



look good feel better
FACING CANCER WITH CONFIDENCE

Your Guide To Challenge Event Fundraising



Visit our website
lookgoodfeelbetter.co.uk

Look Good Feel Better help people with the physical effects of cancer treatment.

Thank you for joining us. Whether you've signed up to walk, run, cycle, skydive or swim for Look Good Feel Better, you'll be supporting many more living with cancer and ensuring they can benefit from our specialist support whilst undergoing cancer treatment.

1,000 people are newly diagnosed every day in the UK and Look Good Feel Better is on a mission to help restore confidence and self-esteem for anyone struggling with the physical and emotional side effects of cancer treatment. With your support, we will be a big step closer to being there for anyone, anywhere, facing a cancer diagnosis.



Meet Zara, a beneficiary

Zara Barton was just 19 when she received her diagnosis of Stage 3 Hodgkin Lymphoma, a type of blood cancer.

When she started her treatment, Zara (pictured far right) was signposted to Look Good Feel Better's support resources and workshops by her teenage cancer nurse and attended one of our Young Adult Virtual Skincare & Makeup Workshops.

"My confidence was significantly impacted following my diagnosis. Chemotherapy had a huge impact on my appearance due to the hair loss it caused, which made me extremely self-conscious, and I always felt down about myself. I found it difficult because although I felt like myself on the inside, the physical effects of chemotherapy meant that others could see I was unwell.

I attended an online Teenage and Young Adult Make Up and Skincare workshop. Although I was feeling quite unwell on the day of the workshop, having just completed a chemo session, I was still able to take part and really enjoyed it.

Look Good Feel Better helped me by introducing me to other people of a similar age who were going through the same experience.

They also equipped me with the right beauty products to help me during and after my treatment. Overall, my experience with the charity was extremely beneficial and gave me a real boost at a time when this was much needed."

Zara is now giving back to the charity and recently took to the skies for the Look Good Feel Better Summer Skydive.

"The money I have raised means that more people are able to access the same brilliant services and support from Look Good Feel Better that I did and will help the charity to achieve its long-term goals.

When a loved one gets a cancer diagnosis, it's sometimes difficult to know who to turn to for advice and support. Look Good Feel Better is a charity that is experienced in what they do, and really make a difference in helping people look good and feel better during the most challenging of times, which is why it is so important to give your support to this charity. Thank you."



"It was extremely beneficial and gave me a real boost at a time when this was much needed."



Zara

Online Teenage and Young Adult Make Up and Skincare workshop

Kick start your fundraising

By signing up for a challenge event, you will either have a minimum sponsorship pledge to achieve, or an idea of how much money you'd like to raise. Here are our top tips to getting off to a hugely successful start.

Set up your online fundraising page

Online fundraising makes raising money quick and easy. Set up your page as early as possible and share it with as many people as possible. Our recommended fundraising platform is Enthuse but you are welcome to use Justgiving or any preferred fundraising platform, just make sure to link your page to Look Good Feel Better UK – that way all the funds you raise will be directly transferred to the charity.

Keep it personal

Tell people why you're doing your event and why raising money for Look Good Feel Better is important to you. Add a photo of yourself or the person that inspired you to take on your challenge. The more you can personalise your fundraising page the better.

Set a target

Set a fundraising target, and then keep increasing it. Research has shown that online fundraising pages with a target raise significantly more than pages without one. Also, average donation amounts reduce once a target has been achieved, so keep upping it.

Spread the word

Share your story and the link to your fundraising page far and wide. Send it to all your contacts via email, whatsapp, text and share on social media. Keep reminding people to donate by giving them updates on your training and fundraising progress.

Don't stop

Did you know that 20% of donations come in after an event?

You may have completed your challenge but your fundraising doesn't have to stop. Celebrate your achievement with people, sharing photos and videos of you in action and telling them about your experience and how you found the challenge.

Thank your donors

Make sure to thank everyone who donated to your challenge and let them know what their support means to you and to the charity. You can share videos, quotes and stories from the Look Good Feel Better website to help demonstrate the impact of their support.



Preparing for your challenge

Look Good Feel Better Ambassador and GB Rowing Team Cox, **Erin Kennedy (MBE)**, Paralympic Champion, 3 x World Champion and 4 x European Champion, has shared her top tips to maximise your experience and enjoyment taking on a physical challenge and fundraising for Look Good Feel Better.



Pick something that is right for you

Whether it's abseiling, mountain climbing or running a marathon, make sure to pick something which is going to challenge you, push you out of your comfort zone and be something you're going to really enjoy.



lookgoodfeelbetter.co.uk/events

Having the right kit

I cannot stress to you enough how important it is to have the right kit and equipment. Whether that's a good pair of trainers, hiking boots or a decent jacket to keep the rain off, make sure you're well equipped for the challenge ahead.

Commit to your training

Make sure you commit to your training, I promise it will really help on the day. Consider getting together with friends to help with your training, it will be really great for motivation on those days when it's tough to get out of bed and get that training done. You'll have an amazing time if you can bring lots of people along with you on your journey.



Advice and guidance

If you are planning to boost your challenge fundraising by hosting some events or activities, make sure to keep it safe and legal by following the recommended guidance.

Safety check

A risk assessment will help keep your event safe. Check the venue and look for potential hazards. Contact the Fundraising Team if you need any advice on writing a risk assessment.

First aid

Large events may need a first aider, so check with your local authority. The usual ratio is one first aider to every 50–100 guests. Some venues may provide this service.

Raffles

You don't need a licence if you're only selling tickets at your event and drawing the raffle on the same day. If you're planning a larger raffle or want to sell tickets online or to the public in advance of the event, you may need a licence and there will be ticket printing costs. Find the regulations at gamblingcommission.gov.uk

Public collection

Holding a collection in a public place can be a great way to raise funds and awareness. You'll need permission from either the local authority or land/venue owner before you can begin your collection. We can provide you with proof that you're collecting for us, along with collection buckets. Please keep a record of what you've collected in case you're asked for the accounts.

Cash Collections

For your own protection, ensure that you count the money raised with another person present and ask them to verify the total amount. Keep it in secure place and bank it as soon as possible.

Food

If you're preparing food, be aware of hygiene regulations. For more info, search food.gov.uk

Alcohol licence

Most venues will already have a licence to sell or supply alcohol. If not, you may need a Temporary Event Notice (England and Wales) or Occasional Licence (Scotland) from your local authority. Search gov.uk/guidance/alcohol-licensing for further information.

Insurance

If you're organising your own fundraising event, you are responsible for making sure the event has sufficient insurance. Your event may require Public Liability cover. In the first instance check with your insurer, or venue's insurer about suitable cover. If you are not already covered by this, you will need to source your own Public Liability Insurance. A simple search online will give you lots of results of insurance companies for you to approach.

If you need more information, please get in touch with our Fundraising Team.

 fundraising@lgfb.co.uk

 01372 747500

Share your fundraising

From writing a captivating story to using social media, check out our tips and make sure everyone knows about your charity fundraiser whether you're an individual, community group or corporate partner.

If you're taking on a challenge for Look Good Feel Better, you'll need to shout about it to everyone you know to have the most impact. It's also helpful if you tell us what you're planning so our team can support you by providing handy advice and materials to promote your activity.

Because every pound raised, will help ensure many more people can face cancer with confidence and that's worth shouting about.

Top Tips



Social networks

Facebook, TikTok and Instagram are a great way to spread the word. Set up an event page and invite your friends to attend. Keep everyone updated by posting photos, updating your status and linking to your online fundraising page. There are some handy tips below on how to use social media effectively on the next page.



Use the power of email

If you send lots of emails for work or socialising, use your email signature to remind people about your event and include a link to your online fundraising page.



Done some newsworthy fundraising?

The media love to hear about fundraising heroes in their local communities. We have some template press releases for you to use and we can offer advice on approaching your local media. Contact us for more support.



communications@lgfb.co.uk



Put up posters

You don't have to be there in person to promote your event – use one of our poster templates and ask if you can put them up in your local shop or church. Your venue may also be able to display a poster, or you could promote your event on their website.



Be creative

It's important to get people's attention. Use unusual promotional strategies to stand out from the crowd, such as competitions to win tickets, taking out an advert in your local paper and contacting community groups that are relevant to your event – this could be sport groups, parental groups or social clubs.

Tips for using social media


Social networking sites are brilliant tools when it comes to promoting your participation in a challenge event. You can use Facebook, Twitter, TikTok, Instagram and other platforms to showcase your hard work and help spread the word about your fundraiser.

If you talk about Look Good Feel Better UK on your social media, be sure to tag the correct accounts on each platform, which means we can see your posts and others can easily find us.

 @LGFBUK on Instagram

 @LookGoodFeelBetterUK on Facebook

 @lgfbuk on TikTok

 @Look Good Feel Better UK on LinkedIn

Add links to the LGFB website, or your fundraising page when posting on social media. You can do this directly on platforms like Facebook and LinkedIn, but for Instagram, you need to add the link to your profile bio or you can add a link on Stories.

Utilise hashtags, particularly if you are posting on Instagram, TikTok or Twitter. This will help your posts be seen by more people, spreading the word about LGFB!

Make sure the images you post are high-quality photos/not blurring/pixelated or use graphics from our resources on the website.

 lookgoodfeelbetter.co.uk/resources

As an extra pointer, on social media in general images of people are usually the more engaging than sharing graphics, so if you feel comfortable doing so then we would recommend sharing your lovely face where relevant but don't feel pressured

to! Use our website 'about' section to help you write about the charity and explain it to others.



Matt's Story

Meet Matt Smith, avid runner and loyal supporter who has taken on a number of challenges now, including the London Landmarks Half Marathon and London Winter Run, to show his appreciation for the support his wife received from Look Good Feel Better.

"During my wife Denise's cancer treatment, Look Good Feel Better helped her regain some of herself that she had lost. They gave her some of her identity back. A non medical class, for ladies and gentlemen with common ground but void of discussing the 'bad' stuff, just enjoying each other's company and by the end looking good and feeling better. They do just what they say on the tin.

"Their support is immeasurable. She was so much happier, more confident and proud of what she had achieved after the skincare and make-up class alone. They offer so many other classes, I can't recommend them enough. Please tell your friends and family who are on their cancer journeys to reach out for support."



How to pay in donations

Once you've finished fundraising, it's important you get your donations over to us as soon as possible so we can start using those funds to make an impact.

Online

You can make a donation or pay in any fundraising via the donate page on our website

 lookgoodfeelbetter.co.uk/donate

Please email us once you have done so, so we can make sure your payment is tracked.

If you have used an online fundraising page to collect donations, such as Enthuse or Justgiving, then you don't need to do anything, these funds will be automatically transferred to us and once received we will send you an official thank you.

Cash

The safest way to pay in cash donations is by using the paying in slip found in your fundraising pack or by requesting a paying-in slip via email and taking this, along with the funds, into your nearest Barclays Bank.

 fundraising@lgfb.co.uk


Cheques

Please make cheques payable to '**Look Good Feel Better**' and send to us at our head office address along with a letter detailing who the cheque is from. Please include any sponsorship forms.

 **FAO Fundraising Team,
Look Good Feel Better, West Hill
House, 32 West Hill, Epsom KT19 8JD**

Over the phone

You can make a donation over the phone using your debit or credit card.

 **01372 747500**

Paying In Details

Payments can be made direct to our charity account at Barclays Bank plc. If the account name 'Look Good Feel Better' is not recognised then please try using our company name as stated below:

Company name

Cosmetic, Toiletry & Perfumery Foundation

Account number

90283843

Sort code

20-67-83

Bank name

Barclays Bank plc

Bank address

82-84 High Street, Epsom, Surrey KT19 8BH

IBAN

GB27 BUKB 2067 8390 2838 43

SWIFTBIC

BUKBGB22



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FACING CANCER WITH CONFIDENCE

Each year around 393,000 people will be given a cancer diagnosis.

Whether you're an individual, a business or a community organisation, however you choose to support us, you'll be helping ensure Look Good Feel Better can be there for thousands more people living with cancer. Our services have been a lifeline for people for the past three decades and with your support we can continue to be there when people need us most.

**Thank you for joining our mission.
Together we can face cancer with confidence.**

Statistic from Macmillan
www.macmillan.org.uk/about-us/what-we-do/research/cancer-statistics-fact-sheet

For more information please contact

fundraising@lgfb.co.uk

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Visit our website

lookgoodfeelbetter.co.uk

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