

**BOWEL  
RESEARCH  
UK.**



# Fundraising Pack



FUNDRAISING  
REGULATOR

[www.bowelresearchuk.org](http://www.bowelresearchuk.org)  
[fundraising@bowelresearchuk.org](mailto:fundraising@bowelresearchuk.org)  
020 3540 8694

# Thank you for choosing to support Bowel Research UK

Together we can work to fund bowel research across the UK that can save and change lives.



Whether you want to create your own event or take part in a Bowel Research UK event there are lots of ways to fundraise.

This fundraising pack will give you tips and advice on how to make the most of your fundraising.

We hope that you enjoy your fundraising experience. If you need any further information or support, our fundraising team is here to help you every step of the way.

Please do not hesitate to contact us:

Email: [fundraising@bowelresearchuk.org](mailto:fundraising@bowelresearchuk.org)

Call: **020 3540 8694**

Don't forget to follow us and promote your fundraising using social media.

Search for '**Bowel Research UK**' across:





# About Bowel Research UK

**Bowel Research UK is a national medical research charity dedicated to funding new treatments and potential cures for bowel cancer, inflammatory bowel disease and other bowel disorders. The charity's goal is to save lives while also enabling people living with chronic bowel conditions to enjoy a much better quality of life.**

Every year over 16,000 people die from bowel cancer in the UK and over a million suffer from bowel disease.

Bowel Research UK funds research into bowel cancer and bowel diseases across the UK. By funding cutting edge research and investing in the best science, we're saving lives and improving people's quality of life.

Bowel Research UK invests in the best science across the UK and encourages our next generation of research experts by supporting a dedicated PhD studentship programme.

As part of our commitment to research, we regularly provide patient and public involvement (PPI) support for researchers. This means giving patients the opportunity to take part in and express their views on studies that matter to them. It is vital that the people who are affected by a bowel condition have their say on research that could affect their quality of life and health outcomes, and we are here to ensure that happens.

Bowel Research UK want to support people who live with bowel conditions and educate the public about what it's like to live with a chronic bowel condition, so we run engaging campaigns aimed at challenging enduring myths and taboos.

The money you raise will help us end bowel cancer and bowel disease.

## All donations will be spent wisely



- We have invested over £9 million in research in the last 10 years.
- We are founders of the National Bowel Research Centre.
- We have unique links to the UK medical, surgical and research sectors via partnership with the Association of Coloproctology of Great Britain and Ireland.
- This year we aim to spend 67% of our income on bowel research.

# Fundraising ideas



**Whether you've signed up for a big challenge with a fundraising target to reach or you're looking for other ways to support us, these ideas are great for raising lots of money whilst having fun:**

## Quiz

If you fancy being a quizmaster, a quiz could be the fundraising event for you. Invite your friends, family and colleagues to your quiz and ask them to make a donation as an entry fee. If your local pub hosts a regular pub quiz, you could ask them to host the quiz for you.

## Bake sale

Love baking? Bake sales are an enjoyable way to fundraise whilst engaging with the public or your colleagues. Host your own bake sale to raise funds for Bowel Research UK or organise a bake sale as a fundraising activity towards your fundraising target. Don't worry if you're not a confident baker, you can always fake it with cakes from a shop.



## Bucket collection

Collecting small change can make a big difference to our work. We can send you a branded Bowel Research UK bucket and T-shirt for your collection. You will need to apply for a permit from your local council if you are collecting in a public place like your local town centre. You can get permission from the manager to collect in a supermarket or train station. For best practice, please search for 'collections' at [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk) or contact our fundraising team.

## Jumble sale

Have a clear out and attend your local boot sale with profits going to Bowel Research UK. You can also sell your unwanted items online through eBay or Facebook Marketplace.

## Create a Facebook fundraiser

You can use Facebook to create a fundraiser to share with your friends and family. Whether you are celebrating your birthday or supporting Bowel Research UK in honour of someone, Facebook fundraisers are an easy way to support us and we receive 100% of donations.

## Gala evening or charity ball


Whether you want a black-tie event, a fancy-dress party or a masquerade ball, dance the night away with friends and family and raise vital funds for Bowel Research UK! As well as fundraising from ticket sales, you could include a raffle, auction or photo booth service on the night to raise extra money.

## Why not theme it up?

Passionate about football, love history or have another subject close to your heart? Then why not make it your fundraising theme and create events, like a dressing up day or themed ball, that people pay to enter? Just make sure yours is theme-tastic fun!



**Robert Grant raised £1,500** by organising a Rangers vs Celtic charity match



# The money you raise will help us end bowel cancer and bowel disease

**Looking for some more fundraising ideas to suit your hobbies and interests? Maybe you need a little inspiration...**

## **Gaming**

Gaming competitions, donate to play.



## **Singing**

A sing off competition, karaoke night, livestream a music performance on YouTube.



## **Cooking**

Come dine with me dinner party or MasterChef style competition.



## **Sports**

Sports day, tournament or match in your local area. You could also organise a barbecue or snack stall for extra donations.



## **Arts & Crafts**

Face painting, selling your artwork, craftwork and prints.



## **Animals**

Look after a friend's pet whilst they're away, dog walks.



## **Skydiving**

Face your fears and experience the ultimate adrenaline rush.



**Daniel Frost raised a fantastic £16,600**

by running the London & Brighton Marathons and joining the Bardwell tractor run



**Kirsty Coulson raised over £1,500**

by braving the shave alongside her dad, Dave



# How your fundraising helps

**Your donations and fundraising efforts allow Bowel Research UK to fund life-changing research into bowel cancer and other bowel diseases.**

We are committed to the development of future academic clinical and non-clinical leaders in bowel disease research. We encourage and support early career researchers as they initiate new projects on the national and international stage.

Here are a few examples of how the money you've raised is being put to good use:



## **Lucy Wiseman – Improving radiotherapy outcomes in bowel cancer treatment**

Radiotherapy remains one of the most effective, non-invasive treatments for bowel cancer, but some patients don't respond well which can lead to treatment not being as effective. Lucy Wiseman is a PhD student working on research which hopes to improve radiotherapy outcomes in bowel cancer treatment, and she tells us more about this project in [this video](#).



## **Sue Blackwell – PAPooSE Study**

Sue Blackwell was the first patient in the UK to lead a large-scale bowel disease study, which explored the experiences and outcomes of patients with stomas during and after pregnancy.

Sue is currently undertaking her PhD on parastomal hernia treatment, funded by Bowel Research UK.

[Read more here](#)

**Bowel Research UK is doing vital research into early bowel cancer diagnosis which has the power to save thousands of lives.**

Your fundraising efforts could help Bowel Research UK develop brand new research projects, like, Professor Ramesh Arasaradnam, OBE from the Royal College of Physicians of England who has found urine testing can be used to identify patients at high-risk of bowel polyps turning into cancer.



*Professor Ramesh Arasaradnam OBE*

Professor Ramesh explains, "My hope is that someone going to their GP with symptoms is offered this cheap, and quick urine test for bowel cancer. If the test comes back positive, the cancer will be caught earlier, giving people the chance to survive."

Bowel Research UK supporter Sam Alexandra Rose said "I'm excited about Professor Ramesh's project. Because being a cancer survivor and living with a disease like Lynch syndrome you never know when cancer might return, and these projects can mean the difference between life and death.



*Sam Alexandra Rose*

My cancer story started when I had some bleeding from my bottom that wouldn't stop. My parents called the GP and they sent me to A&E where they found a polyp. I eventually had a colonoscopy which discovered 18 more polyps. The doctors were surprised because I was so young, just 22. They found that one of the polyps was cancerous and they made the decision that I should have my bowel removed and a temporary stoma created. I was shocked and numb - I didn't even know what a stoma was.

My bowel cancer symptoms created an obvious medical emergency, so I was forced to tell someone. But it's important to normalise talking about our bowels, being open about our experiences and listening to each other as it will help save lives. Thanks to supporters like you, Bowel Research UK is able to invest in research like Professor Ramesh's. I wish this test had been around before I was diagnosed. They are determined to fund more early diagnosis research - and build on the breakthroughs they have already made - but they can't do it alone."

**Your Gift Makes A Difference**

**£10** could buy a lab coat for researchers

**£30** could fund research to explore how bowel tumours develop

**£50** could fund research into early bowel cancer and disease diagnosis

# Fundraising online: TOP TIPS!



**Raising money online is quick, simple, secure and easy to share.**

**These tips are simple ways to help you boost your fundraising:**

## **1 Upload a photo of yourself**

According to JustGiving, fundraisers with a photo raise 14% more than those without. You can also upload videos to your fundraising page.

## **2 Tell your story**

Many of our supporters have close ties with our cause. Let your donors know why you care about Bowel Research UK in the description of your page.

## **3 Aim for a fundraising target**

Fundraisers on JustGiving raise 46% more if they set a fundraising target on their page. Aim high!

Reaching your fundraising target is easy when you add extra activities into the mix. Depending on your main event, you could include a sweepstake, cake sale or even a sponsored walk. But whatever you choose, it must be right for your audience and a level they can afford.

## **4 Share your page**

You can raise more by sharing your page link on social media. Don't be afraid to tell your friends and family what you are up to. Facebook, TikTok, Instagram, YouTube, Twitter and Snapchat are all brilliant ways to let people know what you're up to. You could post updates on your plans, give shout outs to loved ones, share links to donate, or even stream your event live. Don't forget to tag us using #BowelResearchUK

## **5 Get your work and colleagues involved**

Don't forget to see if your work can get behind your fundraising by sharing your event with colleagues. Some companies are happy to match fund – whereby any funds you raise they will match £ for £ or up to a certain amount. It's always worth asking! We'll be happy to speak with your employer to explain how their donations will be spent and how it can be a tax relief benefit for them.

## **6 Update your page**

Posting updates on your fundraising page or social media is a really effective way to spread the word. Tell your supporters how you are getting on with your training or fundraising plans with photos and videos. Did you know you can link your Strava account to your JustGiving page to share your recent training progress?

## **7 Take photos**

From scrolling through Instagram to flicking through albums, everyone loves a good photo. So take and share as many pictures as possible. It will really help bring your fundraising to life. But just remember – not everyone wants to be a model, so make sure you ask people's permission first.

Share your photos with us via your social channels by tagging us or email them to [fundraising@bowelresearchuk.org](mailto:fundraising@bowelresearchuk.org)



Louise and her daughter raised over £750 by walking 10,000 steps every day for a month

**Click here to visit our  
JustGiving page**



Gregg & Tom Lynch raised over £8,000 by completing the London Marathon



# Social Media:

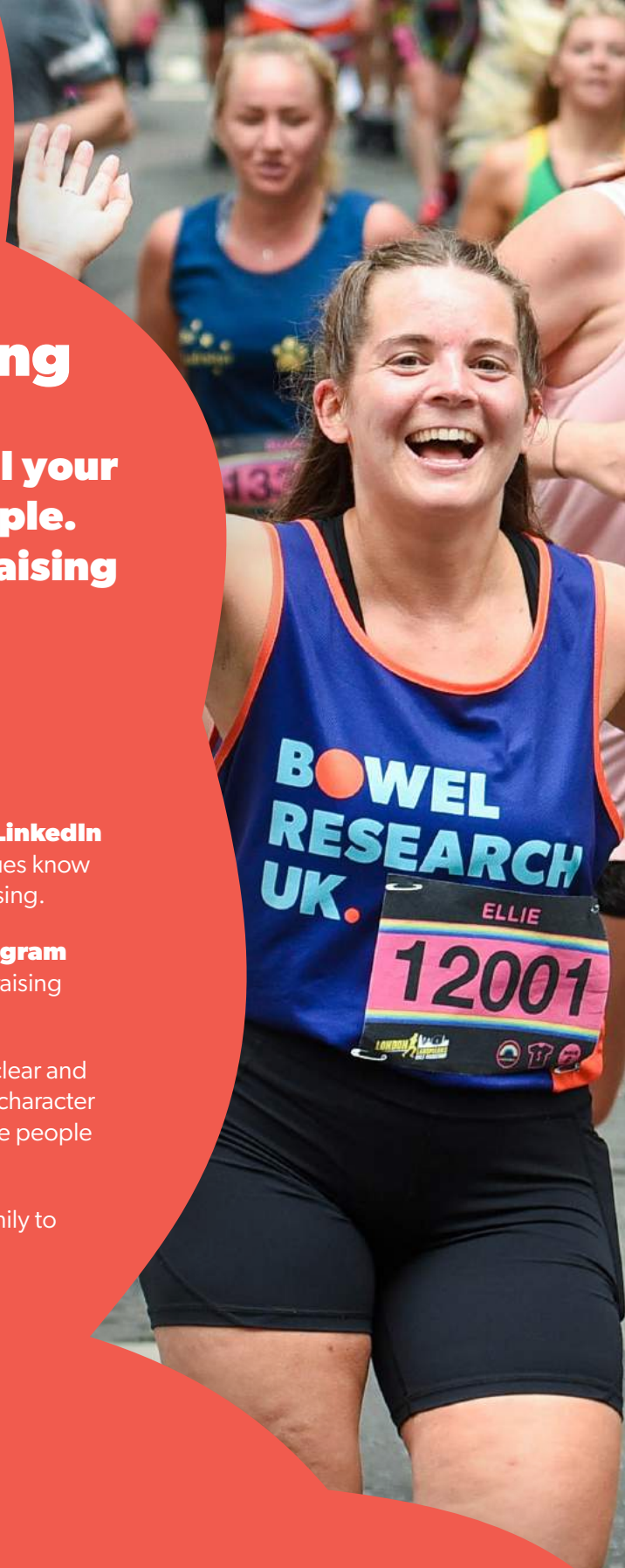
## Our top tips for sharing your fundraising

**Social media is a great way to tell your story and reach hundreds of people. Let everyone know you're fundraising for Bowel Research UK and boost your donations.**

### Here are our top social media tips:

- Grab attention in your first post with a big announcement about your fundraising.
- Tag **Bowel Research UK** in your Facebook, Twitter and Instagram posts.
- Use photographs and videos to tell your story and regularly update everyone on your fundraising and training. Show people how much effort you are putting into your fundraising and remind them to sponsor you.
- Tag other people, especially on **Facebook, Twitter and Instagram** to spread your message even further.
- Post your story on **LinkedIn** to let your colleagues know about your fundraising.
- Update your **Instagram** bio with your fundraising page web link.
- Keep your tweets clear and concise within the character limit and encourage people to retweet.
- Ask friends and family to share your posts.

# Reach more, raise more and change more lives



# Thank you for your support

The money you raise will help us achieve our vision that one day, no one will die of bowel cancer or have to live with chronic bowel disease.

Please do contact us and let us know about your fundraising - we're here to help and can offer advice and resources such as T-shirts, running vests, collection tins, balloons, pin badges, stickers, etc.



## Paying in the funds you have raised

Set up an online fundraising page on JustGiving or Enthuse to ensure the money you raise reaches Bowel Research UK directly.

Bowel Research UK accept donations in cash, via PayPal, by cheque or BACS (bank transfer).

Please email us on: [fundraising@bowelresearchuk.org](mailto:fundraising@bowelresearchuk.org) or call the office on **020 3540 8694** for more information.

If you are unsure about the rules of data protection and ethical fundraising in anything you're planning, don't hesitate to contact our Fundraising Team for advice.

Make sure you stay safe when handling cash and never fundraise alone.



# Fundraising terms and conditions



**Thank you for helping to end bowel cancer and bowel disease by fundraising for us. When fundraising for us you agree to these terms and conditions:**

1. You agree to organise fundraising activities as an independent supporter of Bowel Research UK and therefore you should refer to raising money as 'in aid of' Bowel Research UK, not on behalf of Bowel Research UK.
2. You agree to comply with any instructions, advice or guidance given by Bowel Research UK relating to your fundraising activity.
3. You will be responsible for any costs, taxes, charges or expenses incurred or arising from any connection with your fundraising activity.
4. You accept that any risks related to your fundraising activity are your responsibility, including liability for any injury or loss which may occur to you or any others associated with your fundraising activity. You will therefore take all reasonable precautions to protect the health & safety of all those associated with your fundraising activity.
5. You will comply with all applicable laws and regulations associated with your fundraising activity, obtaining any necessary licensing, consents or permission, e.g. If you are holding a street collection, raffle or lottery or proposing to sell alcohol.
6. You acknowledge and accept that Bowel Research UK's insurance policy will not cover any activity associated with your fundraising.
7. You will not do anything that threatens Bowel Research UK's reputation, brand or name. If you do, Bowel Research UK has the right to ask you to stop fundraising activity immediately.
8. You agree to pay all of the proceeds from your fundraising activity with Bowel Research UK as soon as possible after the event or collection of the monies (and in accordance to any agreed timescales) and in accordance with Bowel Research UK's instructions. You may not deduct any costs unless agreed in writing with Bowel Research UK.
9. You shall encourage donors and/or sponsors to make gift aid declarations where eligible and practical. This may enable us to recover basic tax on these donations. Further information about gift aid can be found at: <https://www.gov.uk/donating-to-charity/gift-aid>
10. Unless Bowel Research UK has provided you with branded materials as a result of your fundraising registration, you may only use the Bowel Research UK name, brand and logo with written permission from Bowel Research UK and in line with the charity's brand guidelines. To apply for permission, you will need to let Bowel Research UK know how you plan to use the charity's name, brand or logo on your own materials by emailing [fundraising@bowelresearchuk.org](mailto:fundraising@bowelresearchuk.org) and provide Bowel Research UK with samples or examples when requested.
11. If you provide photographs or video to Bowel Research UK from your fundraising activity for the charity, you agree that these may be used by Bowel Research UK for commercial and/or fundraising purposes. By sending photos and videos to Bowel Research UK you are also confirming that anyone featuring prominently in the photograph or video is aged 16 or over and that they consent to their image being used in this way.
12. If you are aged under the age of 18, you confirm that you have shown these terms and conditions to your parent/guardian and they have agreed to accept responsibility for complying with these terms and conditions on your behalf.
13. You agree that Bowel Research UK can use the details that you have provided to discuss your fundraising activity and follow up on your progress.



# **BOWEL RESEARCH UK.**

c/o The Royal College of Surgeons of England  
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London WC2A 3PE

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