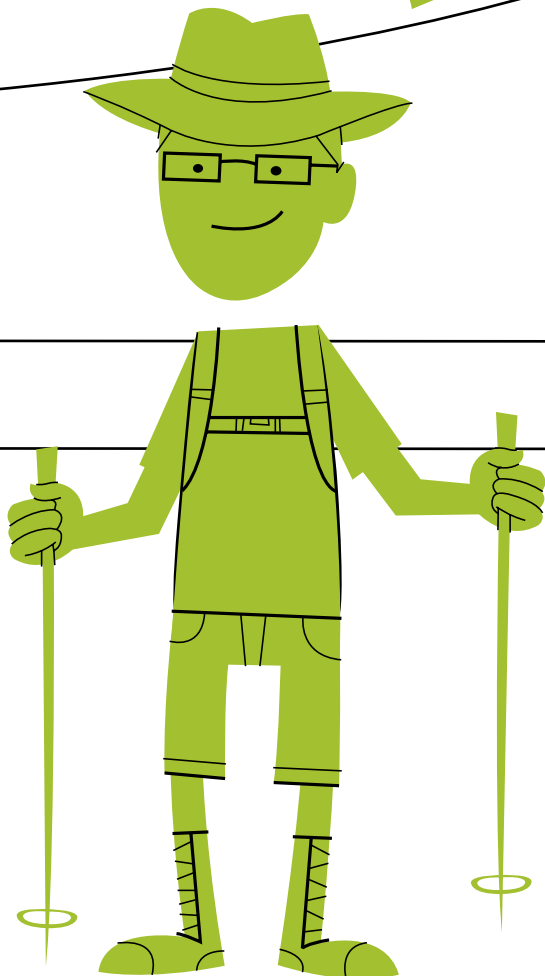
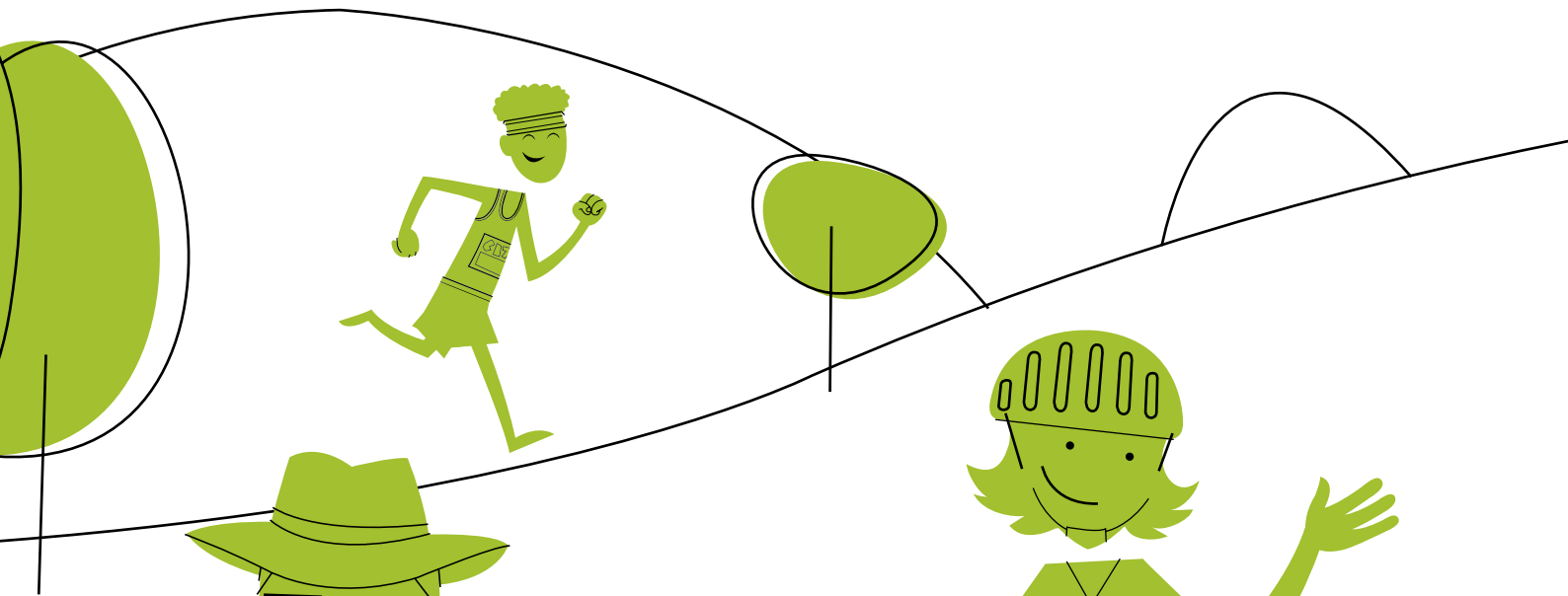
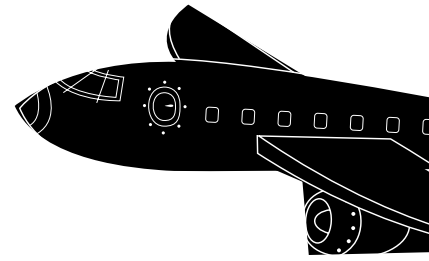


THE SUPER SPEEDY GUIDE TO FUNDRAISING



**ANTHONY
NOLAN**

BE A MATCH, SAVE A LIFE

'BECAUSE OF ANTHONY NOLAN OUR LITTLE HERO RYAN'S JUST HAD HIS FOURTH BIRTHDAY. WE CAN'T THANK THEM ENOUGH.'

Stuart Ferguson, father of Ryan, stem cell recipient



THANKS A MILLION, LIFESAVER

At Anthony Nolan, we save the lives of people with blood cancer who desperately need a bone marrow transplant.

But right now for every person we can help, there's one we can't.

That's why we need people like you: with more funding, we can find more donors, make more matches and save more lives. It's as simple as that. So thank you very much.

HAVE A PEEK

We've got plenty of fundraising tips, tricks and ideas in this handy guide. And if you have any questions, drop us a line on **0303 303 3000** or email us at events@anthohnolan.org.

OUR VITAL STATISTICS

Every
20
minutes, someone
in the UK is told
they have
blood cancer

1,800
The number of people
in the UK who need
a lifesaving stem cell
transplant

£100
Could pay to recruit,
tissue type and
maintain one new
donor on our
register

Last year,
we gave over
1,000
people with blood cancers
such as leukaemia
the chance of life

But with your
help, by 2016 we
will save an extra
200
lives every year

Currently, we can
only find a matching
donor for
50%
of people who come
to us in desperate
need of a lifesaving
transplant

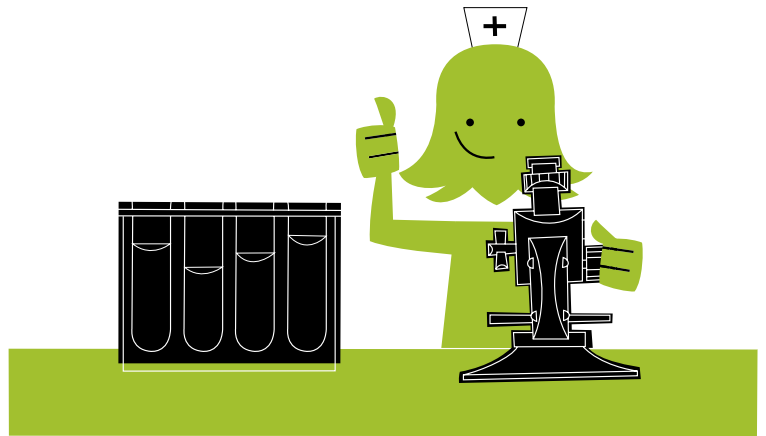
Our aim
is to provide a
lifesaving transplant to
100%
of people with blood
cancer who need
our help

Find out more about
our lifesaving work at
www.anthonynolan.org

HOW YOUR MONEY SAVES LIVES

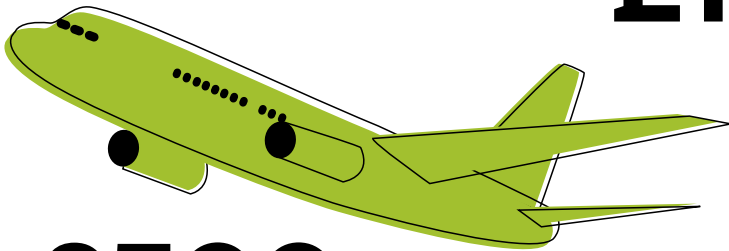
£10

Could pay for a spit kit to collect a potential donor's saliva for tissue typing.



£100

Could pay to recruit, tissue type and maintain one new donor on the register.



£500

the average cost of flying out to Germany - one of the world's largest registers - to collect stem cells for a patient in the UK.



£1,800

The total average cost of collecting, transporting, testing, processing and storing two cord blood units at our Cell Therapy Centre in Nottingham for use in potentially lifesaving transplants.

GET INSPIRED

Scratching your chin about how to be a lifesaver?
Let us give you some inspiration.



LONE WOLF



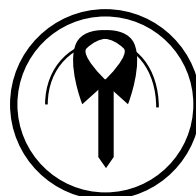
- **Feeling wild?**
People will pay big bucks to see you do something silly. Leg wax, head shave, bath of beans, a mile on a space hopper...



- **Sell, sell, sell**
Search your wardrobe, attic or cupboard under the stairs and eBay all that unwanted clutter.



- **You crafty thing**
Are you an expert knitter, painter or soap maker? Put your crafty talents to use and auction or sell your lovely stuff.



AT WORK



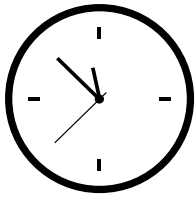
- **Have a flutter**
X factor gossip making the rounds? Put some money on it and set up a workplace sweepstake.



- **Dress-down day**
Host a dress down day and request donations. Pyjamas, duvets and onesies boost morale and funds. Cosy!



- **Job swap**
Spend a day in the life of a colleague. Auction off the top spots or sponsor people to take on a role they'd rather not have...



IN A HURRY



- **What's cooking?**
Don your oven gloves and sell tasty baked treats to colleagues, neighbours or friends.



- **Get packing**
Spend the morning packing bags in your local supermarket. Just bring a bucket and spread the word about our work.



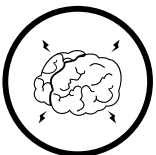
- **Brew and bake**
Host a coffee morning for a fun way to raise those funds. Get the gang along to join you for a cuppa and cake.



WITH PALS



- **At the car wash**
Grab your friends and a bucket of suds and get scrubbing! Make sure you advertise this in your community or work.



- **Get quizzical**
Everyone loves a pub quiz and with an entry fee they can be great money-makers.



- **Car booty**
There must be some bits and bobs you need to get rid of so raise funds with a car boot.



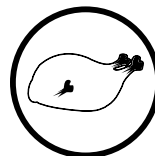
FEELING AMBITIOUS



- **Mini-Olympics**
Challenge your friends and family to a race, match or dive with a sports day. Egg and spoon races are permitted.



- **Get the ball rolling**
Host your own charity ball for a night of glitz and giving. Auctions and a live band will go down a treat.



- **Come Dine**
Organise a fine dining competition between those talented in the kitchen. Food, wine and vital funds will be flowing.

SPREADING THE WORD

FUNDRAISE ONLINE

Online fundraising lets your supporters track your progress and it's simple and secure to donate. Set up your page through the link below and the money will come straight to us.

Just remember to add a picture and say a little about yourself on your page. Easy.

www.virginmoneygiving.com/charities/anthohnolan or
www.justgiving.com/anthohnolan



/anthohnolanrunningteam



@A_N_Events



/anthohnolan

LIKE IT, TWEET IT, BLOG IT

Once you've organised events or hit targets, be sure to shout about it through Facebook and Twitter. You could even record a video and pop it on YouTube. And if you're feeling adventurous, share the story with your local press.

TELL US ABOUT IT

We love hearing what you guys are up to and seeing photos so be sure to get in touch. Just give us a call on **0303 303 3000** or email events@anthohnolan.org



TRICKS OF THE TRADE

GO GIFT AID *giftaid it*

Gift Aid is great as it means we can claim 25p on every £1 donation at no extra cost to you or your supporters. Online pages enable your supporters to automatically Gift Aid their donation or people can simply tick the Gift Aid box on your paper sponsorship form.

THE PERSONAL TOUCH

We find that when fundraisers take time to explain our lifesaving work to their peers, they are a lot more generous! Send supporters links to our website or videos from YouTube, alongside your online fundraising page. Your enthusiasm and passion will be infectious.

MATCHED GIVING

Many companies have matched giving schemes for employees who are fundraising for charity so it's worth asking your employer if they'd be interested. If not, ask if you can email your colleagues about the event or post something on your intranet.

KEEP IT SAFE AND LEGAL

We all love to have a good time but please make sure you follow our fundraising guidelines and basic health and safety regulations. This is just to ensure you break records, not bones



THANKS, MERCI, DANKE...

Always let people know how grateful you are for their support and remember to keep them updated on how your fundraising goes.

LET US LEND A HAND

Remember we are here to help.

We have loads of experience and can provide practical support, plus materials we can send to you.

Visit www.anthonynolan.org/fundraisingresources for a list of bits and bobs, from collection buckets and banners to balloons and leaflets.



FANCY A CHINWAG?

If you need any advice or guidance, feel free to get in touch. Give us a buzz on **0303 303 3000** or email events@anthonynolan.org. We love a natter.

SIGNED, SEALED, DELIVERED

The sooner you send in those funds, the sooner we can save more lives, so please do this at your earliest convenience.

BY POST

Cheques and CAF vouchers should be made payable to Anthony Nolan and sent to:

Events Team
2 Heathgate Place
75-87 Agincourt Road
London NW3 2NU

BY PHONE

Put the funds into your bank account and pay with your credit or debit card. Simply call us on 0303 303 3000 to make a payment with our team.

BUT WHATEVER YOU DO...

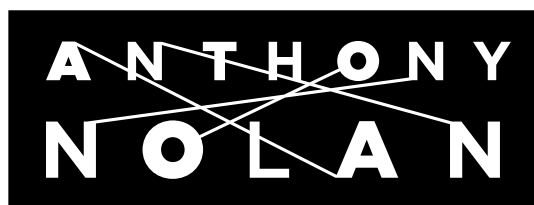
Please do not send cash in the post. If you have received any cash donations, please either send a cheque for the equivalent amount or make a card payment.

AND LAST BUT NOT LEAST

From all of us at Anthony Nolan, thank you so much for your time, passion and energy. Rest assured that what you're doing is curing blood cancer. Pretty amazing, eh?

'I'VE BEEN GIVEN THIS GIFT OF LIFE,
THIS SECOND CHANCE. I DON'T
INTEND TO WASTE IT. I GO OUT
THERE AND I LIVE LIFE TO THE FULL.'

Beth Morris, stem cell recipient.



BE A MATCH, SAVE A LIFE



anthohnolan.org
facebook.com/anthohnolanrunningteam
twitter.com/A_N_Events

Registered charity no 803716/SC038827