



FUNDRAISING PACK

GIVING HOPE TO THOSE AFFECTED BY SECONDARY BREAST CANCER



We would like to say a very big...

THANK YOU!

We are delighted you have chosen to fundraise for Make 2nds Count.

A huge thank you from all of us here at Make 2nds Count for deciding to raise money to help us support patients and fund research specifically for secondary breast cancer.



Together we can Make 2nds Count!

OUR MOTIVES

Why we do it and why we need YOUR help!

61,000

people in the UK are believed to be living with secondary breast cancer

1,000

people in the UK die from secondary breast cancer each month, on average

5-9%

of breast cancer funding is allocated to secondary breast cancer research

30%

of patients who have battled primary breast cancer will be diagnosed with secondary breast cancer within 10 years of their initial diagnosis

5%

of those diagnosed with secondary breast cancer are diagnosed at the same time as their initial breast cancer diagnosis



OUR MISSION

To fund secondary breast cancer research that contributes to advancing an increased quality of life for patients.

To inform & facilitate access to patient trials.

To establish a community that supports and educates patients & families affected by secondary breast cancer.

To increase overall awareness of secondary breast cancer.

How your fundraising helps us...

SUPPORT PATIENTS



Thanks to your generous support, Make 2nds Count has been able to invest in clinical research and expand our support services for people living with secondary breast cancer.

Our suite of support services, including our patients only Facebook Group, fully funded littlelifts chemotherapy boxes, UK first Patient Trials Advocate Service, and Tea & A Chat, have had a significant impact on the lives of hundreds of secondary breast cancer patients throughout the country every week.

Your continued fundraising and support allows us to continue to expand our support services and develop new ways to help men and women across the UK living with SBC.

"One day, about three weeks after diagnosis, I was having a particularly bad day and in my desperation, I posted on the Facebook page, asking for help and some support to face the awful fear of dying early and leaving my children. I went for a long walk and by the time I got back, about thirty women had replied with messages of love, support and crucially, hope! The impact these messages had on me and my husband was immediate and transformational. We had hope!"

Put the fun into...

FUNDRAISING!



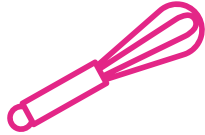
Let your imagination run wild as you create your very own Make 2nds Count Fundraiser.

There is nothing the team at Make 2nds Count like more than to wack our brains and come up with ideas to raise money – but we can't do it alone! We rely on your support to help us raise much needed funds for research into secondary breast cancer.

Not sure where to start? Don't worry! We've made sure that you can make every second spent on fundraising count with our [Top Tips](#), including [Inspiring Ideas](#) and [Staying Safe](#) to keep you on the right track.

OUR TOP TIPS!

Helping you plan your fundraiser and keep you on track



What you would like to do?

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



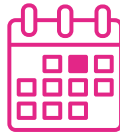
Set up a JustGiving page

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



Collect sponsorship

Offline donations – they can be paid in and easily added to your [JustGiving](#) page total.



Choose a date, time & location

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



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.



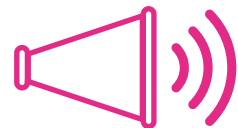
Double your money

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.



Be compliant!

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



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 in the fun. You can spread the word in lots of different ways including social media, press releases and of course good old-fashioned word of mouth.



Gift Aid it!

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.

But most importantly...

HAVE FUN!

...and enjoy fundraising for Make 2nds Count!

We have everything you need to help make your fundraising easy-peasy...



[Fundraising Pack](#)



Tshirts



Balloons



Sponsorship sheets



Banners



Decorations

...and more!

[Download your fundraising poster template here](#)

Get in touch with us at hello@make2ndscount.co.uk to find out more.

INSPIRING IDEAS

In need of some ideas for your fundraiser?



Run for your life

From 5Ks, to marathons and everything in between, why not register for a local race in aid of Make 2nds Count?



Climb every mountain

If you are feeling brave why not conquer a mountain? Don't forget to send us a picture from the peak!



Get on your bike

Sign up for a local cycle event or, if you're feeling adventurous, why not put a team together and tackle a team event?



Ready, set, get wet

Sponsored swim? Kayaking? Deep sea dive? Don't forget to find those sea legs before you start!



Fly high

One of our founder Lisa's favourite experiences. Why not soar through the clouds with a skydive?



Bake a thon Morn

Who doesn't love cake? Get a group of friends together for a morning filled with plenty of cake



We like to party

What better excuse do you need than to host a party to support Make 2nds Count? Quiz nights, theme nights, race nights to name but a few.



Supermarket Shake

Link up with your local supermarket to help with bag packing and shake those fundraising buckets! Don't forget to ask the shop's permission.

To receive a pack and start planning your fundraiser, get in touch with us at hello@make2ndscount.co.uk. We can't wait to hear from you!

STAYING SAFE

Making sure that everything you plan is safe and legal

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 www.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

Stay 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 <https://www.gov.uk/data-protection/the-data-protection-act>

Spread the word

Once you have the plans in place 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 sent over to you.

Get Connected



[Make 2nds Count](#)



[@make2ndscount](#)



[@make2ndscount](#)

If you have any questions regarding your event, please get in touch with us at hello@make2ndscount.co.uk

SPONSORSHIP

You've done the hard part and raised an awesome amount, now how to get it to us

Online 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'd like a certificate sooner than that then let us know and we'll happily 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 www.make2ndscount.co.uk/donate

By Phone

If you would like to pay by Debit or Credit card by phone, please email us at hello@make2ndscount.co.uk and one of the team will call you back to take payment.

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 it to:

Make 2nds Count,
Gyleworks, 34 South Gyle Crescent,
Edinburgh,
EH12 9EB

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

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.



A HUGE

THANK

YOU!

...for choosing to raise money for Make 2nds Count