



FUNDRAISING PACK

**Giving
hope**

to those affected
by secondary
breast cancer

WELCOME



Lianne Bryce
Community & Events
Fundraising Manager

Receiving a secondary (metastatic) breast cancer diagnosis can be devastating for people and their loved ones. It is estimated that there are 61,000 men and women living in the UK with this disease and yet 1 in 3 people have never heard of it.

Secondary breast cancer is a cancer that has spread from the breast to other parts of the body. It is incurable, but with treatments our community can live longer and better lives. Our mission is to give hope to everyone affected by secondary breast cancer through support, education, resources and access to trials through our Clinical Trials Nurses.

Thanks to your fundraising, we can continue to be there for the secondary breast cancer community. Your support will also enable us to reach many more people to make them aware of the signs and symptoms of secondary breast cancer and signpost them to support.

So thank you so much for choosing to fundraise for Make 2nds Count. Every penny you raise will help us be there for the secondary breast cancer community when they need us most.

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OUR MOTIVES



61,000

PEOPLE IN THE UK ARE BELIEVED TO BE LIVING WITH SECONDARY BREAST CANCER

30%

OF PATIENTS WHO HAVE BATTLED PRIMARY CANCER WILL BE DIAGNOSED WITH SECONDARY BREAST CANCER WITHIN 10 YEARS OF THEIR INITIAL DIAGNOSIS

5-9%

OF BREAST CANCER FUNDING IS ALLOCATED TO SECONDARY BREAST CANCER RESEARCH

5%

OF THOSE DIAGNOSED WITH SECONDARY BREAST CANCER ARE DIAGNOSED AT THE SAME TIME AS THEIR INITIAL BREAST CANCER DIAGNOSIS

1,000

PEOPLE IN THE UK DIE FROM SECONDARY BREAST CANCER EACH MONTH, ON AVERAGE

WE GIVE HOPE TO THOSE AFFECTED BY SECONDARY (METASTATIC) BREAST CANCER

DANIELLE'S STORY

“

“I was diagnosed de novo (where the cancer has already spread to other parts of the body at the time of diagnosis – in my case, the liver) in August 2023 just before my 36th birthday. The news was a huge shock. My little boy was just 5 years old at the time.

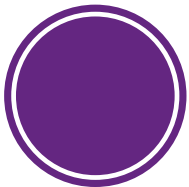
Although hearing the diagnosis felt devastating, I knew I needed to stay strong for my young son and maintain a sense of normalcy. But living in the rural area I do (Kinmel Bay, Wales) I found the experience incredibly isolating, with no local support for people with secondary breast cancer.

“That’s when I discovered Make 2nds Count. I joined the support group and became a member a few months after my diagnosis. I didn't say much at first, I sat back and watched people ask questions and post different things. Then I started to get involved and ask questions and helped people if they needed any advice. I went on a Retreat in Liverpool and made some wonderful friends. The charity gave me hope. Becoming a Community Ambassador for the charity has allowed me to give back and in October I started a Tea & Chat group in my local area. It is such a critical resource for those facing similar challenges. Through Tea & Chat, we’re creating a space where people feel comfortable, supported, and heard. It’s about more than just talking; it’s about crafting, learning new skills, finding joy in the little things, and most importantly, knowing that you are never alone on this journey.”

PEOPLE NEED TO UNDERSTAND THAT LIVING WITH SECONDARY IS NOT A DEATH SENTENCE ANYMORE, YOU CAN LIVE A GOOD LIFE.

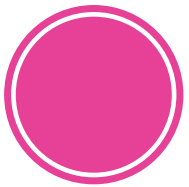


SHOPPING LIST



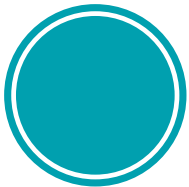
£20

could fund the Little C Club resource cards to help parents explain their breast cancer diagnosis to their children.



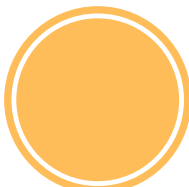
£60

could fund two appointments with our Clinical Trials nurses, helping those living with secondary breast cancer explore clinical trials as part of their treatment pathway.



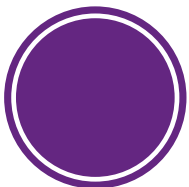
£100

could help pay for the set-up, organisation and running of a Tea & Chat group, bringing patients together for wellbeing and peer-to-peer support.



£500

could fund a place on a 2nds Together Retreat, giving a person living with secondary breast cancer an important break from their constant treatment and a time to rest, relax and build friendships.



£1,000

could help to fund vital research into secondary breast cancer, helping our community live longer and better lives with the advancement of new treatment options.



**THANK YOU FOR FUNDRAISING FOR
MAKE 2NDS COUNT!**

**WE EXIST TO HELP PEOPLE WITH
SECONDARY (METASTATIC) BREAST
CANCER LIVE LONGER AND BETTER LIVES**

OUR TOP TIPS

HELPING YOU PLAN YOUR FUNDRAISER AND KEEP YOU ON TRACK.

1.

WHAT WOULD YOU LIKE TO DO?

From bake sales, bag packs or buckets shakes to quiz nights, quirky themed days and everything in between. The list of options is endless.

2.

CHOOSE A DATE, TIME & LOCATION

Remember to have a backup plan if your fundraiser is dependent on the good old trusty UK weather.

3.

BE COMPLIANT!

Make sure that you adhere to any booking terms laid out if you are holding an event in a venue

4.

SET UP A JUST GIVING PAGE

This is quick and easy to do and will collect your donations online. You can even use it to promote your event.

5.

SET YOURSELF A TARGET

The sky's the limit! We need to raise as much money as possible to help find a cure for incurable secondary breast cancer.

6.

TELL EVERYONE!

Don't be shy! The key to a successful event is making sure that people know about it and come along to join the fun. You can spread the word in lots of different ways including social media, local news and word of mouth.

7.

GIFT AID!

Gift Aid is a tax relief allowing UK charities to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer. Don't forget to complete your sponsorship forms with full details.

8.

DOUBLE YOUR MONEY

Many employers and businesses will offer to match the amount that you have raised. Always ask the question as you never know what additional support you will receive.

9.

COLLECT SPONSORSHIP

Offline donations - they can be paid in and easily added to your Just Giving page total.

BUT MOST IMPORTANTLY... HAVE FUN!

A-Z OF FUNDRAISING

FOR IN THE WORKPLACE, YOUR CLUB OR AT SCHOOL/COLLEGE/UNI

AUCTION YOUR SKILLS

Donate your time and skills. This could be work related duties, a monthly car wash, recipe making or even a freshly baked cake for your colleagues, friends or neighbours!

BEST HAT

Set a date for the biggest and best hat wearing contest. Vote on who has the best hat on your virtual work meeting or in person. Choose an entry fee and winner gets a prize!

COME DINE WITH ME

Host a lunch. Everyone who joins brings a dish on, gives a donation and explains the recipe. Rate the dishes out of 10 based on presentation and description.

DARE TO STEP

Take on a step challenge. Set a target and put a small donation. Alongside donating to a great cause, you can also feel healthy and fit!

EMPTY POCKETS

An easy yet great way of giving away some unused change. Put a jar in your kitchen and build it up throughout the year... You'll be surprised what you can raise.

FOREIGN COINS

Do you have any leftover notes or coins from an old holiday? Why not use your foreign currency up, exchange it and donate to Make 2nds Count.

GUESS THE BABY

Collate baby photos of your team or friends and create a fun challenge. Charge a fee and ask people to guess who the baby is. The most correct guesses wins!

HOW MANY?

Fill a container with your team's favourite sweet treats and guess how many are in there. Photos and guesses can be sent via email and the winner gets a prize.

ICY CHALLENGE

Get sponsored for regular cold water dips or ice-bucket challenges. Don't forget **J**ust Giving page to set up a **J**ust Giving page for any challenges!

KRISPIE KREMES

Krispy Kreme sell doughnuts at a discounted price if they're resold for charity! Get some delivered, sell them to your colleagues or neighbours at the RRP.

LUNCH & LEARN

Do you have a skill you can share, an interesting story to tell, or even a topic you could run a talk on? Give your time and charge others for your knowledge!

MATCH

Set up a fundraiser event and see if your company will match your total? It's a great way to get the wider team involved and to use fund matching as an incentive.

NAME THE TEDDY

Simple but effective. Invest in a team teddy bear and give it a secret name. Get colleagues or friends to guess the name of the bear. Winner gets a reward!

OUT OF OFFICE

Why not set your out of office with a fundraising message. You could link to a just giving page and prompt a small donation, or even to our website to raise

PERFECT PICNIC

Host a picnic with your friends or colleagues. Sell tickets in advance; with a little imagination you can make great, fun picnic food from cheap ingredients.

QUIZ

An office or family quiz is always fun and can centre around a range of topics. Nominate a monthly quizmaster and get the team together.

RACE

Challenge yourself to a race... any race! A doughnut eating competition, a race around your house or even a half marathon in your back garden. Get sponsorship from your team!

SWEEPSTAKE

Organise a sweepstake on major sporting or social events that come up. You don't have to love sports to get involved, you could do this on any interest -from Strictly to Bake off!

TREASURE HUNT

Organise a treasure or scavenger hunt with friends or colleagues. Charge an entry fee and get a prize for the winning team!

UNWANTED GIFTS

Raffle off any unwanted birthday or Christmas gifts and donate the money to Make 2nds Count.

VETO

Get sponsored to give up your favourite thing. Are you the team chocolatier or sweetaholic? Are you prepared to test yourself and resist the temptation?

WORLD RECORD

Roll two things into one and try to get your name in the spotlight. Choose from a variation of challenges and get sponsors for your efforts.

XMAS PARTY

The most wonderful time of the year. Could you incorporate some fundraising into your Christmas party plans? 'Tis the season of giving!

ZERO TOLERANCE

Create a zero tolerance policy on swearing or buzz words! Make a list of the incriminating words beforehand and their price. Identify culprits and send them to donate online.

EVENT IDEAS

SCHOOL

Dress up/down days

Easter egg hunt

Bake sale

Challenge the teacher

WORKPLACE

Office raffle

Charity Birthday donations

Sponsored challenge

Office bingo

LOCAL COMMUNITY

Football/Rugby match

Coffee morning

Gala ball

Bucket collection

MAXIMISE YOUR FUNDRAISING

GIVING PAGES

The easiest way to fundraise is to set up an online giving page with [justgiving.com](https://www.justgiving.com) and send your page link to friends, family and colleagues.

- Set up your giving page as soon as you know what you're going to be doing - you'll raise more!
- Make sure you add photos and a story about why you're doing it for us, and keep your page updated.
- Share your giving page far and wide. Don't just stick to close friends and family, include; suppliers, former colleagues, school friends or members of any clubs you are involved with.
- Ask your employer if they have a matched giving policy as is a great way to boost your total.
- And don't forget about Gift Aid. For every donation you receive that includes 'Gift Aid' an extra 25% is added to the total donation we receive. So for every £100 you raise, we receive an additional £25.

SOCIAL MEDIA

- Talk about your fundraising on your social channels and make sure you tag us so that we can reshare.
[@make2ndscout](https://twitter.com/make2ndscout)
- If you are sharing on Twitter, use bitly.com to create a shorter url for any web links.
- Use images on your posts, these will get more attention.
- As you have with your giving page, include the story about why you are doing it for us on social media too.

PRESS ACTIVITY

- If you are holding a newsworthy event, contact your local newspaper or radio station to see if they want to cover it. Local journalists are often looking for local impactful features.



STAYING SAFE

RAFFLE LICENCE

If you are organising a raffle or lottery as part of your event they must be run in line with The Gambling Commission guidelines. These can be found at gamblingcommission.gov.uk

BUCKET SHAKES

Always ensure that you have written permission from the manager of the venue that you are working with. Some councils also insist on you holding a permit to do this so please ensure that you check with your local council before planning a bucket shake.

HEALTH AND SAFETY

Staying safe with any fundraising activity that you host or take part in. If you are hosting your own event always ensure that you comply with any health and safety stipulations such as licence requirements or taking out insurance. Make 2nds Count cannot take responsibility for any loss or injury as a result of fundraising events.

INSURANCE

For some events, one off insurance maybe required. Please ensure that you check with your local authority if your event needs insurance.

DATA PROTECTION

If you are collecting any personal data as part of your fundraising, you must ensure that it complies with the Data Protection Act. You must not share people's information without their permission or keep it for longer than you need to. Further information on the Data Protection Act can be found at gov.uk/data-protection/the-data-protection-act

SPREAD THE WORD

Once you have the plans for your event you want to shout it from the rooftops! If you would like to use the official Make 2nds Count logo please contact us and we can arrange for this to be send over to you.

PAY IN DONATIONS

JUST GIVING

If you have set up an online fundraising page via JustGiving, then your work is done - they send donations directly to us. You will get a thank you from us after your page closes so don't forget to put an end date on your page. If you would like a certificate sooner than that then let us know and we'll be happy to send one out.

ONLINE BANKING

You can transfer the money directly using the following bank details:

Account Name: Make 2nds Count

Sort Code: 80 22 60

Account Number: 17412362

Please ensure you contact us in advance and we will provide you with a unique reference number to use, so we know it's your donation. Email us at hello@make2ndscount.co.uk

DONATE VIA OUR WEBSITE

You can send us your donation directly via the Make 2nds Count website. Find our secure donation page at make2ndscount.co.uk

BY POST

We're more than happy to accept your fundraising by cheque. Please make your cheque payable to Make 2nds Count and send a note with your contact details so we know where to send your thank you to. Please send to:

Make 2nds Count

Gyleworks, 34 South Gyle Crescent

Edinburgh

Eh12 9EB

Don't forget to send us your completed sponsorship form!

Please don't send cash directly through the post. If you have cash donations, then you can pay it into your own account and use one of the above options to transfer them.

OTHER WAYS YOU CAN HELP

Join us at our **cheering stations** at running events to cheer on Make 2nds Count runners.

Volunteer to help at one of Make 2nds Counts Fundraising events.

Have a **donation tin** at your place of work.

Sign up to **Payroll Giving** (donation direct from your salary).

Provide **pro-bono support** in areas such as HR, website development or accountancy.

Recommend us to companies you may know who may wish to have us as **charity partner of the year** or support us with any employee group fundraising.

Introduce us to any connections you may have such as health care professionals who have an interest in our work and may wish to support us.



A HUGE THANK YOU

FOR CHOOSING TO RAISE MONEY FOR MAKE 2NDS COUNT!