man who could be affected by these diseases*) he wants to support their work and to help raise awareness.

Joe needs all the help he can get to reach his target. “Locals, friends and family have been very generous but I still have a long way to go” says Joe. “Just a few pounds would help me get closer to my target. Please sponsor me and help Orchid continue its important work.”

You can help Joe by visiting his website www.justgiving.com and clicking on the ‘make a donation’ button, or contact him on 09876 543 210. If you would like more information on the events run by Orchid then please call the Events Team on 020 3465 7293 or visit <http://www.orchid-cancer.org.uk> and click on Events.

-ends-

Notes to editors:

Orchid is the UK’s only registered charity focused exclusively on male-specific cancers. Formed in 1996 by testicular cancer patient, Colin Osborne, Orchid exists to save men’s lives from testicular, prostate, and penile cancers through pioneering research, the provision of specialist information and support, campaigns and awareness raising www.orchid-cancer.org.uk

For more information:
Joe blogs, Address, Tel:, Email

Or contact Orchid Events Team, 020 3465 7293
– events@orchid-cancer.org.uk

SAMPLE SUPPORT LETTER

Address

Date

Dear ,

I am about to embark upon the biggest challenge of my life, running the (event) on the (date), on behalf of the male cancer charity Orchid. I am not an experienced runner, however when the opportunity came along to take part in a fantastic run and raise funds for such an important cause, how could I resist?

Training for this run is going to be a serious challenge, but I know that the funds I raise will go towards the fight against male cancers. Orchid is the only UK registered cancer charity to focus entirely on the male-specific cancers; prostate, penile and testicular. They exist to save lives and suffering caused by these diseases by funding medical research and promoting awareness about them.

For too long male-specific cancers have been under-funded and under-supported as far as research and awareness are concerned. But, with 35,000 cases of prostate cancer, and 2000 testicular cancer cases per year, the incidence of male-specific cancers is relentlessly approaching the number of breast cancer cases. **Out of every 100 cancers diagnosed in men, 24 are of the prostate, and if that isn't thought-provoking enough, there are 10,000 deaths every year – that's one man every hour.**

Raising funds will be no mean feat. With a target of (insert target), I'll have to fundraise just as hard as I will have to train. But with your support, I know I'll be a step closer. I would really appreciate any contribution from you towards my target and have enclosed a leaflet that will tell you more about Orchid and their work. *The enclosed shopping list also gives an idea of how the money I raise will be used to support their work.*

I have set up my own online fundraising website, which you can visit by going to www.justgiving.com and entering my name in the 'sponsor a friend' box. If you're really patient, you could copy this link into your web browser – (enter link).

If you didn't already know, Gift Aid is a great way to contribute – if you are a UK taxpayer, the government will add a little bit more to your donation (28%) at no extra cost to you! So please do remember to tick the gift aid box where provided, complete with your full address details.

Anything you are able to contribute will really help me reach and hopefully exceed my target so thank you so much for your consideration.

Thanking you in advance for your support.
With best wishes,

XXX

Event Details and Materials Request Form

Please return the form below to let us know what fundraising you are doing, and when. We can then send you the requested items to help make the most of your fundraising as well as raising the profile of Orchid. Please return the form to the address below as soon as possible.

Name(s): _____

Address: _____

Event Details & Date _____

Daytime Tel: _____ Mobile: _____

E-mail: _____ Date of Birth: _____

FUNDRAISING MATERIALS (Please indicate roughly how many you would like of each.)

Please send me a free t-shirt / running vest (max 5 free) Size: S M L XL

Please send me a sponsor form _____

Balloons _____ **A4 Posters** _____ **Leaflets** _____
Info Cards _____ **Collection Box** _____

Orchid lapel badges _____ You can also sell Orchid **ribbon pin badges**. We recommend you sell them for £1 per item and ask that you return any unsold items to us.

Orchid Wristbands _____ You can also sell Orchid **wristbands**. We recommend you sell them for £1 per item and ask that you return any unsold items to us.

Haynes Cancer Manual _____ A free 60 page A4 hardback practical step-by-step guide for men to preventing, detecting and beating cancer.

Orchid Event Banner _____ We have a limited supply of event banners which we can loan to you for a maximum period of two weeks over your event. As these come at a cost to Orchid, we ask that you provide your credit card details and if the banner is unreturned you will be charge £30 for it. Again please tick the box if you would like us to send you one 1 week before your event date.

FURTHER INFORMATION – Please help us to improve our marketing and knowledge of our supporters by completing the following brief questions

How did you hear about Orchid? (Please be specific e.g. Orchid Website, newspaper article)

What motivated you to fundraise for us? (Please tick as appropriate and be specific where possible)

Personal Reasons _____

Media coverage _____

Our website _____

Another website _____

Other _____

Please return by email to: **events@orchid-cancer.org.uk** or Fax to: **0207 600 1155** Please return by post to: Events Team, Orchid, St Bartholomew's Hospital, London EC1A 7BE

Fundraising Agreement

Organisers or participants in events to raise money for Orchid take part at their own risk, and Orchid cannot be held responsible for any loss or injury. We will help you as much as possible but it is your responsibility to ensure you adhere to health and safety recommendations and fundraising rules and regulations completing a risk assessment if necessary.

Insurance and Public Liability Cover

Organisers or participants in fundraising events should obtain adequate insurance cover where appropriate including cover for any cancellation. Orchid has public liability cover which – provided that you register with us in advance - extends to cover our fundraisers for certain low risk events (with up to 500 attendees at any one time). Events are defined as:

1. stalls, fetes, fairs, and other sales, fundraising and social events such as barbecues, bazaars, bingo evenings, car boot sales, card games (non-gambling), charity auctions, coffee mornings, concerts (excluding rock concerts), conferences, craft fairs, dances, dinners, exhibitions, fetes, film shows, flower and other similar horticultural shows, fun days, garden parties, jumble sales, outings / excursions, quiz evenings, raffles, sponsored walks, runs and cycle rides, themed parties, and treasure hunts (excluding use of motorised vehicles)
2. collections, conferences, seminars, meetings, and exhibitions
3. garden, rambling and walking clubs
4. non-residential visits with up to 50 attendees at any one time to schools, other public or community places, and to events for promotional, teaching, training, educational or demonstration purposes
(including erecting, running and dismantling of related stalls, props, exhibits and equipment) and including the preparation, selling, or distributing food and / or beverages. Please note that you will only be insured when you are fundraising for the benefit of Orchid.

However you will need to obtain your own public liability cover (we can assist you in seeking adequate cover if you wish) for events not listed above and for events which involve any of the following:

- Events with over 500 attendees at any one time;
- Educational or awareness events in public or community places with over 50 attendees;
- Competitive physical or sporting activity (uncompetitive fun-runs, walks and cycle events are accepted);
- Airborne or waterborne activity or any activity involving animals, inflatables, rides, mechanical or electrical equipment, guns, weapons or pyrotechnics;
- Activity involving persons under the age of 16 under your supervision or control;
- Organised travel other than volunteer driving (using a private vehicle for your event, for which we strongly advise you to check with your insurer whether you are insured for the purpose).

The Participant/Organiser agrees to:

1. Raise any sponsorship money using legal methods and complying with the advice given in Orchid's fundraising pack which we can send to you on receipt of this form.
2. Keep accurate records of your fundraising activities, including budgets, and show these to Orchid on request.
3. Only use the Orchid name and logo as well as charity registration details on materials that have been approved by Orchid prior to print and production and not use them for any purpose without written permission after the event.
4. Do nothing that will bring the name or logo of Orchid into disrepute.
5. Make it clear that the participant/organiser is not an employee or agent of Orchid and ensure all event materials include the words "in aid of".
6. Inform all potential donors and sponsors that
 - a. all donations are for Orchid (a registered charity);
 - b. donations will not be refundable to the participant/organiser, even if they do not participate in, or complete, the event. Money will only be refunded directly to the donor upon written request.
 - c. all cash and cheques (made payable to Orchid) should be sent to the organiser first in order to redirect them and not direct to Orchid.
7. Endeavour to keep the costs of the event as low as possible and to make clear on all communication and materials if there are costs involved (e.g. by saying all proceeds go directly to Orchid).
8. Pay all sponsorship received to Orchid directly within two months of finishing the event.
9. Return all fundraising materials to Orchid within two weeks of the event.

Orchid will:

1. Provide a fundraising pack to assist you with your fundraising.
2. Keep you updated with information about its work.
3. Provide help and advice on your fundraising.
4. Adhere to all Data Protection guidelines.
5. Provide media support where possible.
6. Help promote your event via our website and communication channels only where possible.
7. Orchid reserves the right to alter or terminate this agreement with immediate effect for any reason by writing to you. Upon termination you should immediately stop raising funds for Orchid and send to Orchid any sums raised.

I have read and understood the Fundraising Agreement

Signed: **Date:**

Please return this form within 14 days of receipt to: Events Team, Orchid, St Bartholomew's Hospital, London EC1A 7BE. Email: events@orchid-cancer.org.uk Fax: 020 7600 1155 Tel: 0203 4657 293

