

# MOVE Charity: Fundraising Information Pack



✉ [fundraising@movecharity.org](mailto:fundraising@movecharity.org)  
🌐 [movecharity.org/get-fundraising](http://movecharity.org/get-fundraising)



Registered Charity Number: 1165675





“

It's not about waiting for the storm to pass. It's about learning to dance in the rain.

”



# THANK YOU SO MUCH FOR YOUR SUPPORT!

A HUGE thank you for choosing to fundraise for MOVE Charity.

You really are helping change lives and the money you raise will all go towards supporting and inspiring more and more people to Move Against Cancer.



Read on to find out:

- Useful information about MOVE Charity
- Where your money goes
- Fundraising ideas
- Hints and tips
- Creating a Fundraising page
- Paying in your fundraising
- Fundraising FAQ's
- How to order materials
- Support from us

**We are here to help and  
support you through every step  
of your fundraising.**

Find us on social media and don't forget to tag us:

## **MOVE Charity:**

**f @MOVEcharity.org | t @MOVEcharity**  
**@movecharity | movecharity.org**  
**f Move as One Facebook Group**

## **5k Your Way Initiative:**

**f 5k Your Way: Move Against Cancer | t @cancer5kYourWay**  
**@5kyourway | 5kyourway.org**  
**f 5k Your Way: Move Against Cancer Facebook Group**







# Why we need your help

To employ more cancer rehab instructors so that we can support more young people through our online programme.

To create a 5k Your Way group linked to every cancer care centre in the UK.

To continue spreading the word on the importance of movement when living with and beyond cancer through our resources and workshops.

## Our aims are to:

- Reduce short term and long-term effects of treatment.
- Self-manage and reduce cancer related fatigue
- Improve function and overall quality of life
- Improve fitness
- Improve muscle strength and conditioning
- Improve mental wellbeing
- Help people to live a happier and healthier life.
- Keep exercise and activities fun and interactive

Find out more about the work we do on our websites:

[www.movecharity.org](http://www.movecharity.org)  
[www.5kyourway.org](http://www.5kyourway.org)





# About MOVE Charity

MOVE charity was founded by international athlete Gemma Hillier-Moses. Gemma was diagnosed with stage 3 Burkett's Lymphoma, a rare form of cancer, in 2012 at the age of 24. She was told to rest and was not given any advice or help about exercising with and beyond cancer.

During Gemma's experience with cancer, she noticed that there was a lack of knowledge and education provided to both patients and health care professionals around the physiological and psychological benefits of physical activity both during treatment and in recovery.

Gemma founded MOVE charity in 2016 to provide something she never got herself: Access to free, professional advice and support on how to literally Move Against Cancer.

2018 saw the entrance of Lucy Gossage, oncologist and ex-professional triathlete, one of the few in the health care professional realm that championed the benefits behind exercising with and beyond cancer to her colleagues and patients. However, Lucy found there was no platform to signpost them to. A few months of hard work later, 5k Your Way Move Against Cancer initiative was born.

## The charity has 3 main areas of work which are:

- Virtual online cancer rehab support programme for children and young people living with and beyond cancer.
- 5k Your Way, Move Against Cancer initiative: this is a support group to encourage those living with and beyond cancer, families, friends and those working in cancer services to walk, jog, run, cheer or volunteer at a local 5k Your Way parkrun event on the last Saturday of every month.
- Creating and providing organisations and other charities with resources, workshops and our team speaking at conferences on the benefits of movement and exercise when living with and beyond cancer.

**Our mission is to support and inspire more and more people to Move Against Cancer**







# Creating a Fundraising Page

## Set up a fundraising page on JUST GIVING:

Just Giving is a wonderful platform to set up your fundraising page and makes fundraising and donating easy!

1. Visit the MOVE Just Giving page on this link: [www.justgiving.com/move-charity](http://www.justgiving.com/move-charity)
2. Follow the step by step instructions to set up the page.
3. Share your page far and wide!

## Ideas to make your fundraising page stand out:

- What is your story: Explain WHY you are fundraising for MOVE Charity.
- What does supporting people to Move Against Cancer mean to you?
- What is your fundraising event?
- Make sure it's clear how people can get involved if they'd like to.
- Aim high with your fundraising goal: You never know you might raise more than you thought you would!
- Include great pictures and videos to personalise your page.
- Add updates to your page, let everyone know how the fundraising is going!
- Tell people where their money will be going and how it will be making a difference to people's lives.



## Promoting your fundraising page

Share it on social media: Add it to your Facebook, Instagram and twitter profiles and share updates with your friends.

Add the link to the bottom of your email signature so people can donate when they get an email from you.

Say thank you to everyone who donates to you! They might share it with their family and friends too.

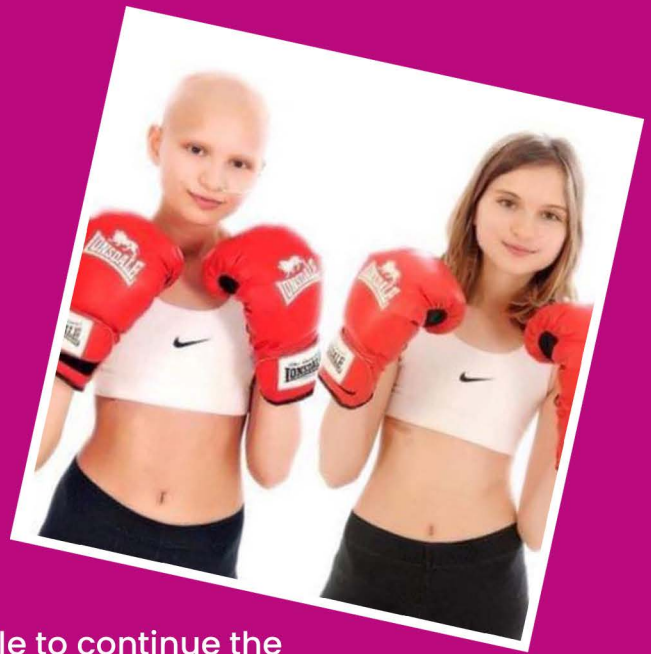


# Where your money goes

Since 2016 when MOVE Charity was registered, we have raised over £314,000 to enable us to deliver the work that we do and support people living with and beyond cancer.

This is an incredible amount but there is so much more that we could do. The aim is to ensure if you are diagnosed with cancer, you have the opportunity to be supported by one of our initiatives.

We rely on fundraising and donations to be able to continue the work we do, your support really will be life-changing.



Our goal is simple:  
**To support and  
inspire people to Move Against Cancer.**

- £23 could go towards supporting 1 5K Your Way group for 1 week.
- £25 could enable a Cancer Rehab Specialist to support a young person living with cancer for 1 hour.
- £400 could help support a young person through an 8-week online cancer rehab support programme.
- £1200 could help fund a 5k Your Way group for 1 year.

To find out more about the young people we have supported through our online programme, please read some of their blogs on our website [HERE](#).

To find out more about the people attending our 5k Your Way Groups please have a look at their blogs [HERE](#).







## Fundraising ideas

Make sure you let your family and friends know what you are doing and get their support! They may have ideas or connections to help you too.

### Quick wins:

- (Virtual) bake off
- (Online) quiz night
- (Zoom) Coffee morning
- Raffle sale
- Cash buckets
- Sell! Something you've made or have lying around or anything second hand

### Think bigger:

- Email companies and ask for sponsorship: Do this early on as it might take a bit of time for them to get back to you
- Ask all of your friends and families to ask their colleagues: Send an email around their workplace
- Organise an event such as a ball, team relay, talent show, sports tournament.. The options are endless!

## THINK OUTSIDE THE BOX...

- Do things for others, use your skills and give up your time in turn for donations
- Think about your personal skills and those of your family and friends, what could you offer that is different and interesting?



# Hints and Tips

- Have a structured **individualised plan** that works for you.
- Create weekly or monthly **goals and targets**.
- Try to get lots of **other people involved** and talking about what you are doing.
- Get support from those closest to you: Don't be afraid to **ask for help**.
- People like to get **things in return for donating**. Think about what you could offer: Objects, a skill, your time.
- Use **Social Media**: Instagram works well and do regular updates through it.
- Write a **blog** about your fundraising, we would love to share this through our channels too.
- **Send your story** to magazines, websites, organisations.
- Please **share everything with us too**- we'd love to hear your fundraising plans and see photos of your events too!

## Specific event planning checklist:

- Think about the 5 W's:
- **What**: What kind of event is it? How big, any particular theme?
- **When**: Make sure it doesn't clash with any other important date.
- **Where**: Research and secure a venue if needed.
- **Who**: Get the support of volunteers and assign them roles for before, during and after the event. Think about your target audience: Who will be coming to the event?
- **Why**: Tell people why you're fundraising, why you're supporting MOVE Charity, about the work we do and why you think it's important.

## And don't forget **HOW**:

- Create a budget plan.
- Create a Promotion plan: Social media, emails, newspapers, websites, radio stations, posters/flyer.
- Ask us for any fundraising materials you need for your event.
- Keep Health and Safety in mind: Remember you might need an event license, public liability insurance, first aid provision.





# Paying in your Fundraising

There are three main ways of paying in your fundraising money:

## Fundraising Page

If you've set up a JustGiving or Virgin Giving Fundraising page the money will go directly to us- you do not need to do anything else!

## Postal Donation

You can pop a cheque in the post to the following address:

MOVE Charity  
21 Cleeve Mount,  
Loughborough  
Leicestershire, LE11 4SD

## Direct Donation

We accept BACS donation to our Charity account

- Account name: MOVE
- Account number: 13889793   • Sort code: 40-30-24







# Fundraising FAQ's

## 1- What is Gift Aid and how does it work?

Gift Aid is simple and costs you nothing and it increases the value of your donations to MOVE. If the person sponsoring you is a UK taxpayer, we can claim an extra 25p for every £1 they donate, at no extra cost to them, from the tax they have already paid.

Ask anyone supporting you to please tick the Gift Aid box if they are a UK taxpayer.

## 2- Do I need a permit for collecting money?

You must have a licence or permit from your local authority or Metropolitan Police if you want to hold a collection in any public place or door to door collections.

## 3- Can I do a lottery/raffle without a local lottery licence?

If your raffle is at a single venue, is part of another event and is within a 24-hour period you do not need a local lottery licence

## 4- Can I sell alcohol?

Yes, but you'll need a licence.

## 5- Can I do live music?

Yes, but you'll need a licence.

## 6- When do I need to mention MOVE's registered Charity number?

When you're writing to anyone about your event or through any publicity you need to include MOVE's registered charity number: 1165675

## 7- Do I need public liability insurance?

Yes- If you are planning an event that involves the general public you will need to get public liability insurance. Check with your venue, they may already have insurance that would cover you or you may need to get extra insurance. MOVE Charity is unable to accept any liability or responsibility for anything that might happen to people or property as a result of your fundraising activity.

## 8- What do I need to know about selling food at my event?

There should be adequate facilities to prepare and serve food safely. You should avoid exposing food to risk of contamination. Food handlers must also receive instructions or supervision.

**Further information about fundraising guidelines can be found at the following websites:**

The Charity Commission: [gov.uk/charity-commission](http://gov.uk/charity-commission)  
Institute of Fundraising: [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk)  
The Fundraising Regulator: [fundraisingregulator.org.uk](http://fundraisingregulator.org.uk)



# MOVE SPONSORSHIP FORM

**PLEASE SPONSOR ..... TO TAKE PART IN .....**

[illegible][illegible]

Adding Gift Aid to your contribution means that for every pound you donate, MOVE will be able to claim an additional 25 pence at no extra cost to you, but at great value to the charity.

I confirm that I would like MOVE to claim Gift Aid on my donation by completing the necessary details below. I understand that I have to pay an amount of income tax and/or capital gains tax equal to the tax MOVE will reclaim on my donations:





## How to order materials

**We have branded materials  
(for both MOVE and 5k Your Way)  
that might be helpful for your fundraising:**

- T shirts
- Collection tins and buckets
  - MOVE medals
  - Posters

**Just email us:**  
**[fundraising@movecharity.org](mailto:fundraising@movecharity.org)**  
**to request any materials**



# Support from us

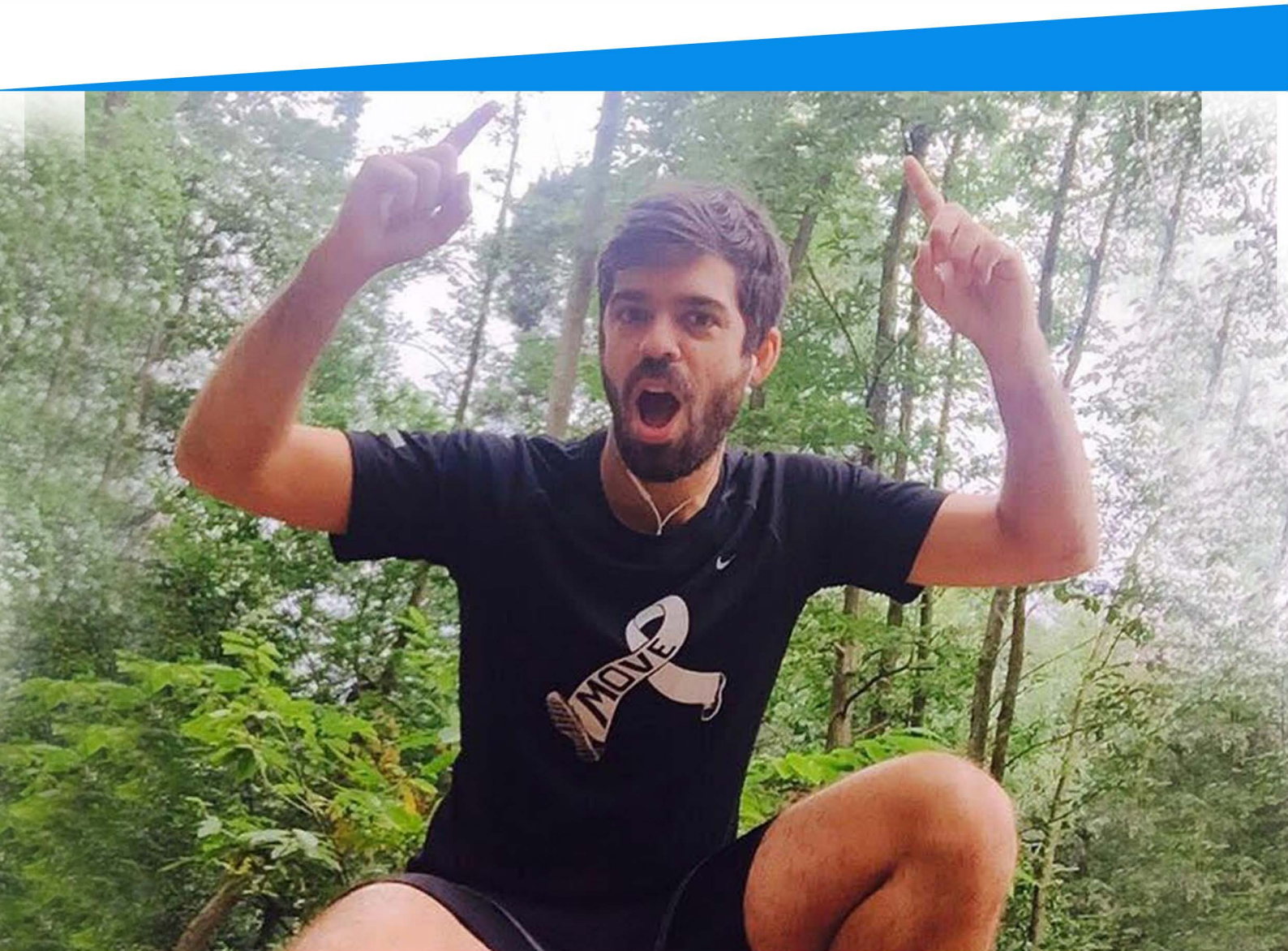
**A HUGE thank you for choosing to fundraise for MOVE Charity.**

**We hope this pack has been useful to support your fundraising, give you ideas and answer your questions.**

**If you'd like to discuss your fundraising idea or have any questions, we are here to help and support you through every step of your fundraising.**

**Get in touch now:**

**Email: [fundraising@movecharity.org](mailto:fundraising@movecharity.org)**







Thank you so much  
for your amazing support



**MOVE**  
**AGAINST**  
**CANCER.**