



Prostate  
Cancer  
Research

[pccr.org.uk](http://pccr.org.uk)

Transforming research.  
Transforming lives.



**Your pocket guide  
to fundraising**



# What your fundraising means to us

As CEO of PCR, I thought it would be useful to take the time to tell you what your fundraising really means.

The charity you have decided to support – PCR – is concentrating solely on research into treatments for prostate cancer. We want to see a reduction in the number of people dying from the disease and an improved quality of life for those living with it.

We are a small, but vital, funder of leading scientists with innovative ideas but who lack the necessary investment to research potentially ground-breaking treatments. With your support, we will accept and assess only the very best research proposals. We will support and nourish them. We will provide selected scientists with the space, flexibility and environment to transform their ideas into successful therapies. But we can't advance this essential research without you.

Good luck with your fundraising and thank you very much for joining the team that will bring us closer to finding new treatments for prostate cancer.

**Oliver Kemp**



# The facts

Prostate cancer accounts for 26% of male cancer diagnoses and is now **the most commonly diagnosed cancer in the UK**



The number of prostate cancer cases diagnosed per year more than tripled between 1990 and 2015



56,000 men diagnosed in the UK in 2018



Deaths in 2018:  
358,989 globally  
13,145 in UK

Deaths estimated in 2035:  
630,715 globally (75% increase)  
20,922 in the UK (59% increase)



Between 2016/17 and 2017/18 there was a 13.5% decrease in money spent on prostate cancer in the UK, versus a 3.6% decrease of overall specific cancer site funding



Prostate cancer receives only 8% of the funding spent on specific cancer sites\*

\*The Global Cancer Observatory, International Agency for Research on Cancer, WHO (2018). *United Kingdom fact sheet*. [gco.iarc.fr/today/fact-sheets-populations](http://gco.iarc.fr/today/fact-sheets-populations)

# Our research and impact

Prostate cancer is the most common male cancer, and advanced prostate cancer has no cure. Whilst prostate cancer is treatable when localised within the prostate, it becomes life-limiting and potentially terminal when cancerous cells spread around the body. We are committed to funding innovative research which fills gaps in current understanding. It is only through research that we can make progress.

## WHAT WE HAVE DISCOVERED

- 1 One of the most frequent genetic changes in prostate cancer, giving us a new target for therapy
- 2 A protein that is amplified on prostate cancer cells, making them respond to drugs that are already in clinical use
- 3 A method of boosting the immune system that kills prostate cancer in model systems



Our world-class scientists are working to improve survival for the next generation of men with life-threatening prostate cancer. Here is a snapshot of our current research projects



**Dr Magali Williamson**  
**The spread of prostate cancer**

The aim of this project is to investigate the role of a protein called PLEXINB1 in the spread of prostate cancer. Other scientists have already shown that patients with lots of this protein are at higher risk of their disease spreading. The ultimate goal is to develop treatments to stop the spread of the disease.



**Dr Christine Galustian**  
**Immunotherapy: helping the body fight back**

The aim of this project is to repeat the success of immunotherapy in treating other cancers in prostate cancer. Immunotherapy enhances the natural ability of the immune system to kill cancer cells. If these clinical trials produce positive results, it could result in a new treatment being available.



**Dr Aamir Ahmed**  
**Prostate cancer stem cells**

The research in Dr Ahmed's group aims to translate fundamental knowledge of stem cells and cancer biology into therapies. Dr Ahmed's team are now aiming to translate their knowledge of Wnt signaling in prostate cancer into safer therapies and better diagnosis.



**Professor Matthew Smalley**  
**Modelling prostate cancer**

The lack of advanced prostate cancer models is hindering progress. Experts are developing innovative, world-first models to test the effectiveness of treatments for metastatic prostate cancer, to see if they are good enough and safe enough to be tested in humans.

You can read about all our research projects and the scientist on our website  
[pcr.org.uk/our-research](https://www.pcr.org.uk/our-research)

# How your money makes a difference

We are a small charity with big ambitions. Your fundraising can help support our research projects and ultimately transform lives.

**£73** Materials to grow a cell colony

**£250** 6 months of lab consumables

**£1,200** A box of new antibodies to test

**£10,000** Live imaging microscope camera

**£20,000** Research assistant salary





## Louise's story

All people are blessed by something in their lives; I was blessed with my family. Yet on September 9th, 2016, it felt as though this was drifting away from me as my dad was diagnosed with advanced prostate cancer. The moments that followed this diagnosis felt like a giant black hole of unanswered questions and emotions. However, with the support of family, friends and medical professionals, we became strong enough to start fighting back.

My boyfriend signed us up for the Snowdon 500 Challenge, as my Christmas present would you believe! But it is the best present I have ever received. In May 2017 we climbed Mount Snowdon and participated in a great day organised by the team at PCR; the energy on the day and the number of people in attendance made me realise how many of us are affected by this disease. So whilst walking up the mountain I mentally planned my next fundraising challenge: a charity gala dinner.

I fundraise for Prostate Cancer Research to ensure that my Dad and everyone else that is affected by this vile disease has the best chance of survival. My dad's prognosis was said to be 3-5 years; however, due to treatment he has received since September 2016 his cancer has now been labelled as dormant. While it remains incurable it has, for now,

gone to sleep and this is all due to the continued effect and successes from the research that is carried out.

Never underestimate the power of sitting in a doctor's rooms with someone you love that is fighting cancer and hearing the words "**there are new types of treatment available**" or "**a new combination of treatment has been discovered**", and listening to the proven success rates for fighting prostate cancer and increasing survival rates.

Every penny raised makes a difference to help transform research and transform lives.

# Getting started fundraising



## Decide what to do

Start by choosing your type of event. Often the simplest things are the best, but of course, if you're planning something completely off-the-wall, we'd love to hear it.



## Get friends and family involved

Don't try and do everything yourself, getting helpers to organise things and even having others to do it with you can make it much more fun.



## Set the date

Some events will have set dates and you may need to apply for them ahead of time. For those you create, think about whether a weekend or holiday time is best and make sure not to clash with other happenings.



## Name the place

Check availability and access so that you can be sure to be safe for everyone. Depending on what you are doing you may need to pay for the space or organise a license.

# A-Z of ideas

Pondering what you can do? Here is a complete alphabet of inspiration.

**A**

## Auction off items

Collect prizes and auction them online or at an event


**B**

## Bake sale

Ask friends and family to make cakes or savoury treats and sell them at work or school





**C****Coffee morning**

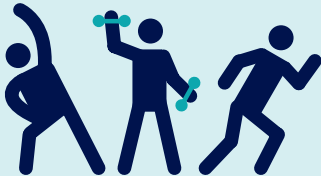
Host a coffee morning with a raffle and some cake

**D****Do you dare**

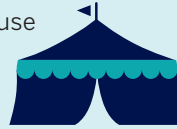
Live stream and complete dares for donations

**E****Exercise evening**

Follow the fitness craze and host a keep fit evening or boot camp and charge to take part

**F****Festival, fête or fair**

Host your own or use a local one as an opportunity to have a stand

**G****Give up your vices**

Ask friends and family to sponsor you for giving up things you love

**H****Household sale**

Gather everything you no longer need and sell it at a car boot sale

**I****In memory**

Do something your loved one was passionate about and get sponsored for it

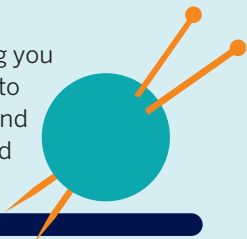
**J****Jazz night**

Host a jazz soiree for your hip friends and colleagues



**K Knitathon**

See how long you can commit to the knit for and be sponsored per hour

**L Laugh all night**

Host a comedy night or comedy live stream

**M Murder mystery**

Get your friends round for a delicious meal and charge to guess the murderer

**N****Night at the races**

Bring Ascot to your house and host an evening full of races and ask guests to pay for bets

**P****Pack bags at supermarkets**

Contact your local supermarket and get a collection bucket – you will be surprised at how much you can raise

**Q****Quiz night**

Host a pub quiz night, in person or virtually!

**R****Raffle**

Collect lots of lovely prizes (little and large) and host a raffle over a period of time or at an event



**S Sweepstake**

Start a sweepstake on your time, distance, or anything related to an upcoming challenge

**T Team challenge**

Team work makes the dream work!  
Get competitive with others doing the same challenge

**U****Upcoming occasions**

Use birthdays and anniversaries to ask people to donate to PCR instead of presents

**V****Variety show**

Host an evening of entertainment to suit everyone

**W****Wine and cheese night**

Need we say more?

**X****X-factor competition**

Whether you charge for ear plugs or entry fees, get friends together and sing up a storm with your own xfactor evening

**Y****'Yes' day**

Get sponsored to say 'yes' to everything for a day and see what happens (other than being in the money!)

**Z****Zumbathon**

Gather the girls and get them moving their hips with their friends and their friends' friends



# Online fundraising

One of the best ways to start fundraising is by setting up your online fundraising page.

Any donations made will be automatically credited to you and sent directly to PCR's bank account.

## THREE KEY BENEFITS

- 1** Minimises the effort and administration of collecting donations.
- 2** Makes it easier for you, your donors and PCR.
- 3** Allows us to automatically claim the gift aid on eligible donations, increasing each donation by 25% with no cost to you or your sponsors.

## TOP TIPS



### Set a target!

Research has proven that by doing so, you could raise over 64% more.



### Get social!

Spread the word via social media and keep everyone up to date and involved.



### Capture it!

People love to see what you are up to. Include your link in a photo to help raise up to 14% more.



### Start close to home!

Ask friends and family first and others may match their sponsorship.



### Don't stop yet!

20% of donations come in after your challenge or event, so don't forget to do your one final push before closing the page.

You can set up an online fundraising page on Just Giving at [justgiving.com/pcr](https://www.justgiving.com/pcr)



## Spread the word

Tell your friends and followers all about your fundraising by spreading the word on social media. Keep them updated on your progress and remind them why you're fundraising for PCR!

Use your Facebook, Twitter, Instagram and LinkedIn to share and post about your fundraising page or fundraising event. You can also share your training, fundraising events and any updates with us too, so make sure you connect with us!

### TOP TIPS

#### Word of mouth!

This is one of the most effective kinds of promotion, so tell everyone you know what you're doing.

#### Tell your story!

Let your supporters know why you are fundraising for PCR and how their donations help.






#### Extend your reach!

Ask family, friends and colleagues to share your posts so you are able to reach more people.

#### Share every step!

Post pictures and videos from your training or planning sessions and include your fundraising page link.

We would love for you to share any training days or fundraising events with us too, so make sure you connect with us at:

-  [@TeamPCR\\_](#)
-  [@PCR\\_News](#)
-  [/prostatecancerresearchnews](#)
-  [/prostate-cancer-research](#)
-  Use our hashtags to show what you're up to!

#PCR

#TeamPCR

#PCRLegend

# Boost your fundraising!

Make sure you do all that you can to bring in those extra pounds!



## TRICKS OF THE TRADE



### Tell your story

It's all about letting your supporters know why you're fundraising and what it means to you. If you're challenging yourself with an event, let people know how much effort you're putting in.



### Gift Aid it

Ask your sponsors to sign up for Gift Aid if they are UK tax payers. This will add 25% to each donation at no extra cost to you or your sponsor!



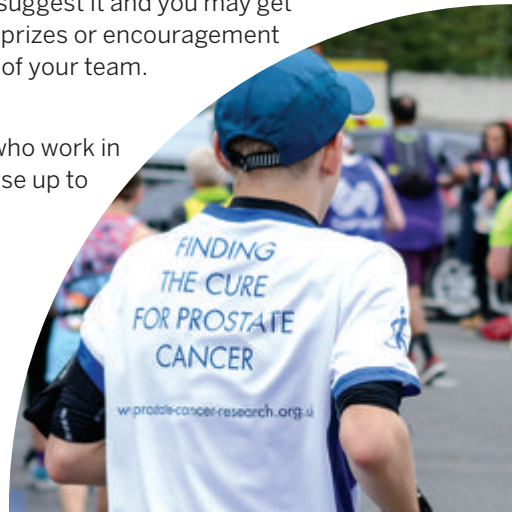
### Matched giving

Many companies run a matched giving scheme. If they don't, suggest it and you may get sponsorship, prizes or encouragement from the rest of your team.



### Team work!

Fundraisers who work in teams can raise up to 10% more!





# Keep it safe and legal

It is really important to make sure that your fundraising event is both legal and safe, since we can't accept any liability. Here are a few simple guidelines we suggest you follow.

## GET PERMISSION

Get permission. Contact your local council for advice on permissions, licences or trading standards that may be required for your event.

## HEALTH AND SAFETY

Make sure you complete a written risk assessment for any event you will be doing and also ensure there is at least one first aider on site if there is any risk of accident or injury.

## RAFFLES AND LOTTERIES

There are strict and complex laws relating to raffles and lotteries. For everything you need to know visit [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk) or [Gamblingcommission.gov.uk/FAQs](http://Gamblingcommission.gov.uk/FAQs).



## YOUNG PEOPLE

Anyone under 16 must get permission from a parent or guardian before fundraising. No one under the age of 16 can take part in door-to-door collections and you need permission from parents to take photographs of anyone under the age of 18.



# Using our logo

We love to see your support of the charity and so we have created a logo lockup you can use which shows you are fundraising in support of us.

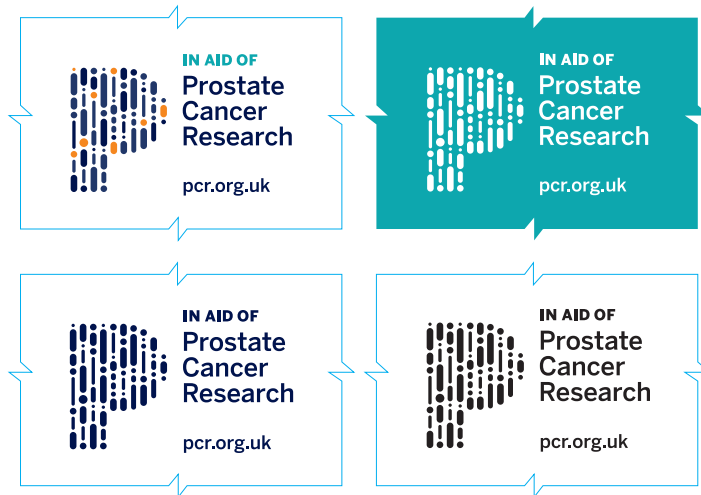
Get in touch with us to get a copy of the logo and find out how best to use it.




## COLOUR OPTIONS

The logo lockup is available for use in full colour, reversed out white, in dark blue or in black.

 Denotes continuous background



 Prostate Cancer Research is legally obliged to disclose that it is a registered charity. Please use the line below in its entirety wherever you use the logo lockup.

**Prostate Cancer Research. Registered Charity No: 1156027**



# Helping you have the best fundraiser

Remember we are here to help.

We couldn't possibly squeeze all of our top tips and fundraising ideas into this pack, but do not fear as we are on hand with support and guidance throughout your whole fundraising journey.

Visit our website for a list of bits and bobs, from collection buckets and banners to balloons and leaflets.

[pcr.org.uk/fundraisingresources](http://pcr.org.uk/fundraisingresources)

If you have any questions, drop us a line on **0203 735 5448** or email us at **[events@pcr.org.uk](mailto:events@pcr.org.uk)**



## Team PCR

You may be keen on joining a challenge event such as a cycle ride, a marathon or something more outdoorsy such as our Snowdonia for Science event. Get in touch with us to find out how you can take part.



We love getting you involved in our events, so if you are looking for a volunteering position at one of our cheer stations or as a photographer, please just get in touch!

## Leaving a gift in your Will

It may be a surprise to know that over half of the research grants we create came from gifts in will. Leaving a legacy will be a gift for future generations. You can be part of transforming research so we can transform lives.

If you would like to discuss this more, get in touch with our legacy team on [0203 735 5444](tel:02037355444) or [info@pcr.org.uk](mailto:info@pcr.org.uk) or you can write to us at:

**Prostate Cancer Research**  
Suite 2, 23–24 Great James Street,  
London WC1N 3ES

# Banking and thanking

You have done the hard part, now it's time to make sure you thank everyone who has helped you to make it happen.

And the sooner you send in those funds, the sooner we can allocate it to a research grant.

## BANKING

### Pay in cash or transfer via BACS

Please make sure you reference your name and event on payments. You can pay in cash or transfer money with the details below:

**Charity name:** Prostate Cancer Research

**Bank:** Barclays

**Sort code:** 20-80-57

**Account number:** 80372056

### Send us a cheque

Cheques are to be made payable to Prostate Cancer Research and sent to:

### Prostate Cancer Research

Suite 2, 23–24 Great James Street  
London WC1N 3ES

## THANKING

Email all of your supporters to tell them how you got on and how much was raised in total. It's a great way to make them aware of the difference they have made.

**We have special thank you cards that you can use to thank your supporters! Visit our website to see what's available.**



### Reminder

Don't forget to send in your sponsorship forms with your donations so we are able to claim gift aid and boost your fundraising by up to 25%.



Prostate  
Cancer  
Research

[pccr.org.uk](http://pccr.org.uk)

Transforming research.  
Transforming lives.



# Thank you

From all of us at PCR, thank you so much for your time, passion and energy. What you are doing is helping to transform research and transform lives.

Registered Charity No.:1156027