



# BRITISH ROWING & CANCER RESEARCH UK PARTNERSHIP PACK 2017



Supporting

CANCER  
RESEARCH  
UK



# THANK YOU FOR CHOOSING TO SUPPORT US!

**Cancer Research UK pioneers research to bring forward the day when all cancers are cured.**

We are the world's leading cancer charity dedicated to saving lives through research. Our groundbreaking work into the prevention, diagnosis and treatment of cancer has seen UK survival rates double in the last 40 years.

We don't just do research. Every year we help millions of people get the information they need to understand the disease. And we campaign on key cancer issues including access to cancer drugs, screening and reducing the use of tobacco, keeping cancer at the top of the political agenda.

More than 1 in 2 people in the UK will develop cancer at some point in their lives. We don't receive Government funding for our research so every step towards beating cancer relies on every pound donated by amazing people like you. We're incredibly grateful for your energy and efforts, thank you so much for deciding to join us.

Hello from Cancer Research UK,

I'm Stephanie and I'm delighted to be your account manager.

I'm really excited to be working with you and I'm here to support you every step of the way. This pack contains information and ideas to help kick start your fundraising journey.

Please contact me if you have any questions.

[britishrowing@cancer.org.uk](mailto:britishrowing@cancer.org.uk)



# ONE DAY CANCER WILL BE BEATEN. WE CAN HELP MAKE IT SOONER.

One in two people will be diagnosed with cancer at some point in their lives. Right now, half of those people will survive.

Our ambition is to accelerate our progress and see three-quarters of people surviving the disease by 2034. Our scientists, doctors and nurses are working to save more lives and create more tomorrows for people in the UK and across the world. Every day, they're making progress towards preventing more cancers, diagnosing the disease earlier, and developing new treatments.



**Our ambition is to accelerate progress and see 3 in 4 patients surviving cancer by 2034.**

## SOME 2016/17 HIGHLIGHTS



For the first time, our scientists in Cambridge scanned a patient using a revolutionary imaging technique that could help tailor treatments faster.



Standardised cigarette packaging rolled out across the UK, a huge success for our campaign to reduce the number of people taking up smoking and help smokers quit.



Our researchers developed a possible new way of detecting – and maybe preventing – some cases of oesophageal cancer using a specialised camera and a fluorescent dye.

# OUR YEAR IN NUMBERS



**40,000**

Around 40,000 volunteers gave millions of hours of their time



**12,000**

Our helpline nurses answered almost 12,000 queries about cancer, supporting people when they need help and advice



**220**

We currently support around 220 clinical trials across the UK



**12,000**

The number of face-to-face engagements we had with healthcare organisations this year



**2.6 million**

More than 2.6 million people read our science blog



**£15.7 million**

The third live televised Stand Up To Cancer show aired on Channel 4 in October 2016 and raised an incredible £15.7 million



**3,500**

The number of our 'About Cancer' webpages we have revamped this year



**770**

The number of people affected by cancer improving our work through our patient involvement network



**116**

The number of Cancer Research UK PhD students who have started work this year

# COULD YOU BE A CHARITY CHAMPION?

Our Charity Champions are key to making charity partnerships a success. It's a fantastic opportunity to have fun with members of your boat club, develop your leadership skills, strengthen your networks and contribute to our cause. Most of all, we are sure you'll enjoy it!

## WHAT IS THE ROLE OF A CHARITY CHAMPION?

- Be the internal face of the charity for members of your boat club.
- Raise awareness of the charity partnership and keep members updated on the money raised.
- Motivate and inspire members to get involved, through collections and other fundraising activities.
- Update members of your club on fundraising ideas, activities, local events and how to obtain fundraising materials.
- Be the main contact at your boat club for the CRUK account manager who will give you all the information and help you need to ensure fundraising success.
- Gather all of the funds raised and ensure they are returned to CRUK.

## WHAT DOES IT TAKE TO BE A CHARITY CHAMPION?

- Lots of enthusiasm for new and exciting challenges.
- Hunger to achieve great things in support of Cancer Research UK.
- The ability to motivate and inspire members of your boat club to get involved.

If you're interested in becoming a charity champion, please get in touch by emailing [britishrowing@cancer.org.uk](mailto:britishrowing@cancer.org.uk).

"I love being a Charity Champion for Cancer Research UK/Compass Group. The role is fun, fulfilling and knowing that vital research is being completed using the funds raised is extremely rewarding."

- Val Breakwell,  
Compass  
Group Charity  
Champion

# FUNDRAISING THREE FLAGSHIP EVENTS

## STAND UP TO CANCER

Stand Up To Cancer brings a raucous rabble of people together to raise cash to speed breakthroughs from labs to patients. Our knowledge and tech are now on the brink of providing hundreds of new treatments that will beat cancer. We need funding to make this a reality and save lives.

Epic fundraisers up and down the country will take the fight to their schools, homes and offices to find the money needed. A collective force of people raising millions.



## WORLD CANCER DAY

On 4 February 2017, World Cancer Day is back and it's time for everyone in the UK to unite. Working together, you can help save more lives by accelerating the progress of life-saving research.

By wearing a Unity Band you'll not only be showing support for those suffering cancer or remembering those lost to it, but helping to protect future generations. Funds raised will go towards life-saving research.



## BRITISH ROWING INDOOR CHAMPIONSHIPS

The British Rowing Indoor Championships is being held at the Lea Valley VeloPark, London on Saturday 9 December. This festival of indoor rowing is open to everyone, from beginners to indoor rowing pros and a great chance for your club to fundraise. Participants can race over 500m, 2,000m or over 4,000m as part of an indoor rowing relay team of four.

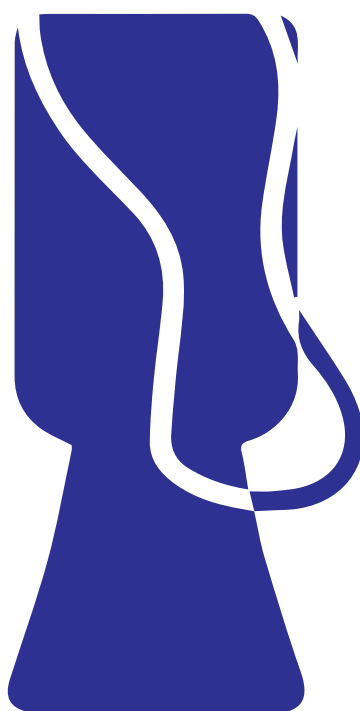
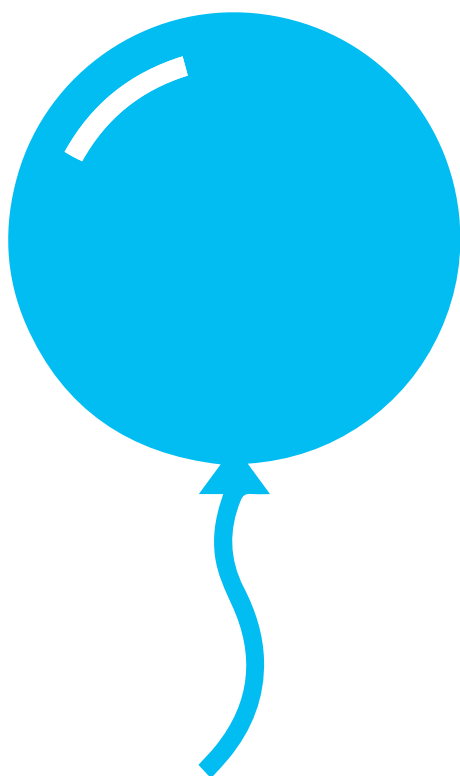
As well as great indoor rowing action on the race floor, including rowers from the GB Rowing Team, there will also be plenty to keep spectators entertained at this unique indoor rowing event so there will be lots to get involved in to help raise money. For more information, sign-up at [indoorchamps.britishrowing.org](http://indoorchamps.britishrowing.org).



# FUNDRAISING AND HEALTH AWARENESS RESOURCES

We've lots of materials to help you with your fundraising including:

- Balloons
- Polybanners
- Blank belly posters
- Collection goblets & buckets
- Pin badges
- Health awareness leaflets and posters



## ORDERING FUNDRAISING MATERIALS

If you would like to order any of these materials or any seasonal fundraising materials please email [britishrowing@cancer.org.uk](mailto:britishrowing@cancer.org.uk)



# FUNDRAISING IDEAS

To help get you started, here's some simple fundraising ideas your club could try.



Cake, bacon butties, tea and toast – if you sell it, donate the money raised to Cancer Research UK on a weekend of your choice.



Pick a day and donate 1p for every kilometre you row to Cancer Research UK.



If you have any club fines for being late, missing boat loading and the likes then why not pick a weekend to donate any money raised through fines to Cancer Research UK.



Having a pudding race this Christmas? Why not donate entry fees to Cancer Research UK.



You could put your fundraising goblet on the bar to aid a few extra pennies to the Cancer Research UK pot.



# EVENTS

Cancer Research UK has a calendar packed full of events that you can take part in throughout the year and we can often get you free of charge places.

Please get in touch with [britishrowing@cancer.org.uk](mailto:britishrowing@cancer.org.uk) if you would like to take part in any of these events.

## RACE FOR LIFE

Join thousands of women across the UK in the country's largest women-only fundraising event. Run, walk, jog or dance 5k or 10k to show cancer who's boss. If you'd rather, why not get Pretty Muddy at our 5k muddy obstacle course where women of any ability can climb, jog and walk all over cancer. For more information and to find your local events see: [www.raceforlife.org](http://www.raceforlife.org).



## RELAY FOR LIFE

Relay for Life is our incredible overnight family event that brings everyone in the community together to show that united we are stronger than cancer. At Relay we celebrate cancer survivors, remember those lost and raise vital funds to help beat cancer sooner. To find out more, go to: [cruk.org/relay](http://cruk.org/relay).



## SPORTS CHALLENGES

Whether a 10k or half-marathon, swim, cycle or run, we have places available at a huge range of events over the next year in aid of Cancer Research UK.

All entries for British Rowing members are free, all we ask is that participants reach the fundraising target to help us beat cancer sooner. Contact [britishrowing@cancer.org.uk](mailto:britishrowing@cancer.org.uk) to enquire about what events we have to suit you.



# FUNDRAISING HINTS & TIPS

## 1. SET A FUNDRAISING TARGET AND SHARE IT WITH YOUR MEMBERS

There's nothing more motivating than smashing your target! Setting a target encourages people to give generously because they can see what you're aiming for. Clicking 'join the team' at the bottom of British Rowing's Fundraising Page which will allow you to contribute to the overall total.  
<https://www.justgiving.com/companyteams/BritishRowing>

## 2. KEEP US POSTED

We love to hear all about your fundraising events and activities. Please do share your fundraising stories, photos and videos with us!

## 3. KEEP IT LEGAL

Fundraising is fun, simple and rewarding but there are a few simple rules you should follow. Please take a look here: [www.cruk.org/fundraise-safely](http://www.cruk.org/fundraise-safely)

## 4. MAKE IT FUN

That way more people will get involved and help you hit your target!

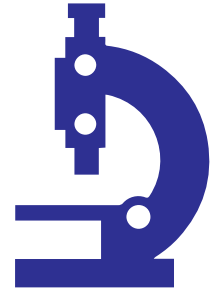
## 5. COMMUNICATE

Club newsletters, WhatsApp, posters and emails are all great ways to let people know what fundraising is going on. You could also promote your activities on social networking sites like Facebook and Twitter.

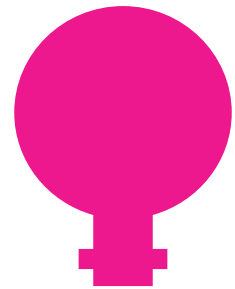


# WHAT YOUR MONEY CAN BUY

**£2, or the price of a WCD Unity Band,** buys a box of microscope slides, just like the ones used in breakthroughs such as the discovery of temozolomide, which has saved the lives of many thousands of people with brain tumours across the globe.

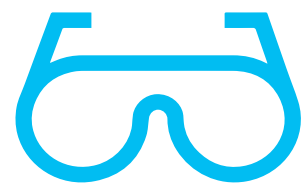


**£10, or the cost of a trip to the cinema,** buys a new bulb for our microscopes to illuminate new ways to beat cancer, sooner. This vital bit of kit lets our CRUK scientists look for crucial clues about cancer in precious samples at a fraction of the cost of a microscope!



**£20, or the cost of one round of drinks,** buys a lab coat, box of gloves and goggles – not only geek chic, but these vital items help our scientists to carry out life-saving research.

**£50, or the cost of a nice meal out for two,** buys a scientific sieve to separate out big bits and small bits of DNA to reveal vital clues about how to beat cancer, sooner. Tiny molecules that might play a role in cancer, but would never be seen by eye, can be identified with a machine that separates them out using electricity.



**£100, or the savings made by going teetotal for a month,** buys a chemical tape measure that lets scientists find the size of DNA molecules, vital information that could reveal crucial clues about how to beat cancer.

**£1000, or the cost of a new big screen TV,** kits out a fresh-faced PhD student with everything they need to beat cancer sooner, helping us to train the researchers of tomorrow who could be making the breakthroughs of the future.



**£5,000, or the cost of a family holiday** buys a microplate washer - a timesaving device that frees up our researchers to concentrate on ground-breaking science, instead of the washing-up!

# HOW TO PAY IN YOUR FUNDRAISING

## ONLINE:

You can donate directly to our own British Rowing JustGiving Page:

<https://www.justgiving.com/companyteams/BritishRowing>

Please ensure each club, or individual should you wish, has a separate team page by clicking 'join the team' to add one at the bottom along with Head Office

## BY CHEQUE:

Alternatively you can send cheques to:

Banking, Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ.

Make sure to reference '**British Rowing – 496627872**' on the reverse, or on an accompanying letter and add this as an offline donation.

## BY TEXT MESSAGE:

Text **RWNG99** to **70070** donate £2 to Cancer Research UK.

Don't forget to share the JustGiving link and text code RWNG99 via Facebook and Twitter.

**YOU'RE MAKING LIFE-SAVING RESEARCH HAPPEN, THANK YOU.**

**Please contact your account manager, Stephanie Maddox, if you have any questions:**

**[britishrowing@cancer.org.uk](mailto:britishrowing@cancer.org.uk)**

