

# STANDING UP TO CANCER.

## FUNDRAISING

## GUIDE.



# WE NEED YOU.

On Friday 15 October, join thousands of people across the UK and Stand Up all day, or for as long as you can, to raise cash for vital research. If you can't stay vertical on Friday 15 October because you have plans, don't worry, pick a day that suits you.

How literally you take Standing Up To Cancer is for you to decide. You could Stand Up all day, do a handstand every half hour, stand with your walking stick for as long as you can, or pop a wheelie while you sing "I'm still standing".

Every penny you raise will accelerate life-saving research and will help us see 3 in 4 people in the UK survive their cancer by 2034.

## STAY SAFE WHILE FUNDRAISING

When planning your day ensure that you stay safe and follow the latest [government guidance](#).



# STAND TOGETHER.

# SAVE LIVES.

Whether you're Standing Up all day or doing a handstand every half hour, it will be a tough challenge but remember, it's all in the name of life-saving research.



## GETTING STARTED.

### 1. Personalise your page.

Share your story on your Giving Page and let friends and family know how and why you're Standing Up To Cancer. Setting a fundraising target on your page can help you raise 46% more sponsorship too.

### 2. Shout about it.

Share the link to your Giving Page and ask people to donate. Once the cash starts coming in you won't be able to sit this one out. Check out [our fundraising hub](#) for plenty of tools and materials to let everyone know about your challenge.

### 3. Plan your day.

Whether you're in the office, working from home, entertaining the kids or just going about your daily business, plan how you're going to get everything done whilst staying on your feet. Check out our handy tips below.

### 4. Avoid a wobble.

Don't underestimate how hard staying upright is going to be. Make sure you stay hydrated and eat well to keep your energy levels up. Short breaks are allowed too, but if you need something longer why not pay a forfeit of a pound a minute?

### 5. Tell us what you're up to.

Keep in touch with friends, family and on your social channels using **#StandUpToCancer** on the day. Show us your progress by sharing what you're up to on your social channels.

# DOS & DON'TS.

**DO**

**GET OUT OF THE HOUSE.**



**DON'T**

**USE YOUR CAR.**



**DO**

**SOME YOGA. STANDING POSES ONLY.**



**DON'T**

**LOSE YOUR BALANCE.**



**DO**

**GO TO THE TOILET. IT'S ALLOWED.**



**DON'T**

**FORGET TO ASK FOR DONATIONS.**



**DO**

**GET YOUR HOUSEHOLD INVOLVED.**



**DON'T**

**PLAN A PAMPER DAY.**



**DO**

**TELL YOUR FRIENDS ON SOCIAL MEDIA.**





# HOW YOUR

# MONEY HELPS.

Thank you for supporting Stand Up To Cancer.

No matter what you raise as part of your Standing Up challenge, you're helping accelerate life-saving research needed to beat cancer.

**£ 20**

could pay for a simple blood test that allows researchers to analyse the DNA of a person with cancer taking part in a clinical trial.

**£ 50**

buys a 'scientific sieve' to separate out big bits and small bits of DNA to reveal biological clues about how to beat cancer.

**£ 100**

buys a chemical tape measure that lets Stand Up To Cancer scientists find the size of DNA molecules, information that could reveal crucial clues about how to beat cancer.

**£ 150**

would buy special chemicals that latch onto key molecules involved in cancer, letting them spot where its weaknesses are, and paving the way towards future life-saving treatments.

**£ 250**

buys 500 special plastic dishes that let Stand Up To Cancer scientists follow a cancer cell's every move, helping to discover new ways to stop the disease in its tracks.

# STANDING UP TO CANCER.

is standing up all day on  
Friday 15 October to help  
accelerate life-saving research.

Donate to their Giving Page:

**GET INVOLVED AT:  
SU2C.ORG.UK/STANDING-UP**



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Don't forget  
to tick Gift Aid



**SPONSOR DETAILS** must be completed in sponsor's own handwriting to qualify for Gift Aid

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### NEXT STEPS

- Please return all completed donated forms when handing in your money.
- Please do not photocopy this form.

We ask that you pay funds due to Cancer Research UK regularly and as quickly as possible.

### THANK YOU FOR YOUR SUPPORT

Become part of the movement to bring forward the day when all cancers are cured. Hear about our latest breakthroughs, campaigns and how you can support our life saving work.

- Would you like to hear from us by email? Yes  No
- Would you like to hear from us by text message? Yes  No
- Would you like to hear from us by post? Yes  No
- Would you like to hear from us by phone? Yes  No

You can change your mind at any time by contacting us on **0300 123 3379** or **preferences@cancer.org.uk**.

Please note that the data collected on this form will be securely held on Cancer Research UK's database and will be held securely in line with current data protection legislation. Your details are safe with us. Check out our Privacy Policy for more information at [www.cruk.org/privacy](http://www.cruk.org/privacy). To make our fundraising efforts targeted and effective and understand how much you may be able to give, we may research you using publicly available sources, for example public registers, corporate websites, the news or social media. Find out more here [cruk.org/privacy](http://cruk.org/privacy). If you don't want us to do this research in relation to you, you can tell us anytime by contacting 0300 123 3379 or [preferences@cancer.org.uk](mailto:preferences@cancer.org.uk). We may try to obtain up-to-date contact details for you using external sources such as 3rd party organisations (if you previously provided consent to share your data), or the post office national change of address database if you move house or change number, so that we can stay in touch. If you don't want us to do this in relation to you, you can tell us anytime by contacting 0300 123 3379 or [preferences@cancer.org.uk](mailto:preferences@cancer.org.uk).



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