

**READY TO STAND**

**UP TO CANCER BY**

**TAKING ON THE**

**DOG WALKING CHALLENGE?**

**OF COURSE YOU ARE.**



# THE STAND UP TO CANCER DOG WALKING CHALLENGE.

Take on this paw-some opportunity to Stand Up To Cancer with your four-legged friend this April. We recommend a total of 60 miles of dog walking across the month, but please read the guidance below before setting a distance.

Cancer can affect anyone's life, at any time. In fact, nearly 1 in 2 people will get cancer in their lifetime\*. So we only have one option: to accelerate life-saving research. That's why we need you to help raise the money our incredible scientists need. Every penny will help speed up research that will get new tests and treatments to people who need them the most.

Join thousands of others to help fund life-saving research and get started today by following the three tips below.

## GET STARTED

### 1. CREATE YOUR ONLINE GIVING PAGE

Make sure you've created your Online Giving Page and don't forget to join the **Facebook group** where you can meet like-minded legends who are Standing Up To Cancer by taking on this Dog Walking Challenge too.

### 2. SPREAD THE WORD

Let your friends, family and social media know about how you're going to smash this Stand Up To Cancer Dog Walking Challenge once April comes around, and how they can help by sponsoring you.

### 3. CHECK OUT THE DOG WALKING GUIDANCE

Please read through the Kennel Club's **dog walking tips**, the **seasonal dangers of walking your dog** and their **A-Z of dog breeds** to find out more about the exercise needs of your **chosen breed**.

\*[cruk.org/lifetimerisk](http://cruk.org/lifetimerisk)



# FUNDRAISING IDEAS

## TEAM UP

Encourage your friends and family to sign up to the Stand Up To Cancer Dog Walking Challenge in April too and make fundraising a real team effort.

## PROMOTE YOURSELF ONLINE

Share your Online Giving Page and your official challenge badges across your social networks for instant results.

## VIRTUAL COLLECTIONS

Send an email to your work colleagues to let them know you're taking on the Stand Up To Cancer Dog Walking Challenge in April to raise money for life-saving research. Remember to include a link to your Giving Page!

## TELL YOUR STORY

Our most successful fundraisers often have really personal Online Giving Pages. Kit yours out with the story of why you've decided to take part, regular updates, photos, and of course a thank you to your lovely donors!

## SET A TARGET

Keep yourself motivated with a fundraising goal. If you set a target on your Online Giving Page, you can raise 46% more sponsorship.



## DOG'S TALENT SHOW

Why not host a doggy talent show? It's simple- set up the categories 'Best Smile' or 'Best Professional Talent'- then ask your friends to vote in exchange for a donation. It's a great way to raise money and show off your furry friend!



# FUNDRAISING IDEAS



## FILM A VIDEO

Video yourself out on your walks to let friends and family know you're Standing Up To Cancer and share your content across your social media.

## MAKE A DONATION

Show potential supporters that you're committed and kick off donations with a contribution to your own Online Giving Page.

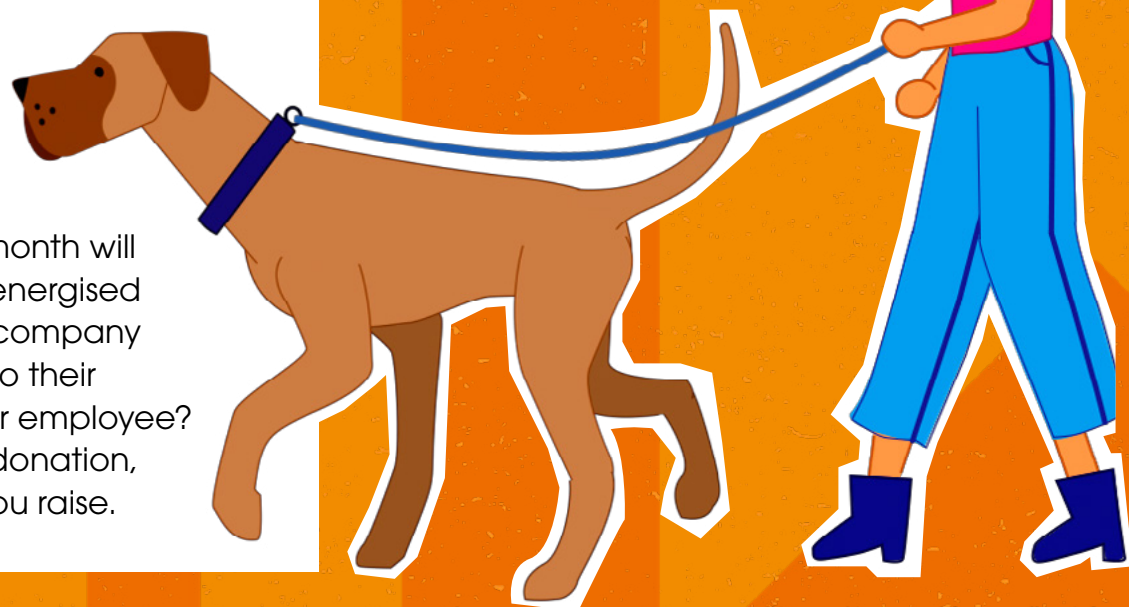
## ASK YOUR EMPLOYER

Increasing the miles you walk across the month will make you feel more energised at work. What's your company prepared to donate to their happier and healthier employee? See if they'll make a donation, or match the funds you raise.



## WRAP UP EVENT

"I'll donate when you've done it!" the words no dog walker wants to hear. Hold doubters to their word with a wrap up event at the end of your month, and lap up those last minute donations!





CANCER RESEARCH UK



**YOU'VE SMASHED YOUR TARGET!**



**TARGET**

Your name and your dog's name:

**ARE RAISING MONEY FOR GAME-CHANGING CANCER RESEARCH BY COMPLETING THE DOG WALKING CHALLENGE**

Find out more and help them reach their target by donating to their Online Giving Page:

Giving Page URL

**WEEK 4**  
£

**WEEK 3**  
£

**WEEK 2**  
£

**WEEK 1**  
£

**SHOUT ON SOCIAL**

Share your Online Giving Page with friends, family and colleagues. Don't be shy!



And don't forget to tell us about what you are up to on **Twitter @SU2CUK**, on **Instagram @su2cuk** with the hashtag **#StandUpToCancer**, or if **Facebook's** more your thing, be sure to tag us in at **standuptocancerUK**.

**OUR PARTNERS**



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Your name:

Your dog's name:

**ARE FUNDRAISING LEGENDS  
AND HAVE RAISED**

Amount raised:

**FOR LIFE-SAVING CANCER RESEARCH  
BY COMPLETING THE STAND UP TO  
CANCER DOG WALKING CHALLENGE**

**SHOUT ON SOCIAL**

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# STAND UP TO CANCER

## DOG WALKING CHALLENGE FUNDRAISING CALENDAR



Use the below calendar to track you and your pooch's miles throughout April, and cross off any days you've completed!

<b>1</b> MONDAY	<b>2</b> TUESDAY	<b>3</b> WEDNESDAY	<b>4</b> THURSDAY	<b>5</b> FRIDAY	<b>6</b> SATURDAY	<b>7</b> SUNDAY
<b>8</b> MONDAY One week down!	<b>9</b> TUESDAY	<b>10</b> WEDNESDAY	<b>11</b> THURSDAY	<b>12</b> FRIDAY	<b>13</b> SATURDAY	<b>14</b> SUNDAY
<b>15</b> MONDAY Half way there! You're doing fur-tastic!	<b>16</b> TUESDAY	<b>17</b> WEDNESDAY	<b>18</b> THURSDAY	<b>19</b> FRIDAY Everyone's cheering you on, can you hear them?	<b>20</b> SATURDAY	<b>21</b> SUNDAY
<b>22</b> MONDAY	<b>23</b> TUESDAY	<b>24</b> WEDNESDAY Anything is paw-sible!	<b>25</b> THURSDAY	<b>26</b> FRIDAY	<b>27</b> SATURDAY	<b>28</b> SUNDAY
<b>29</b> MONDAY	<b>30</b> TUESDAY You've done it! Round of ap-paws					

### SHOUT ON SOCIAL

Share your Online Giving Page with friends, family and colleagues. Don't be shy!



And don't forget to tell us about what you are up to on **Twitter @SU2CUK**, on **Instagram @su2cuk** with the hashtag **#StandUpToCancer**, or if **Facebook's** more your thing, be sure to tag us in at **standuptocancerUK**.

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# STAND UP SCIENCE.

Fundraising is so important to allow us to continue our research and hopefully find better, kinder treatments for people with cancer in the future. We want to say a huge thank you to everyone who supports the SU2C campaign. Stand Up To Cancer funded researcher.

Since 2012, our supporters have funded 64 ground-breaking projects and clinical trials, turning breakthroughs in the lab into new techniques and treatments that could really make a difference for people with cancer.

Every day, our researchers work tirelessly to beat cancer. They're finding ways to stop cancer cells from resisting treatment. They're improving technology to detect cancer faster and even boosting the immune system so that its better at destroying cancer cells.

Want to learn more about the life-saving research your fundraising pays for? Visit [www.su2c.org.uk/about](http://www.su2c.org.uk/about)



# DOG WALKING

# CHALLENGE

# SPONSORSHIP FORM

## THERE'S POWER IN NUMBERS



### MY FUNDRAISING TARGET



**To sponsor me, please write your name, address and sponsorship amount below. Every pound you give will help to fund life-saving cancer research.**

Please use a blue or black pen and write in CAPITAL letters. All fields are mandatory. Please include your home address (not your work address), otherwise we will not be able to claim Gift Aid. Your details are safe with us. You can check out our Privacy Policy at [www.cruk.org/privacy](http://www.cruk.org/privacy) for more details.

### YOUR DETAILS

Name

.....

Address

.....

.....

.....

### BOOST YOUR DONATION BY 25P OF GIFT AID FOR EVERY £1 YOU DONATE!

**In order to Gift Aid your donation you must tick the box below:**

I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years, to Cancer Research UK. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that tax year it is my responsibility to pay any difference. Make sure that we can read your full name, home address & postcode. **Sponsors must complete their own details** - forms in the same handwriting are not valid for Gift Aid purposes. **Remember, all fields are mandatory for Gift Aid to be valid.**

*giftaid it* **FULL NAME + HOME ADDRESS + POSTCODE + ✓ + DATE COLLECTED = GIFT AID**

Title	Full name and Surname	Postcode	Home address NOT YOUR WORK ADDRESS (this is essential for Gift Aid)	Amount	Gift Aid	Date collected
Mrs	Jane Smith	AB12 3CD	12, Sample Lane, London	£ 20.00	✓	DD/MM/YY
<b>I'VE RAISED A TOTAL OF</b>				<b>£</b>		



**BOOST YOUR DONATION BY 25P OF GIFT AID FOR EVERY £1 YOU DONATE!**

**In order to Giff Aid your donation you must tick the box below:**

I want to Giff Aid my donation and any donations I make in the future or have made in the past 4 years, to Cancer Research UK. I am a UK taxpayer and understand that if I pay less Income Tax and/ or Capital Gains Tax than the amount of Giff Aid claimed on all of my donations in that tax year it is my responsibility to pay any difference. Make sure that we can read your full name, home address & postcode. **Sponsors must complete their own details** – forms in the same handwriting are not valid for Giff Aid purposes. **Remember, all fields are mandatory for Giff Aid to be valid.**

*giffaid it* **FULL NAME + HOME ADDRESS + POSTCODE + ✓ + DATE COLLECTED = GIFT AID**

Title	Full name and Surname	Postcode	Home address NOT YOUR WORK ADDRESS (this is essential for Giff Aid)	Amount	Giff Aid	Date collected
Mrs	Jane Smith	AB12 3CD	12, Sample Lane, London	£ 20.00	✓	DD/MM/YY
<b>I'VE RAISED A TOTAL OF</b>				<b>£</b>		



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# FANCY ANOTHER CHALLENGE?



Post a picture of yourself and your dog into the **Stand Up To Cancer Dog Walking Challenge Facebook group** with the hashtag **#selfiechallenge** with both you and your wonderful dog's name, then each week we'll highlight a few that we really loved in a post and tag you all to let you know how much we loved it!

Your selfie photo can be anything from an action shot of you out on your walk with a lovely scenic view, or it could be you and your pooch back at your home chilling on the sofa! The **Facebook group** is a safe space where fundraising heroes like yourself come together to tackle the challenge ahead.

Remember to also post your picture of you and your pooch onto your socials alongside your Online Giving Page to encourage donations!

