

Jo's cervical
cancer trust



YOUR FUNDRAISING GUIDE



jostrust.org.uk

**Cervical
cancer can
be prevented.**

**We're doing
something
about it.**

Without you our work would not be possible, so a huge thank you from all at Jo's Cervical Cancer Trust.

In this pack you'll find ideas, top tips and advice to make your fundraising a success.

#TeamJo's

For more information:

W jostrust.org.uk/fundraise

T 020 3096 8100

Foreword

Jo's Cervical Cancer Trust is the UK's leading charity dedicated to women, their families and friends affected by cervical cancer and cell changes (abnormalities). We offer a range of information and support at every step of the journey. We raise awareness about how cervical cancer can be prevented, and we campaign for the best care and treatment.

“Since my father set up Jo's Cervical Cancer Trust in my mother's memory in 1999, the charity has been providing crucial support and information to thousands of women and their loved ones. Our supporters and volunteers truly are at the heart of the charity, with our growth being driven by your vital support. Thank you for choosing to fundraise for us, and for helping us to take a step closer to our aim: to see cervical cancer prevented.”

Lucy Maxwell,
Jo's daughter and former trustee



“When a close friend was diagnosed with cervical cancer I wanted to do all I could to help her, but I felt utterly helpless. I decided to fundraise for a charity dedicated to cervical cancer and that's when I found Jo's.”

Shirley,
From Ashbourne



Planning check-list

1. When and where?

- As soon as you have a date and a venue secured, let everyone know. The earlier the better!

2. Create an online fundraising page

- Set up an online fundraising page and tell people what the money is being raised for. Go to jostrust.org.uk/online-fundraising for help on setting up your page.

3. What do you need?

- Make a list and a budget and see how much you can get donated by friends, family and local businesses.

4. Promote your event

- Tell your social media followers or readers of your local newspaper why you are fundraising. Your personal motivation will make it more compelling to donate.

5. Give regular updates

- Let everyone know how you are doing towards your target. If you're just starting out, ask them to help kick things off. If you're nearly at your target, ask them to help you reach it!

6. On the day

- Invite more people than you expect to come (drop outs are normal) and make it a fun experience for those attending. Hopefully they will be extra generous!

7. Clubs & Groups

- Do you belong to a team or group that could help you fundraise?



8. Gift Aid it

- If collecting donations offline, download a Gift Aid form from our website to make your supporters' donations go **25% further**. Ask your employer about match funding, many can double what you have raised!

9. Paying in your money

- You can do this by cheque, bank transfer or straight on our website. Call us on **020 3096 8100** or visit **www.jostrust.org.uk/donate** for more information.

10. Thank everyone involved

- Remember to thank people who helped out as well as those who donated, and give yourself a massive pat on the back!

MY GOAL

★ £ ★

So close!

£

Not far

Half way

£

Nice job!

First step

£



Bake sales



Bake it or Fake it!

Whether its brownies, cupcakes or muffins everyone is keen to get involved when there's a sweet treat around (no one needs to know if it's from the shop...) Get your work place, kids schools and local community groups involved to make a difference to the lives of women going through a diagnosis. Order your fundraising pack at jostrust.org.uk/shop to get started!

Top tip: Give your event a catchy title to help grab attention. Vicky from the West Midlands hosted a 'Muffins for Muffs' coffee morning raising an amazing £100!

Target: £100

£100 can fund the cost of one person living with the side-effects of cervical cancer to attend Let's Meet, our annual informal information and support day for women and their loved ones, affected by cervical cancer.



Download your fundraising pack from our shop at jostrust.org.uk/shop to support your bake sale



Challenge event

Get active and inspire!

Take the chance to tick off your bucket list, a sky dive or a trek to Kilimanjaro! Find out more about challenge events with Women v Cancer here at dream-challenges.com

Not feeling so adventurous? You can make a vital difference by organising a sponsored walk, swim or cycle.

Why not join us in taking steps towards a future free from cervical cancer at our annual event Steps for Jo's, a 5k or 10k walk/run suitable for the whole family! You can also sign up to Virtual Steps to take part at any time and any place that suits you! Find out more here jostrust.org.uk/steps

“Whenever I’m finding training tough and can’t face the thought of getting out of bed, never mind getting on a bike, I think about how amazing Lisa was through the whole thing. Always with that beautiful smile on her face.”

Sinead,
From Bristol, fundraising in
memory of her friend Lisa

“I’m really proud of what I achieved - it was certainly life changing. I feel humbled by the people I met. Cycling alongside some incredible women – all of whom had a story about why they were there. It was quite humbling really. Collectively we raised almost £400k”

Sarah,
From Cardiff,
Media and fundraising volunteer

Target:
£500-£1000

£500 can help to print, pack and send over 50 information packs to health care professionals all over the UK to raise awareness of screening and symptoms. Saving lives.



It's ladies night!



Ladies nights are the perfect excuse to get together and raise money for all the ladies out there going through treatment! Contact your local pub or sports club to host the evening and generate interest in the local community.

Charging for entry is a simple way to boost your fundraising as well as getting in contact with local businesses to see if they will support by offering prizes for raffles or auctions and a few hours service of treatments on the night. Get in touch with our fundraising team on fundraising@jostrust.org.uk for a letter of authority.

Top tip: Marie from Headquarters Salon joined our Salons Supporting Screening campaign and raised an incredible £2429 by auctioning a years worth of free hair dries and a silent auction. Find out how your salon can join the community of salons and beauticians fundraising together here at jostrust.org.uk/salons

Target:
£300 - £1000

£1000 can produce a new piece of health information, helping to educate and raise awareness, saving more lives.



In memory fundraising

Some of our supporters choose to fundraise to remember those they've lost through hosting golf days, black tie balls to setting up a Tribute Fund in their name at muchloved.co.uk. This is what Ted did to remember his wife Angela, who he lost in 2013 but continues to fundraise in her memory.



Ted's story

“Angela’s diagnosis and death was an incredibly difficult time – I would have swapped places if I could. You’d do anything to save your wife. Fundraising for Jo’s has helped me cope with the loss. Our proudest moment was when we finished the great south run in October 2014. It was almost one year after Angela’s death and neither myself, Julie (Angela’s sister) nor Guy (Angela’s Dad) had ever run such a race before. It was exhausting but crossing the finish line was incredible, we just hugged each other and thought of the reason we had done it – Angela.”

£300 can fund the cost of 30 questions answered by our expert panellists providing women with medically safe answers to their worries and questions.

Gifts in wills

If you would like to leave a lasting memory and set up a gift in your will for Jo’s please speak to our dedicated team on legacies@jostrust.org.uk.

“Jo’s was there for my Mum in her time of need and I won’t forget how much that meant to our family. For us, it also helps keep the memory of our beautiful Mum alive and we live in hope that one day cervical cancer will be preventable.”

Charlotte
From Leeds, fundraiser for Jo’s

Remember to...

Publicise your event

Contacting your local paper, TV or radio station is a great way to raise awareness of cervical cancer and get publicity for your fundraising event. Social media is also an easy and quick way to let people know what you are up too and to share any pictures with us!

Our communications team are always on hand to provide guidance on contacting the media, get in touch on media@jostrust.org.uk



Keep it legal

Some events might need permission from the council / a license so check with your local council first before putting on an event in a public place.

Top tip: It's important to state how much of your proceeds e.g. all profits in support of Jo's Cervical Cancer Trust.

A liquor License, Food Safety Certificate or Public Liability Insurance might be needed – check with your venue or local authority for more information.



Keep in touch

We would love to keep in touch to hear about how your fundraising is going and see any photos from the day:

E fundraising@jostrust.org.uk

E media@jostrust.org.uk

🐦 [@jostrust](https://twitter.com/jostrust)

📷 [@Joscervicalcancertrust](https://www.instagram.com/joscervicalcancertrust)



Sending in your fundraising money

Have you ticked Gift Aid? If you are a UK taxpayer then 25% can be added to donations at no extra cost to the donor!

Match funding? Some employers will have match funding schemes where they can match up to a certain amount of what you fundraise helping to significantly boost your total. Talk to your HR team/manager to find out if your employer match funds.

How to get your fundraising money to us safely?

Please send any cheques addressed to:

Freepost Jo's Trust

You can also donate securely online here jostrust.org.uk/donate

If you would like to do a BACS transfer please email the team on fundraising@jostrust.org.uk for our bank details.



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