Having fun
Raising money
Beating lymphoma
Welcome from the fundraising team

Thank you for choosing to help the Lymphoma Association, we really value your support. With your help, we can give lymphoma patients the knowledge and support they need to beat this cancer and approach each new day with confidence and determination.

This pack is full of ideas on how you can get involved, whether you’d like to trek through Iceland, run a marathon or hold a tea party with friends, you’ll find the inspiration here. We also provide helpful tips on all the planning, promotion and legal bits.

Thank you and good luck!

Lymphoma Association fundraising team

What the Lymphoma Association means to me, by David Cooke

I was diagnosed with mantle cell lymphoma and told that if I didn’t have treatment I had three months left to live. I had chemotherapy and a stem cell transplant at the Norwich and Norfolk University Hospital and, 12 years on, am still here to tell my story!

I wanted to give something back to the charity and help them support others who have been affected by lymphoma. So I set up the Norfolk Lymphoma Group and within a few months the group had raised £10,000, so I decided to carry on, and now we have over 100 friends and members. To date, we’ve raised over £125,000!

People often ask why the Lymphoma Association has a periwinkle flower as our logo. Well, it’s because an extract of this plant produces a substance known as vincristine that is used in the treatment of Hodgkin lymphoma.

The periwinkle flower is a beautiful purple and this is the colour we always use to help raise awareness of lymphoma.

Hi! We’re Periwinkle and Purple and we’ll be giving you handy tips throughout this brochure!
Finding out you have cancer may be the most difficult experience patients and those close to them have ever faced. People we speak to often tell us of their feelings of shock, helplessness and fear.

But diagnosis is only the first step on a very long and uncertain journey. Our pledge is to be there for everyone on this journey, providing them with the expert information they need to feel more in control, and enabling them to approach each new day with confidence and determination.

Every 40 minutes someone is newly diagnosed with lymphatic cancer. The Lymphoma Association is the only UK charity dedicated to their support.

The Lymphoma Association: a charity helping patients and their families

The Lymphoma Association relies on support from people like you – we receive no money at all from the government or the NHS.

Your support enables patients and families to get the help and information they need to face the future with less fear and more confidence. We know from the many messages of thanks we receive that your support is making a big difference.

When I was first diagnosed, I was frightened to know anything about my disease. But I now realise being prepared and understanding is a huge part of it, and the Association’s information is unbelievably helpful.

Debbie Brown

If you can raise £15, you could help a patient who has just been diagnosed to receive information and support that will empower them through their illness and help families to understand what they’re going through.

Raise £60 and you could help 10 newly diagnosed patients speak to our helpline team, giving them the support they need to feel less anxious and confused and more reassured about the future.

A brilliant £120 could help us to run a support group close to you, allowing local lymphoma patients, their families, carers and friends to come together and share their experiences and emotions.

However you raise the money, every pound you bring in will make a real, immediate difference to the life of someone facing this type of cancer.

Contact details www.lymphomas.org.uk 01296 619419 fundraising@lymphomas.org.uk
Join our **BIG** national activities
We run national campaigns that you can join in with

### The Great British Tea Break

Dust off your best china, bake some scrumptious cakes and invite your friends round for a Great British Tea Break. Ask your friends for a small donation to attend, you could even sell the left over cake (if there is any?!). This is our biggest fundraising event of the year and Tea Breaks are held all over the UK, raising thousands of pounds. For your own GBTB pack just call 01296 619419 or email GBTB@lymphomas.org.uk. Visit www.greatbritishteabreak.org.uk for more information or to send a virtual cuppa or cream tea to friends.

### Pitch up in Purple

Hold a ‘PuiP’ day at school, college or in the office. It’s a fun fundraising idea and gives you and your perfectly purple pals the chance to make a fabulously fuchsia fashion statement! Simply ask people with purple potential to take part for a donation. Wear purple clothes, purple wigs or hats, and pig out on purple food!

For more information and pots more purple possibilities, call 01296 619419 for an information pack or email fundraising@lymphomas.org.uk.

### Our £25,000 lottery

For just £1 per week, you can be in with a chance of winning up to £25,000 in the Lymphoma Association’s Unity Lottery. You have a great chance of winning – and, we get 50p from every entry, which is a lot more than many major lotteries give to good causes.

You can enter today online at www.unitylottery.co.uk/lymphomaassociation or by calling the lottery helpline on 0870 050 9240. Good luck!

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**Maureen held a Great British Tea Break**

**Alice & James also hosted a Great British Tea Break**

**Alicia & classmates ‘Pitched up in Purple’**

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**Perwinkle Walks**

Each year Periwinkle Walks take place around the country. Come and join us on one near you! Or, could you organise your own Periwinkle Walk in your local area using the step-by-step guide we’ve created to help you.

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**It was easy…**

We covered the school in posters, balloons and leaflets. Everyone wore purple and an assembly was dedicated to me to stand up and speak about my experience with cancer.
Get active with Team Lymphoma!

Here are just some of the ways you can get involved

Run
Take part in one of many runs and marathons around the UK. You can secure your own place and raise money for us, or we can offer places in most high-profile events like the Virgin London Marathon and BUPA Great North Run. We also have places for those who would prefer shorter distances, like the regular 10K events in London and Manchester.

Cycle
Cycling is a fun and a great way to get fit. We have confirmed places in sponsored cycle rides in the UK and abroad, including a flagship event from London to Paris.

Or, if you want to do something a bit closer to home you could set up your own sponsored cycle ride. We have a step by step guide to help you, so call us today.

Walk
You could take part in one of many organised walks across the UK, including Just Walk, Trek Fest and Race to the Stones. Or, like some of our supporters you could challenge yourself to a walk organised by you, Christine did it along the Thames path.

Swim
The BUPA Great Swim series offers you the opportunity to swim a mile in a lake, loch or dock. They take place across the UK each summer and are a fantastic challenge for all swimming abilities.

Anything else!
It doesn’t stop there… if you have an active challenge idea – whether running through a swamp or taking on the ultimate triathlon challenge – we’d love to hear from you.

Nothing shocks us anymore! (Or so we think – give us a try.)

To get active with us or for more info on joining Team Lymphoma call us on 01296 619419, email fundraising@lymphomas.org.uk or visit www.lymphomas.org.uk/get-active.
We’ve got a challenge for you!

... and there’s no end to the possibilities

We know that, for some, only the very greatest personal challenges will do. We offer a number of ‘once in a lifetime’ challenges that will take you overseas, through snow, mud, desert, jungle or above the clouds. You’ll raise a brilliant amount of money to help people living with lymphoma and have an incredible experience.

**Overseas**

Travel far and wide to take on challenges you only could ever have imagined before. Whether you fancy trekking the Great Wall of China, cycling through Vietnam or driving your own team of huskies from Norway to Sweden, we have a thrilling, fun challenge waiting for you.

**Skydiving**

Unleash your inner daredevil and sign up for a tandem skydive at an airfield near you! You can do this any time but, if you are free during September, you can take part in the Team Lymphoma skydiving month, where we try to get as many people as possible jumping out of a plane to support people affected by lymphoma.

**Something messy!**

There are challenges popping up all around the country, where muddy waters and tough obstacles are designed to challenge you on every level! The names of just a few of these give you a clue: ‘The Grim Challenge’, ‘Tough Mudder’, ‘The Wolf Run’ and ‘Tough Guy’.

Why not find and enter an event today and choose to raise money to support people affected by lymphoma.

Find out more about our challenging events by calling 01296 619419 or email us for an information pack fundraising@lymphomas.org.uk.

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**Celebrating after the Marathon des Sables**

This bit is scary – but we’ll feel brilliant when we land!

**Why I did it...**

*by Chris Wickham*

My dad has suffered from Lymphoma numerous times in his life and I thought I would shave my head to raise money for the charity and show my support. A lot of people seemed to really support the cause whereas I think others just wanted to see me lose my trademark ‘hedgehog’ hair!
Fundraising in your community

You can raise money and have fun by organising a small event – get your friends and family involved!

• **Auction of promises.** Sign up local tradesmen to auction off their services for the charity and ask your friends and neighbours to bid for your local gardener to come and do their front lawn, or the window cleaner to clean their windows.

• **Fore!** Ask your golf club if they could nominate a golf day for the Lymphoma Association. You could run a raffle or auction when the golfers come in!

• Your local boutique might be happy to **host a fashion show** for the Lymphoma Association – a chance to show off their designs to potential customers. You can sell tickets and the boutique could donate a percentage of the profits from the clothes sold on the night.

• Do you have clothes envy when getting together with friends? Chances are they do too! So, get your friends round for a **clothes swap**. Charge £1 a swap and put on some drinks and nibbles to make a night of it.

• **Are you, your family or friends going on holiday abroad this year?** How about organising a **collection of all the left over change**? We’ll turn it into help for people living with lymphoma.

• **Pub quizzes** are always really popular and your local will almost certainly be happy for you to bring loads of people in for the evening – they may even help you with the prizes!

• **Movie night** – charge your friends a small amount to come round for a home movie and snacks. You could have ‘theme nights’ – how about a rom com for Valentine’s night or a scary movie for Halloween?

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[Contact details]

**Fun & worthwhile, by Claire Firth**

We had a raffle of items donated by local companies, we went around with donation buckets, we auctioned off a signed football book and had hoopla games for the children.

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**Periwinkle says...**

The most important thing is for you and your friends to have fun!

The only limit is your imagination, and we’re here to help you with any activity you’d like to run. So, if you like any of these ideas or events or have some of your own, we can help you get started. Call us on 01296 619419 or email fundraising@lymphomas.org.uk.

Youth footballers in Darlington wear purple!

Joe and Erin organised a fun run.
Fundraising and shopping online

The Giving Machine allows you to generate a cash donation for us, every time you buy something online. Just go to www.thegivingmachine.co.uk to start shopping.

Send an e-Card to your friends and family for birthdays, Christmas, or just because you feel like it! Just go to www.charitygreetings.com/lymphoma to buy your card – and 50% will go towards our work.

If you want to save up your loose change, but don’t want a money box sitting in your house, do it online at Ploink! – visit www.ploink.co.uk/charity/lymphoma-association to start saving.

eBay for charity – this is so easy to use and allows you to sell your pre-loved items on eBay and donate a percentage of the proceeds to the Lymphoma Association.

Visit the Lymphoma Association shop!

We have a range of great things for you to buy in support of people affected by lymphatic cancer. From pens and pin badges, periwinkle mugs and tea towels to hessian bags, purple T-shirts and Christmas cards too (available from October). We have great gifts that will raise both money and awareness, plus they make great prizes for your fundraising activities too! Just go to www.lymphomas.org.uk/shop/promotionalgoods or call us on 01296 619419 to order.

You can find links to all these things on our website!
Lymphoma is the fifth most common cancer in the UK yet it is still relatively unknown. Increased awareness about the cancer, its signs and symptoms can lead to an earlier diagnosis and treatment. Here are some ideas on how you can help raise awareness:

- **Wear** one of our periwinkle pin badges (see our online shop).
- **Ask your local pub, restaurant or shop to host a collection tin** or periwinkle pin badges (see our online shop).
- **Nominate the Lymphoma Association** to benefit from a collection at your local church service.
- **Go purple-y for lymphoma**, you could go as far as dyeing your hair (some people do!) and we can help you get media coverage.
- **Put up a poster** in your community telling people what lymphoma is.
- **Join our Facebook group** (www.facebook.com/lymphomas) and follow us on **Twitter** (@lyphomaassoc).
- **Every September we hold Lymphatic Cancer Awareness Week to coincide with World Lymphoma Awareness Day (15 September).**

Here are some other ways you can help to support people with lymphoma:

- **Corporate donations** – could your company match your fundraising?
- **Regular giving** – could you set up a small monthly direct debit?
- Could you remember the Lymphoma Association with a **Gift in your Will**?
- You can arrange donations to us in memory of a loved one and set up a **tribute fund**.
- **Give in celebration** – instead of anniversary presents, ask people to make a donation to us.
- **Volunteer opportunities** – we need your skills and time too! Lots of things to do, no matter how much time you have or how active you want to be!

**Raise awareness of lymphoma**

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**For more ideas, information or support, call our team today on 01296 619419 or email fundraising@lymphomas.org.uk.**

We’ll be right with you with support and advice

We really value your support and are here to help you make the most of your fundraising ideas and events. Here’s just a few things we can help with:

- **We’ll send you balloons, stickers, posters and collection boxes.** Order your fundraising pack online today.
- **Advertise your event online for free using our Events Map** www.lymphomas.org.uk/get-involved/events
- **You can get publicity on the radio and in local media by using our press release template.** To download this template and for more advice from the communications team visit www.lymphomas.org.uk/promote
- **Post your activity on our Facebook wall** (www.facebook.com/lymphomas) and **Tweet us @lyphomaassoc** to tell other supporters what you are doing and you could inspire others to follow in your footsteps!

Contact details

www.lymphomas.org.uk 01296 619419 fundraising@lymphomas.org.uk
Things to tell you about money

When you’ve finished your fundraising events and you’ve collected all the money, there are several easy ways to pay it in – just choose the one which suits you.

Online

You can donate online securely at www.lymphomas.org.uk/donate.

By post

Send a cheque payable to ‘Lymphoma Association’ to:
Fundraising Team, Lymphoma Association, PO Box 386, Aylesbury, Bucks, HP20 2GA.

Please include a note with your full name and address.

Over the phone

Call one of the fundraising team on 01296 619419 (9am – 5pm Monday to Friday) to donate securely by credit or debit card.

Bank transfer

Please email fundraising@lymphomas.org.uk and we’ll send you the details of how to do this.

DON’T FORGET TO GIFT AID IT!!

Make the money you raise go further by signing up to Gift Aid. This could make each pound you raise worth 25p more. Request a Gift Aid form from the fundraising team.

Sponsorship

Setting up an online sponsorship is a quick, easy and secure way for your friends and family to support your fundraising challenge or event. You can set up a sponsorship page with:

Helpful hint – personalise your page, add a photo, tell people why you are doing it for us, and share through your social media networks.

Why we do it by Pat & David Aylett

We had wonderful help and support from the Lymphoma Association when David was diagnosed with lymphoma and we wanted to show our appreciation so we have been organising fundraising events ever since. It has been great fun and it’s a good way of raising awareness as well as raising funds for a really important charity.

A good old-fashioned form

Online sponsorship is not for everyone so it is good to offer both options. You can request an official sponsorship form from our fundraising team by calling 01296 619419 or emailing fundraising@lymphomas.org.uk.
Making your activity safe and legal
Simple things you can do to ensure everything runs smoothly

Collections
You need a licence from your local authority to collect funds on the street or in a public place or by going from house to house, it is illegal without one. There are special rules about collection buckets. Just call the licensing team of your local authority – they’ll be happy to tell you what you need to do.

Raffles and lotteries
There are strict and complex laws relating to raffles and lotteries – so please consult our fundraising team before organising one. If you are holding a raffle on the night of the event (i.e. not selling tickets in advance), then you will be able to use cloakroom tickets.

Events
• Ensure that your event is organised effectively and safely, including the provision of first aid cover if necessary. We cannot accept any responsibility for your event nor for anyone who participates in it.
• You should conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information (www.hse.gov.uk).
• Ensure that your event is properly and adequately supervised. Where children are involved, this includes providing appropriate adult supervision and gaining parental permission.
• Consider what insurance you need for your event.
• Check whether you need any special licence (e.g. public entertainment licence or licence to sell alcohol). If you are selling food to members of the public you will need to ensure the caterer is licensed. For food hygiene regulations take a look at www.food.gov.uk.

Fundraising materials and publicity
All of your fundraising materials should make it clear that you are fundraising ‘in aid of’ the Lymphoma Association. Please contact us for use of the charity logo and style guidelines and ensure that the registered charity number ‘1068395’ is featured. All printed artwork featuring our name and/or logo must be approved by the Lymphoma Association before going to print.

None of this is scary! We’re here to help so just call or email if you have any questions: 01296 619419 or fundraising@lymphomas.org.uk.

I really wanted to take on this cycle challenge
The Big C Challenge was a 395km cycle from Delhi to Jaipur. What I gained from it was far more than just a cycle challenge. I met so many people who shared their stories and experiences... I had never faced up to the fact that I had had cancer and needed this time to reflect on it and come to terms with what I had gone through.

Thanks for reading. We hope to see you soon!

Contact details www.lymphomas.org.uk 01296 619419 fundraising@lymphomas.org.uk
Thank you!
We couldn’t exist without your support

The Lymphoma Association was formed in 1986, thanks to the vision and commitment of a small group of patients and their doctors. At the time, there was very little information or support available to people diagnosed with lymphoma.

We’ve come such a long way since then. Today, we provide advice and support, through our helpline and our website, to hundreds of people every day of the year. We’re a vital lifeline for them as they challenge the effects and symptoms of lymphoma.

But, we are a charity and every single penny we spend on patient support and information comes from the money people like you and organisations give or raise. Support the Lymphoma Association today, in whatever way you can, and you will make sure people living with lymphoma get the help and support they need.

For more information about how we can help, please contact:
Lymphoma Association, PO Box 386, Aylesbury, Bucks, HP20 2GA
Tel 01296 619400
Freephone helpline 0808 808 5555
information@lymphomas.org.uk
www.lymphomas.org.uk
Registered charity no 1068395. Company no 3518755
www.lymphomas.org.uk/get-involved