

Yorkshire Cancer  
Research



# Fundraise for a Yorkshire *free from cancer*

A guide to making your event *life-saving*



Registered with  
FUNDRAISING  
REGULATOR



# Fundraising toolkit

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# Fundraise to *save lives in Yorkshire*

**Thank you for choosing to support Yorkshire Cancer Research.**

The charity exists so that more people live longer healthier lives, free of cancer. With your help, Yorkshire Cancer Research can fund vital cancer research and pioneer innovative new services for people with cancer. These life-giving medical breakthroughs are helping more people survive cancer – in Yorkshire, and beyond.

## How your *fundraising helps...*

Your incredible fundraising for Yorkshire Cancer Research will help fund vital research that is saving lives in Yorkshire, and beyond.

### ***For more moments together***

Your gift is helping more people spend time with loved ones. It will be used to help prevent cancer, find cancer sooner when it's often easier to treat, and improve cancer treatments.

### ***Thanks to you, the work can continue***

Your fundraising helps the charity to find more new treatments and cures - we can't do it without you.



**182,000 people**

can take part in world-leading cancer research and services funded by Yorkshire Cancer Research



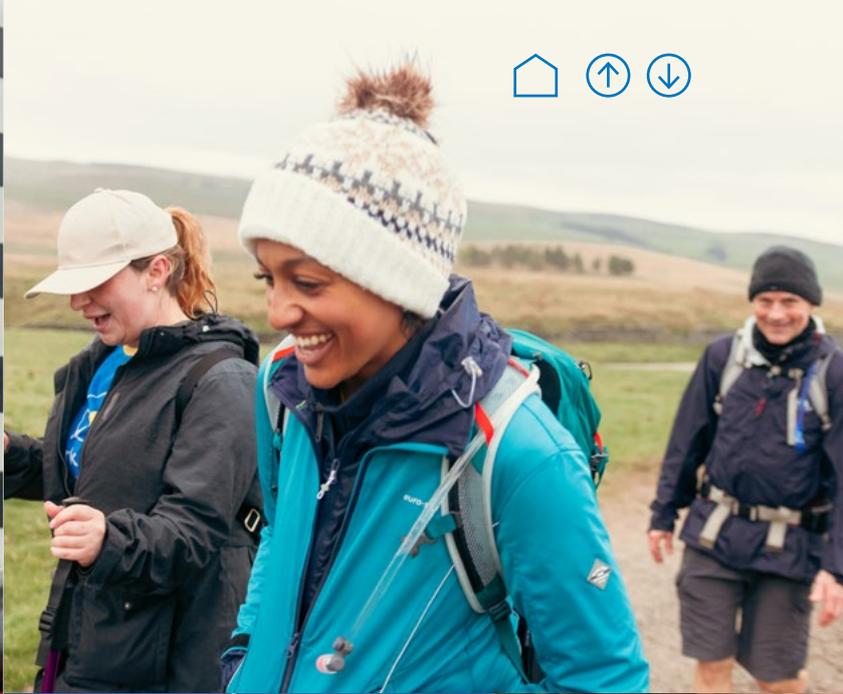
**59 programmes**

are happening now



**750 cancer experts**

are working with the charity, bringing vital expertise and knowledge to our region



# How your support funds life-saving research

Your fundraising could make a big difference. The money you raise will help save more lives in Yorkshire, and beyond.



## PREVENTING CANCER

**£50** could fund DNA testing kits for eight women for pioneering new genetic research to help prevent cancer in those at high risk.

**£50**



## DETECTING CANCER SOONER

**£150** could fund radiology reports for ten people as part of a pioneering new trial in Yorkshire to help find cancer early before symptoms start.

**£150**



## FINDING NEW CURES

**£700** could fund a researcher working in a Yorkshire university or hospital to help discover new cancer cures for a whole week.

**£700**



## EXPLORING NEW TREATMENTS

**£1,000** could fund a research nurse's time to register 100 people to participate in a potentially life-saving clinical trial.

**£1,000**



## HELPING PEOPLE RECOVER

**£5,000** could pay for a state-of-the-art centre for six months providing cancer exercise treatment proven to help people recover from cancer.

**£5,000**

*“It’s a cause that is close to my heart, and being a Yorkshire girl, doing it for Yorkshire Cancer Research just felt like it made sense. Everyone around me was not only keen to support me in taking on the challenge, but also to donate Yorkshire Cancer Research.”*

Claire, Leeds

Raised £850 for Yorkshire Cancer Research after climbing Mount Kilimanjaro



# Help fund the next *life-saving breakthrough*

Jenifer felt well when she went for a combined lung and kidney scan funded by Yorkshire Cancer Research in 2022.



Having had a clear scan with the charity's Leeds Lung Health Check two years earlier, she was shocked to find out she had kidney cancer.

People visiting the Leeds Lung Health Check mobile unit at this time were offered an additional abdominal scan thanks to the Yorkshire Kidney Screening Trial. "I didn't have any symptoms at all. All I kept thinking was how lucky I was to have a scan, as it could have gone undetected for months, or even years!"

All kidney cancers found by the trial were at an early stage, making them easier to treat. Jenifer had non-invasive surgery and was feeling fit and healthy within a week. In October 2023, she was given the all-clear.

"I'm back to doing all the things I love in life," she said. "My biggest hobby is line-dancing, but nothing beats spending time with my family. I hope my experience shows others the importance of funding cancer research, and that more people are inspired to take part in screening trials."

***"I feel so lucky to have taken part in a screening trial that may have saved my life."***

Jenifer, Otley

## Want to find out more?

The Yorkshire Kidney Screening Trial is investigating whether an extra scan for kidney cancer can be effectively introduced to mobile lung screening programmes. [Click here to read more.](#)

# Your A-Z of fundraising ideas

If you haven't yet decided how you'd like to raise funds, we hope these ideas will help you get started.



## A

- Abseil
- Arts and crafts fair
- Auction
- Afternoon tea

## B

- Bake sale
- Bingo
- BBQ
- Book sale
- Bridge evening

## C

- Carol night
- Coffee morning
- Comedy night
- Cycling challenge
- Car boot sale

## D

- Dog walk
- Dress down day,
- Dinner party
- Darts night
- Dance-a-thon

## E

- Easter egg hunt
- Exercise bike
- Eurovision party
- Eighties night



## F

- Football match
- Fun run
- Fashion show
- Facepainting



## G

- Games night
- Golf day
- Garden party
- Gala
- Give something up

## H

- Headshave
- Hike
- House party
- Homegrown sale

## I

- International food night
- Ironman challenge
- Improv night

## J

- Jewellery making
- Jumble sale
- Join a local volunteer group
- Jazz night

## K

- Karaoke night
- Knitting
- Kayaking

## L

- Livestream
- Lunch
- Learn a new skill



## M

- Murder Mystery night
- Marathon
- Market stall
- Movie night

## N

- Name the teddy
- New Year's Eve party
- Non-uniform day

## O

- Open mic night
- Obstacle course
- Olympic sports day

## P

- Penalty shootout
- Poetry reading
- Poker night
- Pub quiz

## Q

- Quiz night
- Quidditch match
- Quilting

## R

- Race night
- Running challenge
- Read-a-thon
- Rock climbing



## S

- Scavenger hunt
- Skydive
- Sweepstake
- Swimming challenge

## T

- Talent show
- Tombola
- Teddy bear picnic
- Trek
- Triathlon

## U

- Upcycling
- Unwanted gift donation
- Used book sale

## V

- Vintage sale
- Variety show
- Video game competition
- Village fair

## W

- Welly wang
- World record attempt
- Wedding collection
- Wing walk



## X

- X-Factor Party
- Xmas cards
- Xtreme sports challenge

## Y

- Yorkshire 3 Peaks
- Yoga
- Year-long challenge
- Yes Day

## Z

- Zipline
- Zumba
- Zodiac reading
- Zero-waste challenge

# Got an idea? What now?

## *Time to make a plan*

When you've decided what type of event you want to run, what's next?



### **Location**

Select a venue suitable for the event and the number of people you're hoping will attend. Every event needs different facilities and equipment, so be sure to look at all your options.



### **Pick a good time**

Make sure you give yourself enough time to organise and publicise your fundraising.

#### **Top tip**

It's a good idea to check if any similar events are happening in your area on the day.



### **Set your fundraising target**

Setting a target is a great way to give you and your supporters a goal. Why not look at what you could fund on [page 5](#) and link that to your goal?



### **Make it official**

Now you know your plans, make them a reality. Let us know what you're planning [here](#). Once you've registered, you can kit yourself out in Yorkshire Cancer Research merchandise and get expert ideas and advice from the Fundraising Team along the way.



## Share

You have your plan - it's time to start sharing! It's important to let everyone know about your fundraising as soon as possible to give them chance to get involved.

### *Share your fundraising*

#### **On social media**

Download our social media templates to share your fundraising with friends and family.

#### **With colleagues at work**

Do you have an intranet, office newsletter or work WhatsApp group? Share your fundraising page and explain what you're doing to help generate sponsorship. You can also add your fundraising page to your email signature so even more people get to hear about your fundraiser!



## Letters of authority

Yorkshire Cancer Research can also supply you with a letter of authority to confirm you are fundraising for us. This can be helpful when approaching companies or local businesses for sponsorship or support. Let us know if you need one [here](#).



## Set up a fundraising page

A fundraising page is a centralised online page where people can donate and support you quickly and easily. It's simple to set up your own page using our JustGiving template or by searching for Yorkshire Cancer Research on Enthuse or GoFundMe.

**JustGiving™**



## Tell your story

If you're comfortable doing so, share why raising money for Yorkshire Cancer Research is important to you. Your friends, family and colleagues are there to support you and are more likely to donate if they know why you've chosen to support Yorkshire Cancer Research.

**According to JustGiving, a well-written story can increase donations by 65%.**

# Ten steps to becoming a successful fundraiser

Raising money is easy when you follow these simple steps:



## Step One

### Register

Receive your digital fundraising pack when you register your fundraising with Yorkshire Cancer Research.

## Step Two

### Choose your fundraiser

There's no one-size-fits-all approach to fundraising so pick the activity that suits you best. For inspiration, check out our A-Z of fundraising ideas on [page 8](#), or let your imagination run wild and come up with something unique to you.

*The choice is yours!*

## Step Three

### Make a plan

Once you've decided how you want to fundraise, it's time to plan. Set your sights on a fundraising goal and work out how long it'll take to reach it. And don't forget to keep your event safe and legal – it's all part of the fun. For more information, check out [page 14](#).

## Step Four

### Get the kit

Feel free to check out the resources available to you on the Yorkshire Cancer Research website. These include social media and poster templates and branded items to help promote your event and make it a success.



**JustGiving™**



● **Step Five**

## Set up a page

To tell the world what you're doing and why, you can set up your online fundraising page using the charity's [JustGiving template](#). Making a page is easy, just click the 'Start fundraising' button to set up your page. Donations come directly to Yorkshire Cancer Research, so you don't need to worry about sending in the funds.

● **Step Six**

## Share

Use social media, email, WhatsApp and word of mouth to let everyone know about your fundraising efforts. The more people you reach, the more support you'll get. Don't be shy – shout it from the rooftops!

● **Step Seven**

## Prepare

It's a good idea to create a detailed schedule for the event day to keep everything on track. Remember to test any tech you plan to use and have backup plans for weather, technical issues or no-shows.

● **Step Eight**

## Have fun

Enjoy your fundraising event and have fun. Take lots of photos and videos to share with your supporters and don't forget to tag Yorkshire Cancer Research.

● **Step Nine**

## Donate

Pay in your fundraising. There are plenty of ways to donate, so check out [page 23](#) for all the details.

● **Step Ten**

## Follow up

After your event, make sure to celebrate your amazing achievements and let everyone who supported you know just how much it means to you and Yorkshire Cancer Research.

# Make your fundraising *safe and successful*

Good planning and taking sensible precautions will help ensure a fundraiser is both safe and successful. Here are some of the things you need to consider when planning your event.



## Permissions and licenses

For fundraising events, the need for a licence depends on where your event will be held and how many people will be attending. Fundraising event activities that require a licence include:

- Serving alcohol
- Running a raffle or auction
- Playing music
- Providing entertainment, such as music, dancing or indoor sports
- Serving hot food or drink after 11pm

If you're holding an event at a venue, they may already have the relevant licencing. Please ask the venue owner/manager what licences the venue has in place and check whether these will meet your event needs.

## Collection tins

If you're organising a public collection, for example on the street or in a park, you'll need to contact your local council to get a licence. If you're organising a private collection, you'll need to ask the owner's permission in advance.

## Risk assessments

Completing an event risk assessment should help identify potential risks so measures can be put in place to help avoid or manage them. If you need help with this, please let us know. You can also find help on the [Health and Safety Executive website](#).

## Insurance

Ensure that any venues and suppliers have public liability insurance. Depending on your event, you may decide to take out your own policy.

## Raffles

Activities such as raffles, lotteries and prize draws, where a winner is chosen by chance, are governed by gambling legislation. If you're holding a small raffle at your fundraising event, you won't need a licence, as long as all ticket sales and the draw itself take place during the event. Please reach out to us or visit [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk) for additional information.



## Food safety

Here are some tips to help you keep safe when handling money.

- Have two people present when money is being handled
- Deposit money as soon as possible
- Use a secure container
- Never leave the money unattended e.g. in a car
- Use a safe route and carry a personal alarm
- If you are confronted, hand the money over and call the police immediately

**For more information, click here to visit the [Yorkshire Cancer Research website](#).**

# Make sure you're event day ready

The big day is here! Whatever you're doing, here are some things to think about:

## ✓ Check equipment

Whether you're using a microphone to share your story or a treadmill to clock up the miles, make sure everything's working smoothly before the event begins. Take a few moments to test your equipment and get familiar with how it works, so you're ready to go.

## ✓ Brief any helpers

Gather your volunteers and supporters for a quick briefing. Make sure everyone knows their role, the schedule, and who to go to with questions. A confident team helps make a smooth event.

## ✓ Be loud and proud

Show your support by decorating your venue or outfit with Yorkshire Cancer Research merchandise to raise awareness and remind your supporters why they're sponsoring you.

## ✓ Dress for the event

Make sure your outfit is right for your event. You could be climbing a mountain, attending a gala ball or doing a dance-a-thon - wear something comfortable to make sure you enjoy your challenge.

## ✓ Warm up, stretch out

If your event is active, take a few mindful moments to stretch. It's a simple way to wake up your body, prevent injury, and set a positive tone for the day.

## ✓ Food and drink

Keep yourself and your team energised. Pack snacks, water and any refreshments you might need. If your event runs over several hours, plan in regular breaks, these moments of rest are just as important as the action.

## ✓ Go at your own pace

Whether you're fundraising in memory of a loved one, marking a milestone in your journey or supporting those in Yorkshire affected by cancer, take a moment to reflect on it today. Every step, every smile and every pound raised helps bring us closer to a Yorkshire free from cancer.

## ✓ Have fun!

All your hard work has led you here, now it's time to celebrate! Soak up the atmosphere, share the joy and be proud of the difference you're making.

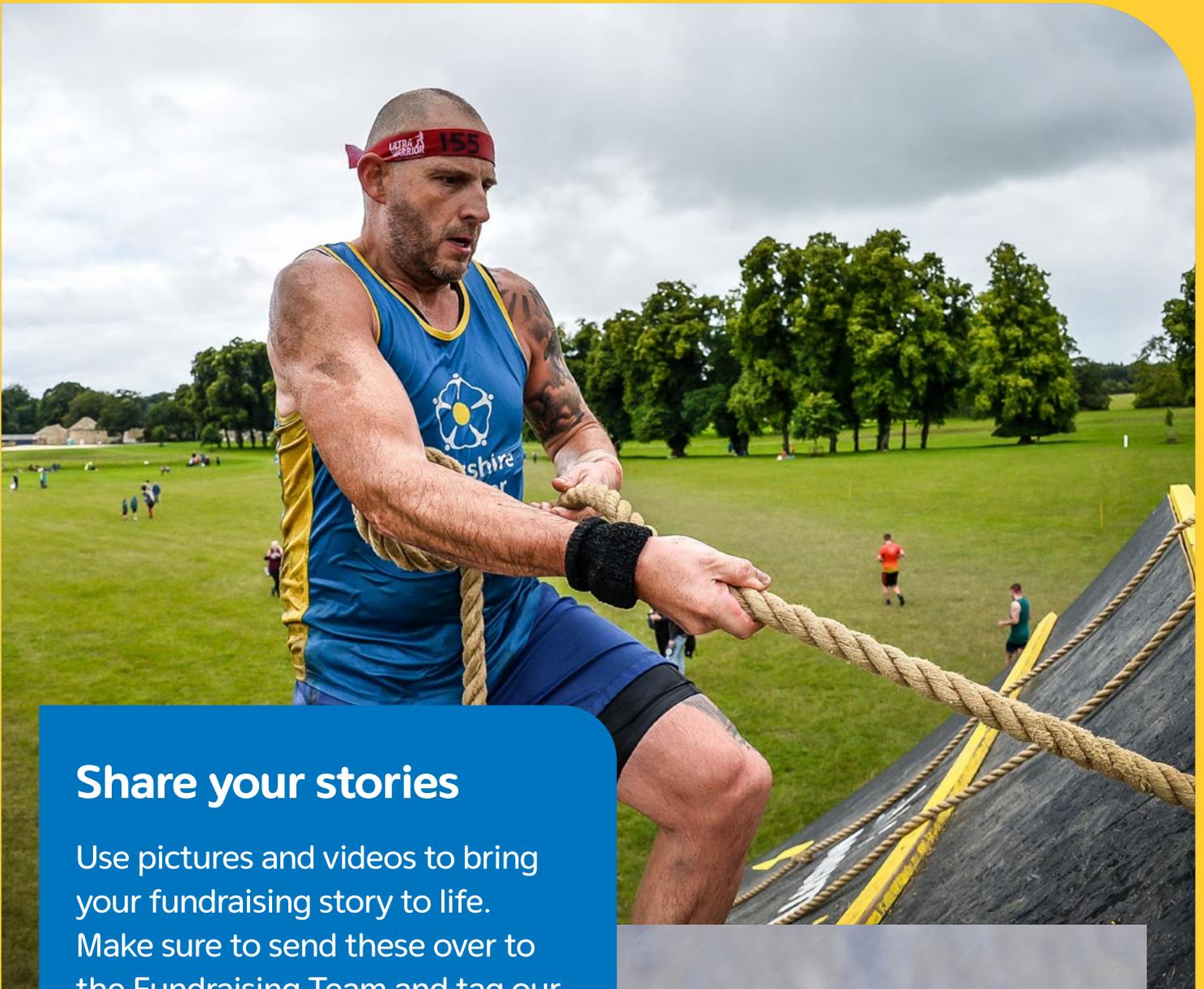
## ✓ After the event

Don't forget to thank your supporters and followers for their donations, in person or on social media.

### Want to find out more?

If you think you need anything else or have a question about your event, please contact the Fundraising Team.

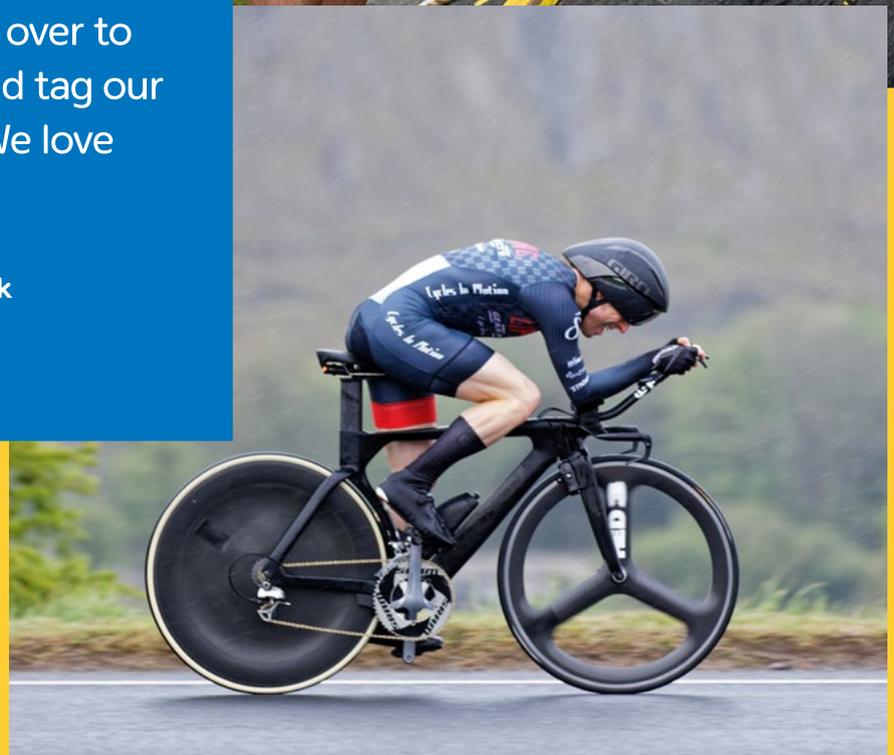
You can email [fundraising@ycr.org.uk](mailto:fundraising@ycr.org.uk) or phone on **01423 501 269**.



## Share your stories

Use pictures and videos to bring your fundraising story to life. Make sure to send these over to the Fundraising Team and tag our socials when you post. We love to see your updates!

[YorkshireCancerResearch.org.uk](https://www.yorkshirecancerresearch.org.uk)



# Your fantastic fundraising stories

Discover some of the ways supporters have gone above and beyond to help save lives in Yorkshire.

## Fundraising to put a lid on cancer

**Angela from Sheffield has raised funds for Yorkshire Cancer Research since 2019, in a rather unique way. A former teacher, Angela wanted to help protect the environment at the same time as raising money for a worthwhile cause.**

She started collecting and recycling plastic milk bottle tops from people across Yorkshire and has since raised over £13,000\* for Yorkshire Cancer Research.

The scheme has grown to involve 25 public collection hubs, dozens of community groups and organisations, 30 retail businesses and hundreds of individual collectors.

Van Werven Plastic, which specialises in plastic recycling, pays the value of the plastic to Yorkshire Cancer Research.

Angela said: "It only takes one person to start recycling and there's a snowball effect. I started collecting, and encouraged everyone I knew to do the same, and now here we are. I've no doubt that there are Yorkshire Cancer Research supporters all over that I'll never get to meet, who are collecting their bottle tops and dropping them off to be recycled."

\*Fundraising total accurate as of September 2025



***"Cancer affects every single family. Everyone is touched by it, so it's a charity that a lot of people want to support."***

***"I chose to fundraise for Yorkshire Cancer Research because I wanted the money to benefit people living in our region."***

**Angela, Sheffield**  
Boss of the bottle tops

## Fundraising for *his grandson*

**A truly sweet fundraiser, *Bill Tilt* rode a vintage ice cream tricycle from Hull to Devon in May 1988.**

It took him 12 days and he covered 500 miles in total, setting off from the Guildhall in Hull and pedalling to Paignton in Devon where he met the town mayor. He then headed back up north to finish his challenge in Birmingham where his grandson had been born while he was completing his challenge. He later completed another long pedal to North Wales.



***Bill's efforts helped the Hull local volunteer group raise the modern-day equivalent of £38,000 during that year.***

## Fundraising for *his best friend*

***Sandeep* from Bradford completed an expedition to Mount Everest base camp in memory of his best friend *Sonu*, who died from bowel cancer in 2024.**

"Sonu had just turned 50 when I last saw him, not long before he passed away. It has been difficult to come to terms with losing him at such a young age. Cancer affects a lot of people in South Asian and Indian communities. I chose to support Yorkshire Cancer Research because it funds research that can help people in my local community in Bradford, and beyond." Sandeep undertook his 14-day challenge with one other trekker, led by two guides. The adventure took him over 5,000 metres above sea level. Sandeep's fundraising feat raised over £8,000 to help fund vital cancer research in Yorkshire.



***"There were many moments when I wanted to give up, but I thought of my friend Sonu and that gave me the motivation to get to the end."***

**Sandeep, Bradford**



# Tips from those in the know

over  
**£13k**  
raised

Stacey, Eleanor and Sarah got together to host a charity night in memory of their fellow school mum Karisa. They have written their top tips to maximise your fundraising below.

## 1 Get friends and family involved

Holding a fundraising event can be hard, with so much to organise at once! It's important to get friends and family involved. Make sure you're delegating tasks to people in areas they feel most confident in.

## 2 Reach out in plenty of time

Reach out to companies and local businesses for prizes and sponsorship well in advance of your event. A lot of bigger companies have yearly charity quotas they get at the start of the year. If you leave it too late, they're unlikely to have anything left! The best times to ask are:

- December
- The start of the new year
- Around the start of the new financial year in April

## 3 Be unique

Find ways to make usual fundraising ideas more unique to your event. We tried Dutch bingo and a Tree of Surprises instead of a tombola. They went down amazingly!

# Together, we can win at fundraising

Whether you're taking on the Three Peaks, or hosting a cake sale, here are some tried and tested tips to boost your fundraising!

## 1 Brand up your event

To get your hands on Yorkshire Cancer Research materials, like banners, bunting or T-shirts, please contact our friendly Fundraising Team on **01423 877210** or **fundraising@ycr.org.uk**



## 2 Team up

You could team up with friends and family to boost fundraising. The fiancée of one of our fundraisers reached out to the charity to secretly hold a bake sale to help boost his fundraising. She let him know the day before his coast to coast cycle.

### Top tip

If you've set up a JustGiving page you can create your own QR code to help people find it. Just add /qrcode to take cashless donations at your event.



## 3 Gift Aid it

If you receive donations from UK taxpayers, Yorkshire Cancer Research can reclaim 25p in Gift Aid for every £1 donated. This is done automatically through most online fundraising pages, or for cash donations, you can use a sponsorship form and encourage supporters to fill it in.

*giftaid it*

## 4 Match funding

Some organisations will match your personal donations or the money you raise for charity. It's an easy way to boost your fundraising. Why not check with your employer or HR department to see if this is something they offer?



***“There has been great progress in cancer diagnosis, prevention, treatment and cancer services since we first fundraised for Yorkshire Cancer Research back in 2007. We are proud to continue to support the pioneering work of the charity and advocate for a cause very close to our hearts.”***

**Mike, Almondbury**

Member of the Almondbury Methodist Church Pantomime Group, whose shows have so far raised over £18,000 to help save lives in Yorkshire.

# Paying in your funds and making an impact

You've raised vital funds that will help drive breakthroughs in cancer prevention, diagnosis and treatment. Here are four simple ways to send the money you've raised to us.

## 1 Sending money in by post

If you'd like to pay by cheque, please ensure all cheques are made payable to Yorkshire Cancer Research and contain a note with your name, unique supporter reference number and event details.

**Send your cheque to:**  
Yorkshire Cancer Research  
Hornbeam Square West  
Harrogate HG2 8PA

## 2 BACS

If you want to make a BACS transfer, please contact the team at [fundraising@ycr.org.uk](mailto:fundraising@ycr.org.uk), to get the account details and unique reference code needed to quote on the transfer.

Don't forget to quote your Yorkshire Cancer Research unique supporter reference code when making payment. This lets us track how much you've raised. Let us know if you're not sure.

## 3 Making a payment by card

**On our website:** You can pay in the funds you raised online at [ycr.org.uk/donate](https://ycr.org.uk/donate)

Just select 'Paying in a collection of fundraising'.

**By phone:** Please call our Supporter Engagement Team to pay over the phone, on **01423 456345**.

## 4 If you've used an online platform

If your fundraising page is on JustGiving, Enthuse or GoFundMe, you don't need to do anything. Your money is sent straight to Yorkshire Cancer Research, so you can focus on thanking people who've supported you.

If you've used a different platform, let us know at [fundraising@ycr.org.uk](mailto:fundraising@ycr.org.uk). We can check if we've received your funds.

### Want to donate now?

You can scan the QR code or [click here](#) to visit our paying-in page.



***“We choose to fundraise for Yorkshire Cancer Research because the charity is local to us, meaning we are helping people with cancer who are local to us. We love to visit the Yorkshire Cancer Research centre in Harrogate whenever we can and see the wonderful Yorkshire Cancer Research team. Meeting people at the charity makes us feel like we are a part of one big mission – to find cures for cancer.”***

Wendy and Boyd have so far raised £49,500\* by organising annual race nights, casino nights and cheese and wine events.



\*Fundraising total accurate as of September 2025



## Have you loved fundraising?

Have you loved fundraising in aid of Yorkshire Cancer Research and want to do more? There's an active network of fundraising groups across Yorkshire.

If you'd like to get involved with a group near you, please email [fundraising@ycr.org.uk](mailto:fundraising@ycr.org.uk)





Yorkshire Cancer  
Research



# Thank you

Please stay in touch with the Fundraising Team by emailing [fundraising@ycr.org.uk](mailto:fundraising@ycr.org.uk) or calling **01423 879678**

We have a range of **fundraising events** running throughout the year. You can find the full details on the website or sign up to receive our **email updates**.



[YorkshireCancerResearch.org.uk](https://www.yorkshirecancerresearch.org.uk)



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Great North Swim © Steve Ashworth