



Fundraising with balls

ORCHID

FIGHTING MALE CANCER



WELCOME

Hello and a big welcome to Team Mantastic!

Now's your chance to bring people together and try things you never thought you could; all in aid of a brilliant cause. You can do pretty much anything you like to raise cash for Orchid from running a marathon, abseiling down a building, jumping out of a plane or walking on fire to arranging cake sales, a car boot or a pub quiz.

This pack contains all the inspiration and advice you need to start raising money. We're just a small team here at Orchid but, with your support, we can have a big impact on every man's fight against male cancer:

Whatever you decide to do, we know you can – and we're here to help you all the way!

So man up, sign up, shape up, and put your balls on the line for Orchid.

Thank you!

The Orchid Events Team

events@orchid-cancer.org.uk

Phone: 020 3745 7310

Fax: 0207 388 1175

www.orchid-cancer.org.uk



ABOUT ORCHID

We exist to save men's lives from testicular, prostate and penile cancers. Set up in 1996 by testicular cancer patient Colin Osborne and the oncologist who saved his life, Orchid is the only UK charity working for everyone affected by the three uniquely male cancers.

Every year over 50,000 men in the UK will be diagnosed with a male specific cancer and sadly, these numbers are increasing.

- 47,300 men will be diagnosed with prostate cancer and 10,000 will not survive
- Over 2,300 young men aged 15-44 will be diagnosed with testicular cancer
- A further 600 men will be diagnosed with the much rarer penile cancer

We have three main priorities in the fight against male cancer:

Research Support Awareness

Research – We fund a pioneering world-class research programme to understand the causes, diagnosis, prevention and treatment of male cancers. We have identified new ways to treat male cancers that improve the quality of life for those diagnosed but we need to do even more to fight this dreadful disease.

Support – We offer information and support to men and their families. Men often find it hard to talk and seek advice and our specialist nurses answer questions and offer vital support. We provide free printed and downloadable information and a testicular cancer microsite and schools resource pack "Your Privates" which is available on a USB.

Awareness – We raise vital awareness of male cancers and aim to educate men about the signs and symptoms of male cancer. Every man should get to grips with self-checks. Far too often men put off seeking help if they notice anything unusual. Early diagnosis saves lives.

For many men, recognising the warning signs and symptoms of these cancers, receiving an early diagnosis, quick treatment, support and being well informed can make a real difference. Your support matters in the fight against male cancer.

Thank you!

£5 could pay for a model testicle with an embedded 'lump', allowing young men to know what they are trying to find when self-examining thus allowing for earlier diagnosis and successful life-saving treatment. The demonstration models are used by our staff and Ambassadors as part of our Education and Awareness programme.

£18 could pay for 100 Male Cancer information leaflets detailing the facts about one of the male-specific cancers - prostate, testicular or penile cancer. The leaflets are sent to individuals, health care professionals, schools and companies, or given out during public awareness events.

£50 pays for an anatomical prostate model for awareness talks and presentations.

£100 pays for an Orchid Male Cancer Information Nurse to deliver male cancer awareness talks and information to a company and their employees.

£1,000 pays for two month's supply of microscope slides, covers and storage boxes for histopathology research (examination of cancer tissue).

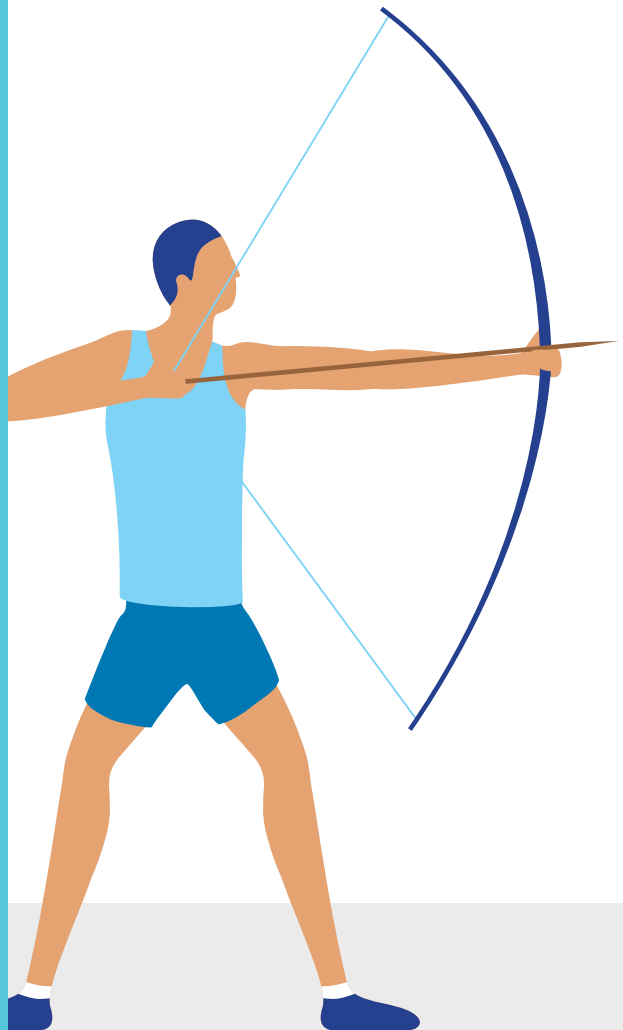
£2,500 could buy 10 vials of antibody for the Histopathology research team, to identify proteins in prostate tumour tissue samples, helping to give successful treatment to the patients.



GETTING STARTED

Right, so you've decided you want to fundraise for Orchid – that's great! But it's plan time before it's game time, so here's some tips for getting started.

1. **Start now** – Decide what you want to do, set yourself a target and go for it.
2. **Family first** – Drum up support from close friends and family, get them behind you, and get them to give big.
3. **It's good to talk** – Go nuts! Let your colleagues, your boss, even your bus driver know what you're doing and why.
4. **Make the Network** – Get on Facebook, Twitter & LinkedIn so everyone hears about your event, and get on Justgiving or Virgin Money Giving so your supporters can donate easily.
5. **Benefit from a benefit** – Put on a big night to raise awareness and big bucks for Orchid; poker nights, quiz nights and big parties or balls can all raise plenty of cash with a bit of forward planning!
6. **Keep us in the loop** – Contact us for fundraising and promotional materials like collection boxes, balloons, posters, pin badges.
7. **Be ballsy** – Confidence = Cash.



TARGET £500

£250 from online sponsorship

— set up a page and ask 25 friends or colleagues for a tenner.

£150 from an event

— a quiz night, race night, dinner party, BBQ — easy!

£75 at work

Have a dress-down day, a sponsored dry week or month, or even an Orkid-themed swear box where all testicle-related expletives are exempt from the fee!

£25 collection

Contact your local supermarket for a collection or bag packing date, get your family and mates down to help...

£25

£75

£150

£250

Once you've got the hang of it you'll be surprised at your own ideas, before you know it you could be hitting £1,000. Not so scary now is it?

GIFT AID

Please get all your sponsors that are UK taxpayers to Gift Aid their donations.

Gift Aid is a scheme run by the UK Government that allows charities to claim back the tax from HMRC on donations. But, as with every freebie, there are a few rules, so we can't claim Gift Aid on donations in return for goods e.g. tickets for events, etc.

What Gift Aid does mean is that for every £1 donated we'll be able to claim at least an extra 25p at no extra cost to you. Bargain! This makes Gift Aid hugely important to us at Orchid. It doesn't cost you a thing, but it means we can do even more to say balls to male cancer...

Whether your sponsor qualifies for Gift Aid or not, ensure every one gives their full name, address and postcode, and ticks the Gift Aid box if they can. Use one of Orchid's sponsor forms (provided with this pack) to ensure you get all the necessary info. (If you're collecting down the pub, it may be wise to take a dummy form so all the 'comedy names' are dealt with before

they actually get down to business. A suggestion courtesy of Mr I. P. Freely.) If you're using Justgiving or Virgin Money Giving they will automatically gather all the necessary data (see Online Fundraising page 16). If you've been set a fundraising target by Orchid, Gift Aid doesn't count towards this target, but it will boost your final total!

giftaid it

Donations from companies

Unfortunately, we can't claim Gift Aid on company donations. However, companies can claim tax relief on charitable donations when calculating their profits for corporation tax, and we'll sort a receipt/letter as proof of the donation.

Matched Giving

Some companies will match your fundraising £ for £, or up to a certain amount so be sure to check with them if they can do it – make your company do some of the hard work for you!

For every £1 donated we'll be able to claim at least an extra 25p



WHY WE NEED YOUR SUPPORT



Colin's Story

Colin Osborne is the co-founder of Orchid along with Professor Tim Oliver, the consultant who saved his life. Colin's battle with cancer began in August 1994. He discovered his lump at the same time as his wife discovered she was pregnant with their second child. An ultrasound scan showed the lump was malignant and he underwent surgery. Following this surgery, blood tests and CT scans showed the cancer had spread to his abdomen and Colin's fight for survival began.

“The motivation for founding Orchid was for me to say thank you to Tim for saving my life and to put something back; to hopefully ensure that all men do not have to endure what I suffered for 18 months, and that most importantly others, like me, would continue to be able to celebrate the life they felt they would lose.”



Paul's Story

Paul was diagnosed with Stage 2 Testicular Cancer in April 2014 after noticing a dull ache in his testicle that gradually worsened, before becoming swollen. Paul booked an emergency appointment to see his GP who referred him straight to the Urology clinic at Portsmouth where the swelling was diagnosed as a tumour. 48 hours later Paul underwent surgery to remove the tumour, which was non aggressive. Fortunately, as it had been caught early enough, Paul did not require any chemotherapy so was able to start on the follow up observations immediately. Since recovering Paul ran the London Marathon for Orchid in 2015.

“The most difficult part of my journey by a mile was trying to cope with the diagnosis and coming to terms with what this meant for me. I also found it quite hard to cope with the speed that everything happened. My family were incredible in supporting me through everything. My wife kept me positive and grounded if I was feeling down.”



“I try to help other men not make the mistake of hiding this as I did.”



John's Story

John didn't worry too much about a small red mark on the base of the glans of his penis but when it was still there after a number of weeks he decided to see his GP. After a few months of varying strength cortisone creams which made no difference at all he was referred to a dermatologist who conducted a biopsy. Two weeks later he was told he definitely didn't have cancer, but John felt there was something that wasn't quite right so he was referred to an urologist who immediately recognized it was penile cancer.

“It sounds very naive now but I had no idea that there was such a thing as penile cancer. Luckily I was diagnosed early and underwent surgery to remove the cancer and I am now officially cancer free. I think it's really important that men know about penile cancer, the signs to look for and to seek help as soon as possible. It's nothing to be embarrassed about.”



Andrew's Story

Andrew was diagnosed with Prostate Cancer after he noticed blood in his urine, which then led for him to have a number of examinations. It was the urine sample that alerted the urologist to investigate his PSA reading with a prostate biopsy, which confirmed Andrew had prostate cancer. Andrew underwent surgery to remove the cancer, however after the operation the surgeon revealed that the cancer had spread outside the prostate into his bones and was therefore too dangerous for him to remove. Since 2008 there has been ups and downs with the PSA, with recent results indicating that the cancer may be becoming resistant to the hormone therapy. The medication has been changed and his PSA has dropped again.

“Since getting over the surgery I have found that it has given me a new zest for life. Be positive and open about cancer. Don't bottle it up, it will only make you feel worse. People will notice that there is something wrong and being open to other people will bring support from surprising places.”

SOME FUNDRAISING IDEAS

KEEP IT PERSONAL



SICK OF SOCKS?

Skip a few birthday gifts this year – scale the moral high ground and ask for donations instead.



LOSE THE LOCKS

Get sponsored and shave your head for Orchid.

GIVE IT UP

Make it something you'll miss and make it for a month - prove to friends, family and yourself you can. Try booze, Xbox or anything else you can't do without.



DO SOMETHING NUTS

Find yourself a challenge; run a marathon, get on your bike, trek the desert, jump out of a plane, take on a Tough Mudder (be afraid!). Whatever you do, get sponsored and do it for yourself – and for Orchid.

DITCH THE RAZOR

Grow a beard or moustache for a month.



ASK AND YOU WILL RECEIVE

Get a sponsor form or set up an online page and get raising!

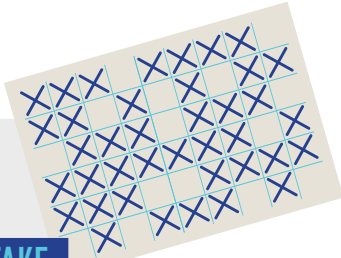


BEGIN AT HOME

Give your family a sponsorship form and challenge them all to raise a certain amount for you.



AT WORK



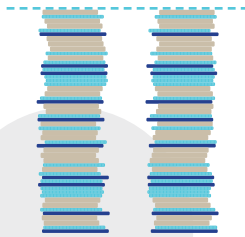
SWEEPSTAKE

Organise a sweepstake – FA Cup, The Grand National, Wimbledon, X-Factor, The Apprentice, Strictly Come Dancing, Eurovision, even!



BLUE MONDAYS

Ditch the suit and get everyone to work in double denim.



MATCH THAT

Ask if your company do matched giving and, if not, ask for a one-off donation.



SOCIAL

Throw a party, sort out drinks at a local bar, organise a meal out, get everyone out for a comedy night – any kind of knees-up to help get cancer rates down.



KARAOKE NIGHT

Find your local Karaoke bar, get your colleagues to donate a fee for entry and let rip.

MORE FUNDRAISING IDEAS AT HOME (OR DOWN THE LOCAL)



ROCK OUT!

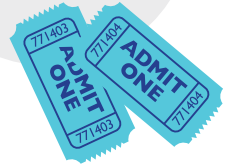
Got friends in a band? In a band yourself? Put on a gig with proceeds going to Orchid.

ORGANISE AN EVENT

The possibilities are endless – a car boot sale, pub quiz, race night, auction, wine tasting, bingo night, fancy dress, curry night... now we're talking!

AT THE MOVIES

Get your mates round to watch your favourite movie series with a donation on the door; Fight Club? Apocalypse Now? The Godfather? Star Wars? Kill Bill! (Whatever you choose, may the Force be with you...)



THE BIG BBQ

Step up to the grill and try not to burn your burgers and buns. Organise an Orchid BBQ for all your friends and family.

FESTIVE FUNDS

Whatever the celebration, make it a day to remember – Pancake Day, Easter, St Patrick's Day, St George's Day, World Cup Final, Wimbledon, Halloween, Bonfire Night or Christmas – whatever you fancy!



WITH THE KIDS

Get the kids fundraising at school – with cakes for sale, sponsored walks/runs, dress-down days or a sponsored silence – teacher's dream!

HAVE YOU GOT THE BALLS?

Arrange an event that means you, your neighbours, friends, colleagues and/or community can really push themselves to the limit. Firewalking, abseiling, sky diving, and bungee jumping can all be great ways to test your nerve and raise big money from those who think you're nuts, so to speak.

SPORTS TOURNAMENT

Organise a Five-a-Side Football or Rugby Tournament or even a poker night – whatever you're into.

CHEAP AND CHEERFUL



SMARTIE-PANTS

Give friends and family a tube of smarties and ask them to fill the tube with £1 coins when they've finished.



ON YER BIKE

Donate the money you'd usually spend on trains or petrol and get yourself fit and a bit of fresh air at the same time.



CAR WASH

Find your buckets and chamois' and get yourself and the kids washing cars for Orchid. Down the street, at the local shop, anywhere – except traffic lights at busy roads.

FLOG IT!

Books, DVDs, computer games, chairs, spades... anything. Get to your local boot or jumble sale and de-clutter while you help save a life. You can even do it without leaving the house - check out ebay for charity.

BAG IT UP

Ask your local supermarket if you can pack customers' shopping in return for a donation or just collect at your supermarket.

Whatever you do make it fun and keep it safe.

ONLINE FUNDRAISING

Online Fundraising makes raising money and awareness easy, which is why we love it. It's proven that people are more generous online than face to face, and it's a simple way to reach all your contacts, promote what you're doing, it gives your supporters a secure way to donate, and it saves you the time and effort of chasing everyone to collect your sponsorship money. What's not to like?

From there you can send the link to your sponsorship page to friends & family via Email, Twitter, LinkedIn, Facebook or any other social network and you'll be surprised who'll get wind of what you're doing and throw in a fiver or two!

Quick Steps – it's as easy as 1, 2, 3

1. Log onto www.justgiving.com or www.virginmoneygiving.com and follow their simple online steps to creating a fundraising page for Orchid
2. Personalise your page
3. Spread the word



Give your page the personal touch...

- Create a simple, memorable web address – e.g. justiving.com / joebloggsmarathon.com.
- Upload a photo and tell people what you're doing and why.
- Set yourself a target – be ambitious and remember to update any offline fundraising totals (which you can do via mobile apps and browsers).
- Create your own event or page on Facebook for what you are doing.
- Keep your page and social media platforms updated and encourage people to donate as often as they like.
- Upload photos of yourself and your progress. If you're in training, get some pictures at the gym, if you're growing a beard, shoot it daily, if your challenge involves looking a bit ridiculous, keep everyone posted with plenty of pics - the sillier the better.
- Encourage people to comment on donations and share them on their own personal networks and, of course, create a personal thank you message to send automatically to anyone who donates.

Day 1



Day 4



Day 10



Day 22



Day 31



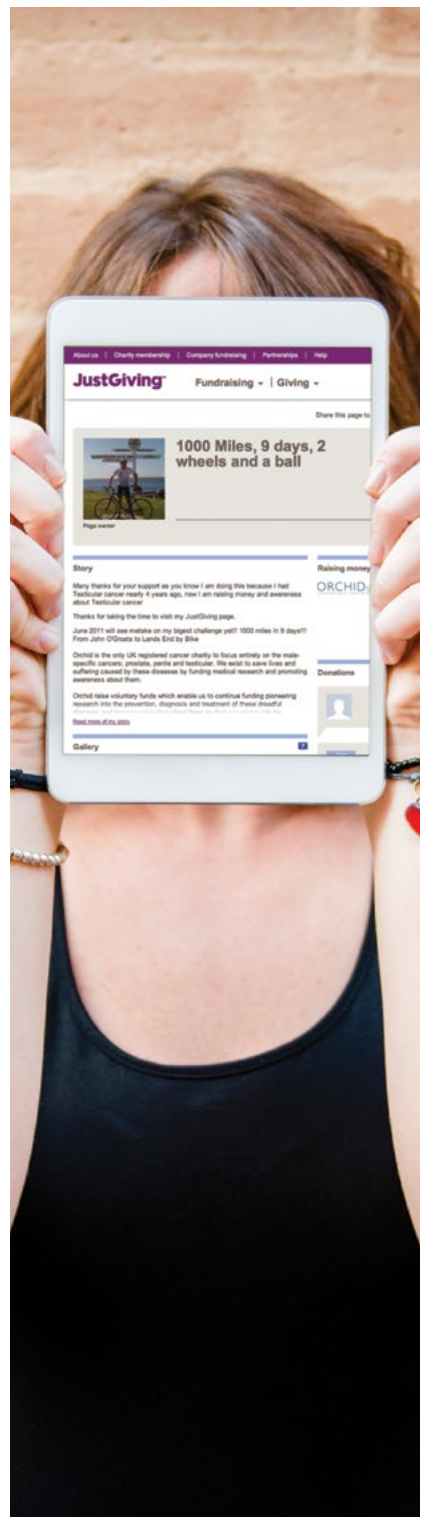
Get Social

- Share your fundraising page link with all your contacts, friends and followers.
- Get family and close friends to share your activity with all their connections.
- Add an auto-signature to your emails at work with your fundraising page link.
- Post your fundraising page on social media sites and keep updating them!

Be mobile

- Get text donations to your online fundraising page by setting up your own text code or downloading the app for IOS and Android. Visit www.justgiving.com/justtextgiving or search your app store for more details.

Orchid automatically receives the money raised online via your page, we do pay the sites a small percentage of your donations, but it saves us time and money processing donations. So please use online fundraising where you can - the word spreads quicker, it's simpler for us and for you and it's the perfect way to raise more cash to support the vital work we do.



The Daily Testicle

CONTACT YOUR LOCAL MEDIA



SPREAD THE WORD

Contacting the media provides lots of opportunities for you to publicise your fundraising and raise awareness of male cancer. Local papers are always looking for a good news story, so get in touch and tell them what you're up to. Search for both local FM and internet radio stations, and try and get a mention from anyone you know who has lots of followers on Twitter, Youtube or their blog.

Five golden rules of writing press releases

1. Keep it simple
2. Tell them **Who** you are, **What** you are doing, **When** you are doing it, **Why** you are doing it, and **Where** it is.
3. Double-line space it throughout
4. Send them photos, videos etc.
5. Give them your contact details - email, mobile and any social networking links.

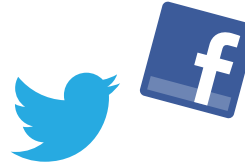
Do contact us if you'd like more details about contacting the media, writing press releases, etc.

Tell us all about it

We want to know about your story too! Our Media Team is available to offer support dealing with the press, so get in touch for more information.

Facebook, Twitter and Blogging

Make the most of social media by sharing every experience with updates and tweets, photos and videos online. It shows the lengths and efforts you are going to and constantly spreads your activity to a wider audience. Don't forget to like us on www.facebook.com/OrchidMaleCancerCharity and follow us on www.twitter.com/OrchidCancer and keep us updated, too!



Posters, Flyers and Business Cards

Get some posters or flyers printed up - they're a pretty cheap but effective way to publicise your cause. Display them everywhere you can think of: car windows, local shops, launderettes, cafes... litter the high street - obviously not literally!

Print some business cards with your online fundraising page and social network details so you can give these to anyone who asks what you're up to.

Orchid logo

Please don't produce any printed materials featuring the Orchid logo without first seeking approval from the Events Team. Please include **'Registered with the Charity Commission No. 1080540. Company Registered in England No. 3963360'** on all materials.

KEEP IT SAFE AND LEGAL

We want your fundraising to be enjoyable and fun, but please keep it safe and legal by following a few basic guidelines. Remember to get in touch with us to let us know what you're planning. Be aware that Orchid cannot accept any responsibility for any fundraising events that you organise.

Raffles

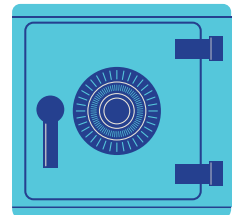
For big raffles you need a licence, so we'd suggest you steer clear. However you can organise a raffle at a private event if you sell tickets and draw the prizes there too (no cash prizes). For more info, contact the Gambling Commission www.gamblingcommission.gov.uk

Collections

For public street collections you need a licence from your local authority but if you plan to hold a collection on private property - in a pub, a shop or community centre - you only need permission from the owner or manager. Please don't collect money door to door; it is illegal without a licence.

First Aid at events

Ensure you have adequate provision for your event. Do you need to have a qualified first-aider present or is it enough to just have a first aid box? St John's Ambulance may be able to help give you advice or support on the day. In any case, always make sure you have a fully charged phone to hand in case of emergencies.



Venue

Do not exceed any capacity limitations and ensure there is good access.

Is there adequate car parking, toilet facilities and disabled access? Where are the fire extinguishers and fire exits? Be sure to let your attendees know!

Food and drink

If you are selling alcohol at an event you need to adhere to the legal age requirements and you need a licence, which you can apply for from your local Magistrate's court. At a one-off event, you don't need a licence to sell food, but you should follow Food Hygiene Regulations – www.food.gov.uk

Money

Make sure you keep your money in a lockable box and be careful when you're carrying money around - take another person with you, if possible, for muscle.

Children

Ensure that children are safe and adequately supervised. Children under 16 should not be allowed to collect money unless accompanied by an adult.

Insurance

Orchid cannot accept liability for your events and activities, so you may need to take out public liability insurance. If you have any questions, please contact us. If you are using a third party venue then be sure to check their Public Liability Insurance documents.

Risk Assessment

Risk assessments are very important as they help to create awareness of any potential hazards and risks. If you would like a risk assessment template or guidance on how to fill out a risk assessment we'd be more than happy to help you.

Entertainment

Singing, music or dancing requires a licence. So, if your venue does not already have a Public Entertainment Licence, you need to obtain one from your local authority.

Further information on Fundraising

Check out the Institute of Fundraising at www.institute-of-fundraising.org.uk/guidance/ for further info. We are always at the end of an email or a phone call, please contact us if you have any concerns.

HANDING OVER MONEY RAISED

CHEQUES

Please make cheques payable to 'Orchid' and send them to:

**The Events Team, Orchid,
231-233 North Gower Street,
London, NW1 2NR**

CASH

Please do not send cash through the post! If you collect money in cash at your events or through a collection box then please pay it into your bank account then send us a cheque for the full amount.

ONLINE

Orchid will automatically receive the money raised via Justgiving and Virgin Money Giving on a monthly basis. Please note they do charge commission.

CAF CHEQUES

CAF cheques are usually used by individuals who donate to charities regularly, so please send them in to Orchid at the above address and we'll process them.

GIFT AID

If sending in money that can be gift aided, please ensure you include the Orchid sponsor form with full details of your donations, then we'll calculate gift aid for you and add it to your total.

giftaid it

Don't forget, we're here to help, so please keep in touch.

Tel: 020 3745 7310

Email: events@orchid-cancer.org.uk

Website: www.orchid-cancer.org.uk

**THANK
YOU!**



CONTACT

So get in touch today and get fundraising for Orchid

www.orchid-cancer.org.uk

Phone: 020 3745 7310

Fax: 0207 388 1175

events@orchid-cancer.org.uk

Follow us on Twitter: www.twitter.com/OrchidCancer

Like us on Facebook: www.facebook.com/OrchidMaleCancerCharity

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