

SWIMATHON



Fundraising Pack 2024

CHARITY BENEFICIARY



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SWIMATHON
FOUNDATION

EVENT PARTNER



EVENT PARTNER



EVENT PARTNER



FUNDRAISING PLATFORM PARTNER



Swimathon Foundation is a registered charity in England and Wales (1123870) | Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666) and the Isle of Man (1103) Marie Curie is a registered charity in England and Wales (207994) and Scotland (SC038731)





“Thank you for joining Team Cancer Research UK.

Every step towards beating cancer relies on every pound, every length and every swimmer. Without incredible people like you, our life-saving work wouldn't be possible. In the last 40 years, our research has helped double cancer survival in the UK. Today, 2 in 4 people survive the disease. But we can't stop there. Our ambition is to accelerate progress so that 3 in 4 people survive cancer by 2034. Every donation you receive will help us reach that goal, so thank you for choosing Cancer Research UK.”



Marie Curie is here for anyone with an illness they're likely to die from, and those close to them. This includes Alzheimer's (and other forms of dementia), heart, liver, kidney and lung disease, motor neurone disease, Parkinson's and advanced cancer. Whatever the illness, wherever you are, we're with you to the end.

Behind our expert care is our leading research and 75 years of experience. We fund more palliative care research than any other charity in the UK. And we employ more palliative nurses and professionals than any other UK charity.

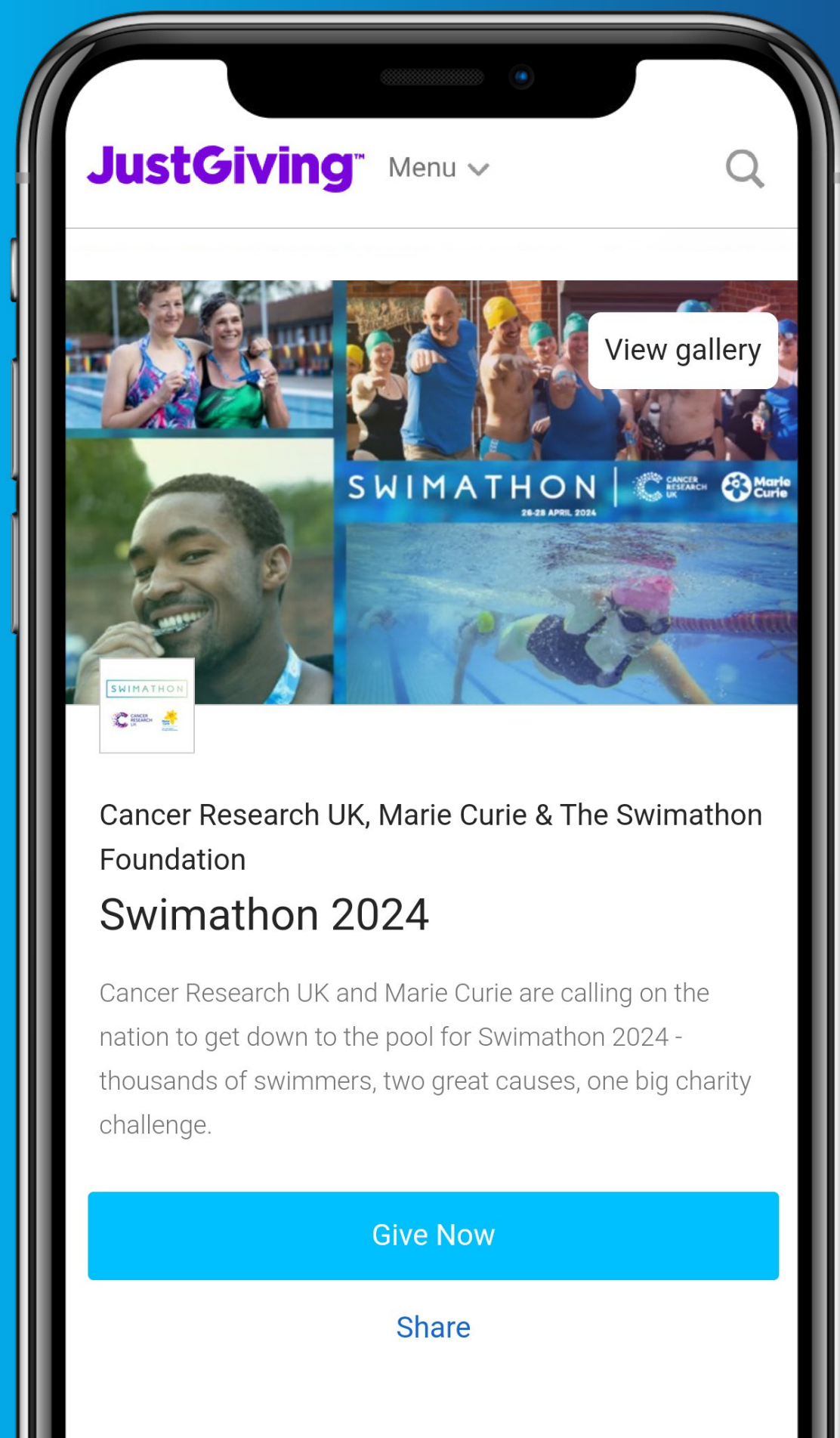
Whether you have months, weeks or days left to live, we're here for you with clinical and emotional care, supporting you to be comfortable, free of pain and other symptoms, and able to live the best life you can to the end. We're all unique, and what matters most to you matters most to us. We'll care for you at home and in our hospices, and give you practical and emotional help over the phone and online. We're here for the people closest to you too, right now and in the future.

We believe a better end of life for all is possible. We push for this by campaigning and sharing our research to change policy, improving the care system. Whatever the illness, we're pushing for the urgent changes that'll improve end of life for all.

Marie Curie is a charity working across the UK and we need your support to do our vital work, whether you donate, fundraise, campaign or volunteer for us. Your donations pay for 51% of our nursing services and 64% of what it costs to run our nine hospices, with the rest coming from the NHS.



Download the free JustGiving app and keep track of your donations. You can receive donation alerts, edit your fundraising page, post updates, read messages and much more – all while you're on the move.

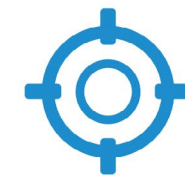


Here are some top tips to help you get your fundraising page looking its best and ready to share:



Promote Your Selfie

Fundraisers with pictures on their page raise 14% more per photo. A perfect excuse for a #selfie.



Shoot for a Target

Pages with a target raise 46% more. Aim high and tell the world.



Don't Forget about Email

There are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.



Update your Page

Let supporters know how you are doing by updating your page often, they will enjoy following your progress and you can even do it through our smartphone app.



Buddy Up

There is strength in numbers. People in teams regularly raise 10% more.



Tell your Personal Story

Why do you care? Tell your story about why you are fundraising.



Get people excited!

Think of interesting ways to get people excited about your fundraising. For example, "Help me reach £1000 and I'll take part wearing fancy dress!"



Be Creative

Think of interesting ways to get people excited about your fundraising. "If I reach £1,000, I'll take part in the event wearing fancy dress."



Encourage Others

Convince your friends to take part and raise money as well ...as it makes the experience more fun!



It's not over 'til it's over

20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.

Ideas to kick-start your fundraising for Cancer Research UK and Marie Curie

For those who have registered for the free **MySwimathon Lite option**, it's really important for you to kick-start your fundraising to hit your £50 milestone to receive your swim cap and medal!

For Marie Curie, £60 pays for three hours of expert care and emotional support for someone living with a terminal illness, in the comfort of their own home.

£20



Create a Swimathon collection box and save up your spare change.

£20



Are you skilled or passionate about cooking or DIY? Teach a virtual zoom lesson and ask for donations.

£20



Why not host your own bake sale at work or school?



Fundraising ideas to help you raise money

£300 donated to Cancer Research UK could fund a trial of an improved radiotherapy technique for prostate cancer for one day.

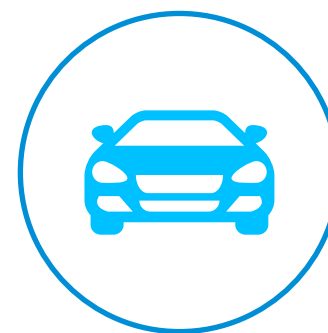
Professor Emma Hall is leading a clinical trial looking at intensity-modulated radiotherapy for prostate cancer. This technique allows higher doses of radiotherapy to be used, while minimising side effects caused by damage to the surrounding tissues.

£50



Watch your favourite films with friends and family, supply snacks and ask them for a small donation.

£50



Organise a car wash.

£200



Host a quiz and ask local businesses to donate prizes for a raffle.



Fundraising ideas to help you raise £500 or £1000

£500 donated to Marie Curie:

Train a nurse or healthcare assistant for a year, so they have the knowledge and expertise to give quality care to those who need it.

£1,000 donated to Cancer Research UK could fund:

The Add-Aspirin trial for one day, to find out whether aspirin could be used to stop cancer coming back after treatment.

Dr Ruth Langley is leading a clinical trial investigating whether aspirin could stop cancer coming back after treatment. If successful, this could provide a cheap and readily-available intervention that could save many lives.

£500



£250

Create a show-stopper

Create a show-stopper and ask for donations for your bakes. Whether delivered to doors, or picked up from the end of the driveway...



£250

Shave / Wax

Get sponsored to shave your head or wax your legs!

£1000

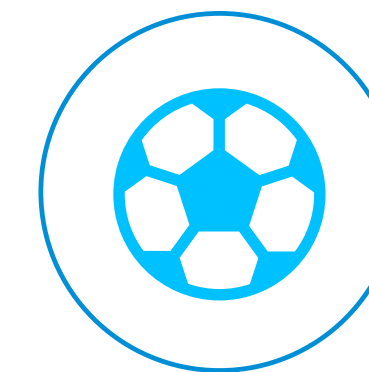
£500



£250

Karaoke Night

Have your friends got what it takes to be a rockstar for the night?



£250

Football Tournament

If you like sports why not hold your own Five-a-side football tournament?

How to plan a bigger event

Bigger events will need some planning and plenty of promoting. Take some time to get organised and you're sure to bring in the big bucks.

Set a budget

List all the expenses and think about how much you need to charge people for tickets to reach your target. Ask local businesses if they would like to support you.

Calendars at the ready

Set a date and allow plenty of time to organise your activity. Weekends are usually best, but Fridays are good if you are fundraising at work. Invite your friends and family – the sooner you do this, the better.

Set a target

It's a great way to motivate people to give generously and generate a sense of excitement for the day. Decide on the amount after taking off expenses.

Pick a venue

Think about the kind of space and facilities you'll need to suit the number of people. Book your venue in plenty of time and mention that your event is for charity. Often you'll pay less or get it for free.

Keep it safe

Whether you're popping allergy information on coffee and cakes, or making sure everybody knows about where the fire exits are at a dinner party, conducting a risk assessment is an important part of your event. Contact your local council for food hygiene regulations at events or see the [Food Standards Agency's website](#).

Spread the word

Promote what you have planned by word of mouth, email, social networks and local press. Tell them about your online fundraising page, how they can help and keep them updated on your fundraising progress.

Consider COVID

Continue to abide by any ongoing COVID-19 rules outlined by the Government.

What to do with your fundraising

Matched Giving

Whether you're raising money in the office or outside of work, ask your employer about matched giving. Lots of our fundraisers have doubled the amount raised by their employer so don't be afraid to ask!

Gift Aid

Due to processing challenges and admin costs, we are unable to claim Gift Aid on donations made offline. Donations made through JustGiving remain unaffected. Therefore, we encourage you to make your donations online. We apologise for any inconvenience this may cause.

Please pay any cash you have collected into your personal bank account and send a cheque made payable to marie curie if sending to the Marie Curie Swimathon team or to Cancer Research UK if sending to the Cancer Research UK Swimathon team

Cancer Research UK Address:

Swimathon Team
Cancer Research UK
PO BOX 1561,
OXFORD,
OX4 9GZ

Marie Curie Address:

Swimathon Team
Marie Curie
PO BOX 23897
14 Links Place
Edinburgh
EH6 9AB

SWIMATHON



PLEASE SPONSOR ME

MY NAME IS

AND I AM SWIMMING

AS PART OF SWIMATHON 2024 TO RAISE MONEY FOR CANCER RESEARCH UK, MARIE CURIE AND SWIMATHON FOUNDATION.

Team name (if appropriate)

First Name	Surname	House name/number	Street/Road	Postcode								Amount Received	Date Paid
				A	B	1	2	C	D				
Mr Andrew	Sample	1	Any Street, London	A	B	1	2	C	D			£ 20 .00	1/1/23
												£ .	/ /
												£ .	/ /
												£ .	/ /
												£ .	/ /
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THANK YOU FOR YOUR DONATION - Every participant is registered. Should you have any doubts about the person asking for donations being a genuine participant, please contact the Swimathon team at info@swimathon.org. Cancer Research UK and Marie Curie will receive an equal share of at least 70% of total funds raised. Swimathon Foundation will receive the balance of the funds raised by the participants for the event's operating costs and to fund Community Grants to promote swimming participation in local communities.

INTERNAL USE ONLY: Form No.	Batch	Date	Total cheque payment	No. of cheques	Event code N20R1GW01
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Why not pay ONLINE instead? Visit swimathon.org and pay in your money on your JustGiving page to help reduce our admin costs and to qualify for our fundraising rewards.*

First Name	Surname	House name/number	Street/Road	Postcode								Amount Received	Date Paid
				A	B	1	2	C	D				
Mr Andrew	Sample	1	Any Street, London	A	B	1	2	C	D			£ 20 .00	1/1/23
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TOTAL **£** _____

PLEASE RETURN THIS FORM WITH ALL CHEQUE PAYMENTS EITHER TO:
 SWIMATHON TEAM, MARIE CURIE, PO BOX 23897, 14 LINKS PLACE, EDINBURGH, EH6 9AB
 (made payable to Marie Curie)
OR SWIMATHON TEAM, CANCER RESEARCH UK, PO BOX 1561, OXFORD, OX4 9GZ
 (made payable to Cancer Research UK)
OR AT YOUR LOCAL MARIE CURIE SHOP

PLEASE DO NOT SEND CASH THROUGH THE POST.

PLEASE PAY ANY CASH YOU HAVE COLLECTED INTO YOUR PERSONAL BANK ACCOUNT AND SEND A CHEQUE MADE PAYABLE TO MARIE CURIE IF SENDING TO THE MARIE CURIE SWIMATHON TEAM OR TO CANCER RESEARCH UK IF SENDING TO THE CANCER RESEARCH UK SWIMATHON TEAM

Due to processing challenges and admin costs, we are unable to claim gift aid on donations made offline. Donations made through JustGiving remain unaffected. Therefore, we encourage you to make your donations online. We apologise for any inconvenience this may cause. We will not sell or swap your details with other charities or third parties.

We will keep your details safe and will only use them in accordance with our privacy policies:
www.mariecurie.org.uk/privacy, <https://www.cancerresearchuk.org/privacy-statement>, <https://swimathon.org/privacy-policy>

* For total fundraising received online before 31 May 2024. Team incentive gifts will be sent to the team captain. Teams qualify based on the average fundraising per team member, based on the total amount fundraised, divided by the number of team members.