



Guide to fundraising

How to do effective & fun fundraising

What we do

Prostate Research Campaign UK cannot do its work without you. We rely on voluntary donations for 100 percent of our income. Through you and the money you raise, we are able to fund both medical research and the training of healthcare professionals, provide free information on all prostate diseases and run campaigns to increase public awareness.

There are many ways you can get involved and please remember that whatever amount of money you raise, large or small, will help us to stop prostate diseases destroying lives.

Fundraising pack & personalised sponsorship form

If you would like to receive a full fundraising pack and a personalised sponsorship form, please email info@prostate-research.org.uk or call 020 8877 5845.

Network to raise funds

Write a list of everyone you know – start with friends, family and work colleagues – and then look at all the networks you are involved in e.g. sports clubs, evening classes, pub, previous employer, ex-colleagues, local shops etc. – you will be amazed at how many people you can go to.

Make sure you recruit your biggest sponsors first, to set the tone for the others! Collecting sponsorship is a very difficult job so ask sponsors to pay up-front.

Fundraising ideas for home & work

- Hold a themed party. Get your friends to sell tickets and ask a local venue to give you free hire for the evening.
- Host your own bonfire night, Halloween party, Christmas party or St Valentine's champagne brunch or singles night.
- Hold a BBQ, sports day or family fun day.
- Organise something active – a sponsored walk, run, cycle ride or aerobics marathon.
- Organise a wine tasting evening or barn dance.
- Auction your skills. Find out what people are good at and then auction a number of hours of their time to the highest bidder – i.e. DIY, gardening etc.
- Dress up, dress down or swap clothes for the day. People taking part donate £1, those that don't pay £2.
- Play 'guess the weight' or use the 'guess my time game' (*this is enclosed in the fundraising pack which you can receive from us*).
- Empty out your attic and organise a car boot sale, auction or sell items on www.ebay.co.uk.
- Raffles are simple to organise and in addition to contributions from friends and family, local businesses may be willing to help you with prizes.
- Contact your local pub and ask for their support. This may involve them putting collecting tins at the bar, holding a pub quiz or a charity darts match.
- Organise a pool or snooker competition.
- Organise a football or netball match.



- Hold a coffee morning – big or small.
- Penalties - introduce fines for swearing, being late or missing deadlines.
- Organise a cake morning or treasure hunt.
- Hold a casino night or race night.
- Give something up – chocolate, alcohol or stop smoking.

Million Prostate Miles challenge

Why not take part in our Million Prostate Miles challenge. The MφM challenge is simple, all-inclusive, and open to everyone, irrespective of age or gender – simply get sponsored to travel as many miles as you can, by any means possible (walking, running, cycling, flying, swimming, skateboarding, driving, playing golf or something completely different) for as much per mile as you can obtain.

Holding a big event

The bigger the event, the more money you'll raise. If you would like further advice on how to organise something big and bold, please let us know.

Keep it safe

Please make sure your events or activities are safe and secure for everyone involved. If you would like further information on health and safety guidance, please let us know. Please remember that we can provide you with advice but this is your fundraising event/activity and your responsibility.

Get friends to help

Identify a few friends who can fundraise on your behalf. Set them a mini target and identify who they will be targeting or what event they can organise. Friends and family can also take your sponsorship form and get their contacts to donate.

Matched giving scheme

Some firms operate schemes whereby they match each pound raised by an employee. In return you can give them publicity in the local press.

Gift Aid

Using Gift Aid means that for every pound you give, we will receive an extra 28 pence from the Inland Revenue, helping your donation go further without it costing you a single penny.

Simply ask each of your sponsors to fill in their name, home address and postcode and tick the Gift Aid box on the sponsorship form. If you are making a personal donation, please contact us for a Gift Aid declaration form.

Paying money in

We would prefer to receive sponsorship payments in one lump sum, therefore saving on administration. However, we do accept part payments. Please ensure you clearly indicate on your sponsorship and payment forms whether your payment is final or part.

All cheques should be made payable to "Prostate Research Campaign UK" and be sent together with sponsorship forms so that gift aid can be claimed. Please feel free to photocopy the sponsorship form if you require more copies.



Please send all monies raised to:
Prostate Research Campaign UK, 10 Northfields Prospect, Putney Bridge Road, London,
SW18 1PE

Simple dos and don'ts

- Please seek advice from us in advance of your planned event
- Please use the approved sponsor forms
- Please keep detailed records of all income and expenditure
- Please use the correct terminology when describing what we do (please contact us for advice if you are unsure)
- Please be aware that certain rules apply to collections and lotteries

Fundraising hotline

We are here to support you and if you have any questions please call 020 8877 5845.

Good luck and thank you!