

Raise



money



today.

Save



lives

tomorrow.

Your guide to fundraising



**ANTHONY
NOLAN**

We

believe

in

you



It all starts here. You've got this,
and we've got you!

We all have something special to give, whether it's a spare hour to take a collection bucket around the office – or an afternoon to sell cakes or even run a 10k. Your fundraising will help Anthony Nolan get closer to unlocking the answers millions of people with blood cancer and blood disorders need to save their lives.

You'll find everything you need to start fundraising in this guide. But if you have any questions, get in touch with your Anthony Nolan contact, which you can find in your email or reach out to community@anthonymolan.org.

About Anthony Nolan

We're a charity dedicated to saving lives through unlocking the potential of human cells. Over the last 50 years, we've led the way in stem cell donation for transplants and cell and gene therapies. With your help, we can keep uniting people and science to grow our world-leading stem-cell register, and make sure that every patient finds the match they need.

"I want to tell everybody about this amazing charity and the work it does. By getting involved, you could save a life!"

ALAN 45

TREATED FOR LEUKAEMIA AGED 5



Ready to help

unlock the answers?

Your fundraising could be the key to pushing life-saving research forwards. Let us help you get started, with this quick checklist.

Choose your fundraiser

- ☐ Keen to get outdoors and get active? Want to get the whole office involved? Start by choosing the fundraising idea that works for you – you'll find plenty of ideas on the next page.

Pick your team

- ☐ The more the merrier – and the more powerful your fundraising efforts will be. Ask friends, family and colleagues to join you.

What do you need?

- ☐ Get in touch with us at community@anthonymolan.org for branded Anthony Nolan collection boxes, t-shirts, posters and banners to help you spread the word and raise as much money as you can.

Admin check

- ☐ You'll need to ensure everything is safe and legal so go to page 12 to find out more.

Spread the word

- ☐ Set up your online fundraising page at justgiving.com/anthonymolan then share it on social media. And don't forget to contact your local press too, to start a buzz.

"If it wasn't for Anthony Nolan matching me with my donor, I would simply not be here. I wanted to give something back to Anthony Nolan for giving me a second chance at life, so when I saw the 'run 2km per day in October' challenge I thought I must take part."

BARRY

STEM CELL TRANSPLANT PATIENT

Give it all you've got

It doesn't matter how much time you have to spare, you can still be a lifesaver. Pick your place on the timeline and take inspiration for your fundraiser.



An hour

Birthday presents

Ask friends and family to ditch pressies for your birthday and donate online instead.

Car wash

Your conscience (and the car) will be squeaky clean so grab a bucket and get scrubbing!



Pet sitting

Offer to look after a friend's pet in exchange for donations.



A day

Bag pack

Pop to your local supermarket and offer to pack bags for shoppers.

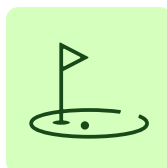


Coffee morning

Get everyone together for that crucial mid-morning brew and maybe even a cheeky piece of cake whilst you spread awareness and collect donations.

Golf day

Gather your putting pals for a round with a difference and get sponsored per hole.



Movie night

Lights, camera, action! Ask guests to donate the cost of a cinema ticket and get stocked up on popcorn.

A weekend

Karaoke night

Invite friends to sing and make a donation per song – and pay a penalty if you're out of tune! Your ear drums won't thank you, but we will.



Take a walk

Stroll your way to fundraising glory, whether it's 3k or the 3 peaks – choose your walk and get sponsored.

Get quizzing

Get your thinking cap on and devise your own fun quiz. Invite your friends and family over to see who is the smartest! Charge an entrance fee and encourage further donations.



Take on a challenge

Running, cycling, jumping out of a plane – join #TeamAN at anthonymolan.org/events and pick your event.

Want to give even more?

These are just suggestions to get you started – your fundraiser could be anything you choose. Visit anthonymolan.org/fundraising for more inspiration.

£25 could pay for the swabs to collect the DNA of 55 potential lifesavers

£40 could add a potential new lifesaver to our register

£100 could go towards funding an Anthony Nolan Patient and Family Education Day

£315 could pay for a day of support from an Anthony Nolan Clinical Psychologist

Top tips to power your fundraising

Here are some extra tips to help supercharge your fundraising.

Set up a JustGiving page

An online page is a great way to let friends, family and colleagues know what you're up to, and makes it quick and easy for them to donate. It's simple! Just follow the steps at justgiving.com/anthohnolan

Matched giving

Ask your employer if they could match what you raise, pound for pound, or make a donation towards your fundraising.

Share what you're doing

Whether it's short videos, social posts or a blog, share your fundraiser and encourage followers to donate. Don't forget to tag us [@anthohnolan](https://twitter.com/anthohnolan) and facebook.com/anthohnolan



Gift Aid it

Remind anyone donating online to tick the Gift Aid box if they are eligible. If they're a UK taxpayer it means we will receive an extra 25p for every £1 they give, at no extra cost to them – and it only takes a minute to do.

Get Personal

Tell everyone why you're fundraising in aid of Anthony Nolan and what they can do to help you. Share your story and your enthusiasm will be sure to rub off on them and help create a buzz.

Keep in touch

Don't forget, you can keep in touch with your Anthony Nolan contact, using the details in your email or reach out to the team on community@anthohnolan.org or **0303 303 3002**. They can offer you the support you need along the way.

Afterwards

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

Read all about it!

You're doing something amazing, so make sure you shout about it! Here's how to approach and talk to the media.

Why go to the media?

Regional media are always on the hunt for tales of local people doing incredible things. And publicity around your money-making mission will encourage more people to get involved and donate some of those precious funds.



How to approach the media

Identify your media

Make a list of your local newspapers and radio stations. You can visit their own websites or go to mediauk.com to find their contact details.

Don't forget to include your company newsletter, local community magazine or local club or society's newsletter in your list.

When to get in touch

Try to get your activities covered in the editions as close to your event (before or after) as possible. Give media outlets plenty of notice so they can plan to include your story.

Write your press release

You can adapt our template press release to fit your story: anthonymolan.org/press-release-template

Contacting the media

Now you're ready to email the press release to your list of media contacts.

Top tips

- Use your headline as the subject for the email.
- Copy and paste the press release into the body of the email (instead of an attachment).
- Email each journalist individually, or use the 'BCC' function, so they can't see each other's email addresses.
- It's a great idea to ring the news desks as well as email, to explain what you're doing and ask if they'd be interested in covering your story.

Timing is everything

On the day

Text your local radio stations and ask them to wish you luck on-air.



Take high-quality photos to use with your press release. Try to include some Anthony Nolan branding in the photos too, like a banner, bunting or t-shirt.

After your event

Write a post-event press release and send to media outlets with your photos.



Follow up with your media contacts – let them know how your event went and ask them to cover it.

Share the links to your coverage when it goes online, so your friends can see you making headlines!

Monitoring coverage

It would be great if you could record all the media coverage you get, and let us know all about it (send clippings, links – that sort of thing) so we can keep an accurate record for future reference.

It's great for us to hear your stories – and sometimes we might even ask if you'd like to share them with us so we can include it in communications to other supporters.

Get in touch by calling **020 7424 6588** or emailing press@anthonymolan.org

How to fundraise

safely and legally

We're so thankful to you for fundraising in aid of Anthony Nolan and your safety and wellbeing is our priority.

With this in mind, please follow these simple guidelines when organising any fundraising activities. This isn't to take the fun out of your fundraising, but to make sure your fundraising goes without a hitch! So here's a quick safety guide.



Fundraising materials and publicity

Make it clear throughout that you are fundraising 'in aid' of Anthony Nolan, but are not an official representative of the charity.

You can get a special 'in aid of' logo from us if you need it – just get in touch!

For example: '[Name of your fundraising activity] raising funds in aid of Anthony Nolan'.

Please ensure that you have permission to use any images or text.





Collecting funds

You need a licence from your local authority to collect funds on the street, in a public place, or by going from house to house.

It is illegal to collect funds in this way without a licence.



Raffles & lotteries

Small raffles can be held as part of a larger event and are a great way to maximise the amount of money you can raise.

There are lots of rules about holding your own raffle or lottery. In some cases, you may need to secure a licence from your local authority.

If you are thinking of doing a raffle, call the Anthony Nolan team on 0303 303 3002 so we can chat about this further.

Full guidelines on raffles and lotteries are available from your local authority or the Gambling Commission.

Visit gamblingcommission.gov.uk to learn more.



Events

Please ensure that your event is organised efficiently and safely as Anthony Nolan isn't able to accept any responsibility for your event nor for anyone who participates in it. Consider whether you might need to conduct a risk assessment to ensure that you have proper plans for the safety of people involved in or attending your event. The Health and Safety Executive has further information (hse.gov.uk).

Clue up your volunteers! Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected.

Check with your local authority whether you need any special licence; e.g. a public entertainment licence or licence to sell alcohol.



Supervision

Ensure that your event is properly and adequately supervised. Where children are involved, this includes:

- Providing proper adult supervision
- Checking that the child's parents/ guardians have given their permission for their child to take part
- Carrying out appropriate background checks if adults are to have unsupervised access to children
- Consider what insurance cover you need for your event.



Safeguarding

Anthony Nolan has a responsibility to safeguard the welfare of all children and vulnerable adults who are involved in, or affected by, our work. Our full safeguarding policy and procedures can be downloaded from our website at anthonymolan.org/what-we-do/our-organisation/policies-and-procedures

If you have any concerns about someone's welfare or have any questions about safeguarding, please email safeguarding@anthonymolan.org or call **0303 303 0303** (9–5pm, Monday–Friday) to speak to a member of our Safeguarding Team. Outside our office hours, or if there is a child or adult at immediate risk, please refer immediately to the police by calling **999**, or the NSPCC on **0800 800 5000**.

If at any point you would like to familiarise yourself with our Safeguarding Learning pack, you can do so by visiting anthonymolan.org/safeguarding.

Expenses

We understand that some events require a little bit of expenditure.

Make sure that you are aiming to raise at least three times as much as you need to spend.

For example, if you spend £100 you should aim to raise a minimum of £300. It is important to note that we are unable to offer refunds to people fundraising in aid of Anthony Nolan to cover expenditure.

If you think your event expenditure will fall outside of these guidelines, please review your expenses or get in touch with your Anthony Nolan contact who will be happy to give you advice – you can find their contact details in the email they sent with this pack or email us on community@anthonymolan.org



“I had no idea how involved the charity would be in encouraging me and offering support. It’s made it that much more special and made it feel so much more worthwhile. I’m pleased to have found such an awesome charity that I can support for a long time.”

DUNCAN

SWAM ALL 17 LAKES IN THE LAKE DISTRICT

Make it count

We knew you could do it. Thank you for giving it your all – now make it count, by returning the money you've raised to us.

All the money you've raised should be sent to Anthony Nolan within one month of your fundraising event. This makes sure we can put your lifesaving funds to good use as soon as possible.

Return your money online

You can send us the lifesaving funds you've raised at anthohnolan.org/give. Or, if you've raised money through an online fundraising page – it comes directly to Anthony Nolan and will be added to your total. Easy as that.

Post it

Please make cheques and CAF vouchers payable to 'Anthony Nolan' and send them to us along with a note that states your name and contact details to Supporter-Led Fundraising Team, 2 Heathgate Place, 75–87 Agincourt Road, London, NW3 2NU.

Sending cash

Please don't send cash in the post. If you've got cash donations, please either send a cheque for the equivalent amount or make a card payment. Which you can do...

Call us

We accept all major credit and debit cards. Please give us a bell on **0303 303 3002** to make a card payment over the phone.

If you're unsure about anything along the way, then we're here to help – get in touch at community@anthohnolan.org or call us.



Have you got even more to give?

There are many more ways to help improve lives today – and help people thrive tomorrow.

- Inspire others to sign up for a fundraiser – maybe you could try a new fundraiser together?
- Set up a regular donation and help save lives all year round.
- Get your blood pumping with a new physical challenge.
- See if your workplace, school or community group will fundraise for us.

- Spread the word about Anthony Nolan and if you are aged 16–30 or know people who are, encourage them to sign up to the stem cell register at anthohnolan.org/join

Want to have a chat about what else you can do? We'd love to hear from you. Get in touch at community@anthohnolan.org

We take the privacy of our supporters seriously, you can download our full privacy policy at anthohnolan.org/privacy.

“I think it’s incredible knowing the money we have raised will go to such a worthy cause, Anthony Nolan do fantastic research which will save the lives of many going forward and knowing the money I have raised will play a small part in that is an honour. Not forgetting the valuable support the charity offers families during their time of need.”

DAMON

ANTHONY NOLAN SUPPORTER

anthohnolan.org

