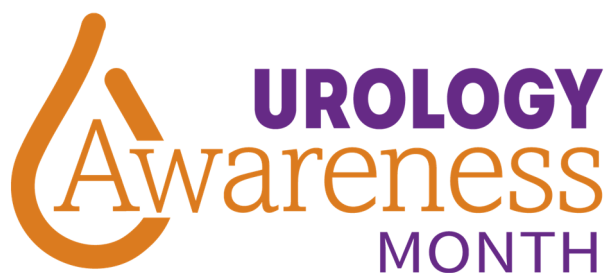


THE
UROLOGY
FOUNDATION



Big 5
challenge

Fundraising Pack



September 2017

Thank you!

Thank you for choosing to support The Urology Foundation during Urology Awareness Month. We are delighted to have you as part of our TUF (pronounced 'tough') fundraising community. With the help of people like you, we can continue to help millions of people in the UK through urology research, training and education.

Every September we shine the spotlight on all things urology, raising awareness of this area of public health and highlighting the need for funds so that we can improve lives through ground-breaking research and specialist urology training. This September we have launched the Big 5 fundraising challenge.

Through the Big 5 we will be raising much needed money and awareness of the five main urological cancers; prostate, bladder, kidney testicular and penile cancer.

We hope you have a great time taking part in the Big 5 challenge raising money for TUF. But if you have any questions about your event, need some advice, or want to suggest a great fundraising idea get in touch. We'd love to hear from you.

No matter how much you raise, every penny will help us continue funding crucial research and training in the fight against urology disease. Thanks to you and your support we can make a difference to the many people affected by a urological cancer.

Have a great time with the Big 5 challenge!
The TUF Team

"After seeing what my grandfather had been through I wanted to raise money for TUF to ensure that people like him can get the treatment they need.

I raised £646 – I didn't realise how many people wanted to see me jump out of a plane!"

Tom, sky diver and TUF Hero

Call: 020 7713 9538

Email: fundraising@theurologyfoundation.org

Visit: theurologyfoundation.org

Big 5

Every year one fifth of all cancers diagnosed are urological – affecting the prostate, bladder, kidneys, testes and penis. Yet the investment into finding new treatments and cures is low compared with other cancers.

This Urology Awareness Month we need your help to beat the big five urological cancers by taking on The Urology Foundation’s Big 5 challenge. Our hope is that by the end of the month together we will have raised over £60,000 that can go towards funding a research project into urological cancer.

During the month of September we want you to set a goal of raising £500 or more through as many fundraising activities as you like. Together we can help power cutting-edge work that might lead to better ways of treating the disease.

Whether you choose to host a big pub quiz, set-up a cycle marathon at work or run a series of cake sales throughout the month, every bit of fundraising you do will make a difference. Spread the word and encourage friends, family and colleagues to join the Big 5 challenge as the more money we can raise the quicker we can reach our goal.

And to make your hard work worth that little bit more, **we are running a competition for the most successful Big 5 challenge fundraising team. The team who raises the most will win a case of Louvel Fontaine Champagne!** Winners will be announced on Friday 8 December, just in time for your Christmas party.

Want to take part but unsure what to do? Check out our Big 5-raising ideas on page six for some inspiration.

In this guide

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- 05 Keep it legal
- 06 Big 5-raising ideas
- 08 Shout it out
- 09 Big 5 fundraising page
- 10 After your event
- 11 Your Big 5 Pledge

Where to start?

Hosting your own Big 5 challenge event can be very rewarding. It can also be a bit daunting knowing where to begin to ensure your fundraising will be a success. Here are a few things we've learnt over the years that you might find useful and help make your Big 5 challenge a winner.

Make a plan

Once you know what you would like to do for your Big 5 challenge (see page 6 for inspiration if you're undecided) pick a date, or dates, in September when you would like your event to run.

Think about who you could call on to take part, help with the planning or support you to make it happen. You don't have to do everything yourself – it can be more fun with great company.

Does your event require a venue? If so, see if you can hire it for free or at a discount rate in aid of charity. Make sure it's available on the date and time you need it for and consider if it's accessible for people with disabilities.

Do you need any special equipment, perhaps a PA system or a rowing machine? Find out the costs involved and whether you need to put down a deposit, checking any terms associated with the hire. You may need to ensure that you have the right insurance, see page 5 on this.

Set-up a fundraising page

Make it as easy as possible for people to give money to you by creating an online fundraising page. Our preferred page is Everyday Hero and we have set-up a special campaign for the Big 5 challenge which you can find by visiting:

everydayhero.co.uk/event/Big5

On your page you can tell people what you're doing and why you're choosing to support The Urology Foundation. What is unique about Everyday Hero is that your sponsors can choose to pay the transaction fees meaning more of the money you have fundraised will come to us. You can also share updates about your progress on the page, as well as share them to Facebook, allowing you to keep all your friends and family up-to-date with your challenge.

Please see page 9 to find out how you could maximise your fundraising page.

Spread the word

The more people who know about your event the more money you will likely raise. Ask your family and friends to help you spread the word, perhaps sharing your event on Facebook or inviting people to join them on the day. Find out if your place of work offers matched giving or perhaps they would like to give a donation.

Your local community is a hugely valuable resource when it comes to fundraising. From bag packing and bucket collections in supermarkets, to a quiz night or raffle at your local pub or community group, the options are endless.

Don't forget to include a link to your donation page in your email signature and provide regular updates on your Facebook page.

Let us know your Big 5 challenge plans. We would love to hear what you're thinking of doing and provide any advice you might need to ensure your event is a success.

Keep it legal

When you're organising an event, there are a few things you should consider to ensure everything runs smoothly.

- **Collecting Money**

The easiest way to collect money is through your Big 5 challenge fundraising page. But if the event you are planning involves a collection in a public place you'll need a license from the local authority. If it's on or outside a private property, you'll need permission from the owner.

- **First Aid**

If there will be a lot of people attending your event, you might want to consider having a qualified first aider at the event. If you do not know anyone get in touch with your local St John's Ambulance team.

- **Food & Drink**

You need to be careful when handling, selling or making food for events. Please ensure you follow basic hygiene procedures, for further details please visit food.gov.uk. If you are serving alcohol, you must ensure the venue has a licence.

- **Insurance**

Events involving members of the public may need public liability insurance, which you can take out for one-off events. Unfortunately, we don't have insurance to cover you so you'll need to take out your own policy.

- **Risk Assessment**

It's a good idea to carry out a risk assessment before your event to identify any potential hazards. For information and advice on how to carry out a risk assessment visit hse.gov.uk

Big 5-raising ideas

You know you want to take part in the Big 5 challenge and raise money for The Urology Foundation but you're not sure what you want to do? Or perhaps you want an extra event to help top up your total. Here are some ideas for inspiration to help you get those donations rolling in.

What can you do with 5

5-a-side Football

- Set-up your own tournament and get friends, family and colleagues involved

5k – walk, run, cycle, row each week

- Clock up the distance at your own pace during the week

5 hour – dance-athon

- Organise the disco of the month that keeps everyone moving for five hours

Take on the couch to 5k challenge

- Never run before? Soon you could be sprinting towards the race finish line

5 course dinner party

- Cook a feast for your guests and ask them to make a donation to TUF

Donate 5 hours of pay

- Make your hard work work even harder by putting it towards urology research

Work it at work

Hold plank meetings

- Each meeting get on the floor and strengthen your core each time you speak

Inter-departmental sport matches

- Challenge the other departments on their sporting prowess

Quiz night

- Organise an evening of music, history, knowledge and guess the intro

Dress down day, or encourage everyone to wear purple

- Pay the fee and raise money for urology cancer research

Cake sale

- Victoria sandwich, salted caramel brownies, flap jacks, carrot cake – oh yum!

Skip the snacks for the month

- Banish the 3pm pick me up treat, lock-up the biscuit tin

Stationery 5 mile row or cycle a day

- Together row or cycle 150 miles

Loose change collection

- Rattle those tins and ask staff and guests to donate to the cause or display a TUF £1 money box which you can request from info@theurologyfoudation.org

In the community

Treasure hunt

- Design a day that's full of fun and surprises for all the family

Throw a ball

- Put on your red shoes and dances the blues away at your very own ball

Bring and buy sales

- Set-up your own swap shop and give old belongings a new lease of life

Music evening

- Host a night of live music and singing

TUF tea party

- Throw an afternoon tea with all the trimmings

Challenge yourself

Cycle or run to work everyday

- Shun the car and public transport as you clock up the miles by pedal or foot

Give up your guilty pleasure for the month

- Lock away the alcohol, sugar or cigarettes as you put your willpower to the test

Skydive

- Take to the skies and fight urological cancers as you parachute to the ground

World record challenge

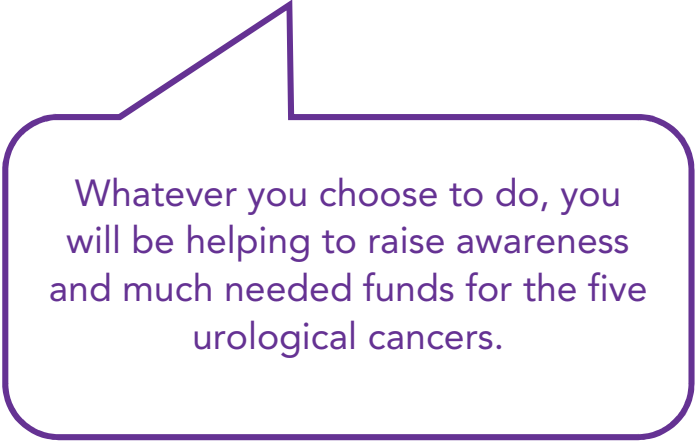
- Make your challenge a record breaker

Run a marathon

- Whether you choose to do it in costume or not it's still a challenge

Have any ideas you would like to share? Or perhaps you would like to tell us about your Big 5 challenge?

Tweet us on @TUF_Tweets. Or email fundraising@theurologyfoundation.org



Whatever you choose to do, you will be helping to raise awareness and much needed funds for the five urological cancers.

Shout it out!

You've done the hard work, now it's time to spread the word and let people know about your Big 5 challenge. The more people that know about your fundraising the better. From social media to your local newspapers there are plenty of ways to get the word out. Here are our top tips to get you started.

Social Media

Social media is a great way to engage with people and share information. It's a quick way to promote your event and regularly keep people updated on your progress. What's more, it's free! Whether you're on Twitter, Facebook, Instagram or all three, it's an excellent tool to have at your disposal.

Remember to regularly share a link to your online fundraising page and create a Facebook page for your event so you can invite people to it. Include a photo in your post as this will help make it stand out in people's feeds. You can download our social pictures to include in your posts, or to update your profile. Try and mention @TUF_Tweets and #TUFBig5, we'd love to hear how you are doing.

Posters

Put up posters and flyers in your local area or place of work. They are a great way to grab people's attention and promote you Big 5 challenge. You can create your own or download one of our template posters. Remember to include the date and time of your event and where people can support you.

Networks

Use your family and friends to help spread the word. Think of the networks you are involved with, such as a sports team, school, social clubs or local community groups.

Ask your place of work if you can share your Big 5 challenge on an internal bulletin or if they offer matched giving or would like to give a donation. Don't forget to include a link to your online fundraising page in your email sign-off.

Local Media

Local newspapers and radio stations are always looking for a great story with a personal touch, so make sure you let them know what you're up to. You can [download our Big 5 fundraising template press release](#), include something about why you're taking part in the challenge and send it to all the local media sources you can think of.

After the event, don't forget to send some photos and an update to your local paper. They may be keen to share your success with their readers.

Big 5 fundraising page

Having your own fundraising page makes it quick and easy for your family and friends to support you. Our preferred online fundraising platform is EverydayHero as your sponsors can choose to pay the transaction fees meaning more of the money you have fundraised will come to us. You can also share updates about your progress on the page, as well as share them to Facebook, allowing you to keep all your friends and family up-to-date with your challenge.

You can set-up your fundraising page by visiting: everydayhero.co.uk/event/Big5



Make the most of your page

1. Personalise your page with photos and your own message so family and friends know why you have decided to take on the Big 5 challenge.
2. Set a target of £500 or more so people know what you're striving to achieve.
3. Email the link of your page to friends and family, and share it on Facebook asking for sponsorship.
4. Regularly update the page with news about your progress, how far off you are from your target or what people can look forward to on the day of the event.
5. Be persistent with reminding people about your Big 5 challenge and remember to share your page at every opportunity.
6. After the event remember to thank people and include a link to your page – you'll be surprised be surprised how many more donations you'll receive.

Everyday Hero will let us know when you've set-up a Big 5 page and the money is transferred automatically to us so you don't have to chase up any cash or cheques. They automatically collect Gift Aid so you know your sponsorship is worth so much more to TUF.

After your event

And breathe! The hard work is over but before you give yourself a well-earned rest there is just a few more things to do now to make sure you get the most out of your Big 5 fundraising challenge.

Thank your sponsors

Say thanks to everyone who was involved and helped you reach your fundraising total. Let them know how much you have raised and the difference TUF can make thanks to their support. You can do this by email, cards or a handwritten letter – whatever you feel is most appropriate.

Don't forget to post your thanks on your social media pages too. A surprising number of donations come in after an event is over. So thanking everyone could prompt those who haven't sponsored you yet to do so.

Tell us how it went

We would love to hear how your Big 5 fundraising challenge went, so send us your story and photos. If you're happy we may share your fundraising news with our supporters on our Facebook page, website and in TUF Matters, our newsletter. It's a great way of keeping people updated with our fundraising community and inspire others to follow your example.

You can download and complete our Fundraising Story form or simply email fundraising@theurologyfoundation.org with your news.

Pay in your fundraising

If you have set up an online fundraising page you don't need to do anything. EverydayHero sends us the money that people have donated.

For monies that you have raised offline, there are a couple of ways you can send this to us:

- Pay online via our website. Please tell us how you raised the money to ensure it goes towards your fundraising total.
- Pay with a cheque. Make your cheque payable to 'The Urology Foundation' and send it to our office: 1-2 St Andrew's Hill, London EC4V 5BY
- Pay over the phone. Give us a call on 020 7713 9538 and pay with a debit or credit card Monday to Friday, 9.30am – 5.00pm

[Download our guide on collecting money for charity.](#)

My Big 5 challenge pledge

This Urology Awareness Month I pledge to support The Urology Foundation by taking on the Big 5 challenge and together help to raise over £60,000 that can go towards funding a research project that looks into urological cancer.

My personal fundraising goal for September is £_____ and I hope to achieve this by undertaking:

I understand that I should inform The Urology Foundation of my intention to take part in the Big 5 challenge so that they can share relevant information with me. I acknowledge that all sponsorship is to be given to TUF no later than three months after the event (by the 31 December 2017). If I am subsequently in receipt of further sponsorship raised by my challenge I will forward the monies immediately to TUF.

I confirm that to the best of my knowledge my general state of health is good and I take full responsibility for my fitness to take part. I release TUF from any injury, loss or damage caused through my participation of the Big 5 challenge event.

Name (printed) _____
Signed _____
Date _____

Please return a completed copy of your pledge form to Sayara on sayara@theurologyfoundation.org Alternatively, pop a copy in the post and send it to Sayara Muthueloe, The Urology Foundation, 1-2 St Andrew's Hill, London EC4V 5BY. Thank you.

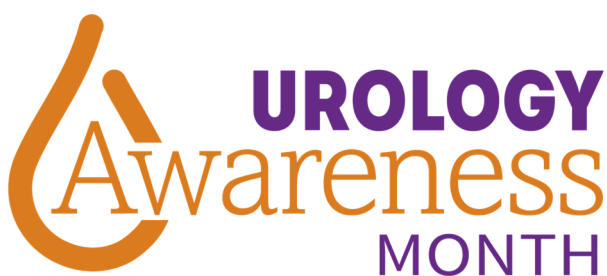
Urology Awareness Month

Urology Awareness Month is an annual health campaign started by The Urology Foundation. It aims to put the focus on urology, drawing attention to the many conditions and diseases that affect millions of people in the UK and the importance of urology awareness, research and education.

As the UK's only charity dedicated to all urological conditions, diseases and cancers we aim to get as many people as possible involved in raising awareness and funds for urology research. We do this, along with our supporters, through campaigning, fundraising and health awareness promotion.

All funds raised throughout September will help The Urology Foundation to continue to invest in ground-breaking urology research and leading education and training. We do this so we can improve the nation's urology care so fewer lives are devastated.

Be part of Urology Awareness Month and help promote urology disease and TUF in your community or place of work. Get your UAM 2017 pack by emailing info@theurologyfoundation.org or call the team on 020 7713 9538.



The Urology Foundation is a medical charity (no. 1128683) working to improve the lives of people living with a urological condition or cancer through dedicated research, training and education. For more information about our work please visit theurologyfoundation.org