



FUNDRAISING GUIDE

We provide free help for anyone affected by cancer to cope with the practical, financial and emotional issues that a diagnosis can bring, for the time that you need us.

£10 funds full transport for a cancer related appointment by a volunteer driver

£30 funds a counselling or complementary therapy session



www.csyorkshire.org.uk

Charity Registration No. 519429



Fundraising for CSY

Getting together with your friends, colleagues and community is a great way to come up with fundraising ideas that everyone will enjoy.

Before you start remember to:

- brainstorm your ideas with friends and agree on something that seems realistic and you will enjoy doing
- set yourself a fundraising target
- allow time to prepare and promote your fundraising activities

You can raise funds in all sorts of ways. Here are a few ideas:

- Big Brew, cake stall, dining event, a BBQ around a sporting event
- clear the attic or garage and hold a car boot sale or donate the goods to our preloved shop
- hold a charity ball, quiz or fashion show and ask for an entrance fee
- sporting challenge-walk, run, swim, skydive, cycle, triathlon, kayak
- hold an online gaming event, quiz night, tombola or raffle



the
Big
Brew

Have a brew to help raise money!

Once you have decided how you will fundraise for CSY, get in touch and ask for an event registration form or download the form from our website. We have specific event forms for CSY led activities and a general form to help with anything chosen by yourselves.

<https://cancersupportyorkshire.org.uk>



Join us – We would love to hear from you if you are interested in becoming a volunteer for us. We have lots of fundraising opportunities.

How to maximise your fundraising

Tell us about it

We can help with

- advice
- CSY fundraising materials
- promoting on social media

We love to use your event photos but need high quality or professional digital images.

Tell others about it

Online fundraising

Set up your own page on a secure fundraising platform such as JustGiving. Sponsors can donate quickly and easily online with a credit or debit card and money comes straight to CSY. If your supporters are UK taxpayers, remember to ask them to Gift Aid their donation.

Use photos, add a story and your fundraising target and then let everyone know. Share your fundraising page, you can even add it to your email signature and social media profile. Whether it's Facebook, Twitter, LinkedIn or Instagram, there are plenty of ways to share your story.

Press advice

Find a journalist's email on the website of the publication you are contacting. Keep the details brief, factual and do send in a photo. Don't forget radio and tv stations.

Match Funding

Ask if your workplace offers match funding. It's a great way to boost the money you've raised and gives an extra incentive to all your supporters.

Top tips to increase donations

- remind people again about your fundraising, nearer to your event
- if you're doing a sporting challenge, think about organising a sweepstake on your finishing time. Ask people to donate £2 to guess your finishing time and give a prize to whoever has the closest guess!
- do your event in fancy dress, or colour your hair for extra attention and pledges
- keep your fundraising page open after your event for a month or so, especially if you've shared photos and details of your challenge because 20% of people donate at this time



Take a look at our handy checklist online too or ask us for a copy and further information.
<https://cancersupportyorkshire.org.uk/content/uploads/2019/02/CSY-Events-Checklist.pdf>

Sending in the funds you raise

The sooner you are able to send in the funds you raise, the sooner we can use the money to help people with a cancer diagnosis.

Online

The safest and most secure way to raise funds is to ask your supporters to use your online fundraising page.

Card payment

We can take your payment over the phone. Please call Bradford or Skipton centre.

Cheques

Wherever possible encourage people to write cheques made payable to 'Cancer Support Yorkshire' and send them to Bradford or Skipton centre.

Get in touch

Cancer Support Yorkshire Head Office

44 Smith Lane
Bradford BD9 6DA Tel. 01274 202226

Cancer Support Yorkshire Skipton Centre

45A Otley Street
Skipton BD23 1EL Tel. 01756 228088

Preloved CSY Shop

Unit 2, Navigation House
Belmont Bridge,
Skipton BD23 1RL Tel. 01756 709514

www.csyorkshire.org.uk

fundraising@csyorkshire.org.uk

Cash

If you receive cash or cheques payable to yourself, bank them into your account and write a cheque payable to 'Cancer Support Yorkshire' for the full amount and send it to CSY.

Bank Transfer

You could also transfer the money direct to CSY (please get in touch for details).

All funds should be accompanied by details of your fundraising event, a contact name, email or postal address so we can identify and acknowledge your donation. Please do not send cash in the post.

CSY is an independent charity. We rely on amazing people like you whose help, commitment and enthusiasm is inspirational to us. We are so grateful for your support. Thank you so much.

Legal considerations

When fundraising, it is important to bear in mind a few things to ensure your plans are in line with legal and health and safety regulations.

When publicising fundraising, please don't forget to pop our registered charity number on all your materials (519429)

Please use the right wording when sharing information with others about your fundraising. It should be clear that you are fundraising 'In aid of Cancer Support Yorkshire' and there must be details on how much of the proceeds/profits will be given to our cause.

Raffles are regulated and the only type of raffle that can be operated without a licence is one where the tickets are sold and the prize draw is held on the same day. If tickets are pre-sold and/or sold at a different venue, please contact us to discuss. With permission from CSY, supporters can use our raffle license but specific guidelines must be followed. <https://cancersupportyorkshire.org.uk/content/uploads/2019/02/CSY-Raffle-Guidance.pdf>

CANCER 
SUPPORT
YORKSHIRE

www.csyorkshire.org.uk

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