



# YOU MAKE THE DIFFERENCE



Your guide to putting the  
fun in fundraising!

Beating blood cancer since 1960  
[bloodwise.org.uk](http://bloodwise.org.uk)

# Bloodwise

# WELCOME TO OUR TEAM

Thank you for supporting us, and welcome to our unstoppable team of sports fundraisers! We hope you're looking forward to your challenge and to helping us beat blood cancer.

Remember, your entry fee doesn't go towards your fundraising total. It's only the money you raise that saves and improves patients' lives. In this guide you'll find out:

- How to kick off your fundraising, along with some handy hints and tips.
- The ways you're helping change the lives of blood cancer patients throughout the UK.
- Some important blood cancer facts.
- Where you can get hold of our striking sports kit.
- What support you can look forward to from us and your new teammates.

**We won't stop until we've beaten blood cancer – with your support we'll get there.**



If you have any questions about your event, get in touch with us using the relevant email address:

[running@bloodwise.org.uk](mailto:running@bloodwise.org.uk)



[triathlons@bloodwise.org.uk](mailto:triathlons@bloodwise.org.uk)



[cycling@bloodwise.org.uk](mailto:cycling@bloodwise.org.uk)



[challenges@bloodwise.org.uk](mailto:challenges@bloodwise.org.uk)





## 2. START A BLOG



Write a blog – you'll be able to keep track of your progress while showing people the effort you're putting in to beat blood cancer. Blogging on our website's easy, and we have a supportive community writing about many of the issues around blood cancer. Alternatively you could start a blog using another website such as WordPress, or Blogger.

Each time you post a new blog you can share it on your social media channels, so people are reminded about what you're doing and given new incentives to donate.

Start a blog on our website at [bloodwise.org.uk/our-community/supporter-blogs](https://bloodwise.org.uk/our-community/supporter-blogs)

## 3. GET CREATIVE



If you're excited by the idea of creative and unique fundraising, then go for it! We've got all the practical advice you'll need at [bloodwise.org.uk/fundraising-tips](https://bloodwise.org.uk/fundraising-tips)

Or if you're after some quick and simple ideas that will get everyone's support, here are our top three:

- A sweepstake for the World Cup/Bake Off.
- Raffles and lotteries at a fundraising event.
- Organise a quiz at a local pub, town hall or school.

We can also help out by sending you Bloodwise branded collection tins, buckets, and other materials for your event – simply contact us at [sports@bloodwise.org.uk](mailto:sports@bloodwise.org.uk)

## 4. CONTACT YOUR LOCAL PRESS



Reach further than your immediate friends and family to make a bigger impact.

If you think your fundraising makes a good story, send a press release and some good photographs to your local newspapers and radio stations. If you're featured, not only will you encourage donations for your challenge, but you'll be creating greater awareness of blood cancer.

You can find advice and a template for creating a press release at [bloodwise.org.uk/media](https://bloodwise.org.uk/media)

## 5. GET YOUR WORKPLACE INVOLVED



Your workplace is a great place to collect donations. Email the link to your fundraising page to all your colleagues, put up posters and consider having a cake sale or another work event to boost your total.

It's also worth asking your company about matched giving. Many organisations have a budget for charitable giving and will happily offer to match your fundraising total or make a bulk donation. And if they can't match donations they still may help out in other ways – get in touch with them to find out what they can offer.

# MAKE DONATIONS GO FURTHER

Gift Aid is a scheme that enables us to claim an extra 25p for every £1 donated, provided the person donating pays tax in the UK.

Most websites will ask people visiting your fundraising page if they're based in the UK and whether they'd like to add Gift Aid to their donation. Our paper sponsor forms also include a column for Gift Aid.

Please encourage people to add Gift Aid to their donation, as it means we'll be able put even more towards beating blood cancer.

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# HOW YOUR FUNDRAISING IS HELPING BEAT BLOOD CANCER

We don't receive any government funding, so every single penny invested in our world-class research and patient services is thanks to dedicated people like you.

Fundraising feels good, and nothing motivates you to train harder than knowing your friends and family are sponsoring and supporting your challenge. And of course, the harder you train, the more likely people are to sponsor you!

Those few extra pounds you tease out of friends, family and workmates all add up, and could be the boost that funds the next big blood cancer breakthrough. So aim high, push yourself, and be proud – you're making our life-saving work possible.

**We couldn't do it without you.**

## £100

Raise £100 and you could help us reach out to blood cancer patients when they need us the most, by providing 150 hospital waiting rooms information posters that show the ways we can help.

## £200

Raise £200 and you could ensure every single person diagnosed with blood cancer today is armed with vital knowledge of their disease – by sending them our high quality patient information booklets.

## £500

Raise £500 and you could fund a nurse to provide patients help, support, and a hand to hold at one of our ground-breaking clinical trials for three days.

## £1000

Raise £1000 and you could fund crucial investigation into developing less harsh treatments for people with blood cancer – allowing researchers to analyse the DNA of 40 patients.



**Your fundraising is making a massive difference for children like Nancy. She was diagnosed with acute lymphoblastic leukaemia (ALL) when she was just four and a half years old.**

50 years ago, hardly any children survived this disease – today, thanks to the support of people like you, nearly 9 in 10 children will survive.

There's still more to do – treatments often have harsh side effects, and sadly not every child's is successful. But with your backing we'll be able to find new, better treatments for ALL – and every single one of the 137 different types of blood cancer.

# BLOOD CANCER: THE FACTS



Every 14 minutes in the UK, someone is diagnosed with blood cancer or a related disorder – that's over 100 every day.



Blood cancer is the UK's third most common cancer, and the most common cancer in children and young people.



Nearly a quarter of a million people in the UK are living with blood cancer.



38 people die from blood cancer every day in the UK – 14,000 people each year.

# GET KITTED OUT

Wear our kit and you might find yourself doing things a bit faster and with some extra spring in your step. That's because it shows the world that you're Bloodwise – standing united with blood cancer patients and supporting our life-saving work.

We have a fantastic range of stylish new Bloodwise sports kit available, which includes running tops, cycling jerseys and shorts. In return for reaching a fundraising target you can receive them as rewards – to find out how just drop us an email at [sports@bloodwise.org.uk](mailto:sports@bloodwise.org.uk)

And if you'd like to get your hands on our kit straight away, check out our online shop. Don't forget, 100% of profits from all kit sold goes towards our life-saving work.



Order your kit



[shop.bloodwise.org.uk](http://shop.bloodwise.org.uk)

# MEET YOUR TEAM MATES

If you're after more inspiration you can get plenty from our other fantastic fundraisers! You can read about other people's challenges, training progress, and fundraising tips on our Facebook and Twitter pages, and on our blogs at [bloodwise.org.uk](http://bloodwise.org.uk)

And if you'd like some pointers on your training, we're partnered with Full Potential and RG Active who can provide you with specialist training advice to get you in peak condition for your event. Get in touch for more details.

Don't forget, it's down to the efforts of dedicated people like you that we're able to fund our vital blood cancer research and patient support, so keep up the great work.

**Thank you for being Bloodwise!**

## Social media

 @Bloodwise\_UK

 /bloodwise.uk

If you're looking to chat about your event then join one of our Facebook groups. Just search for **Run Bloodwise**, **Cycle Bloodwise**, **Tri Bloodwise**, or **Trek & Challenge Bloodwise** to share your stories, training and fundraising tips.





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