

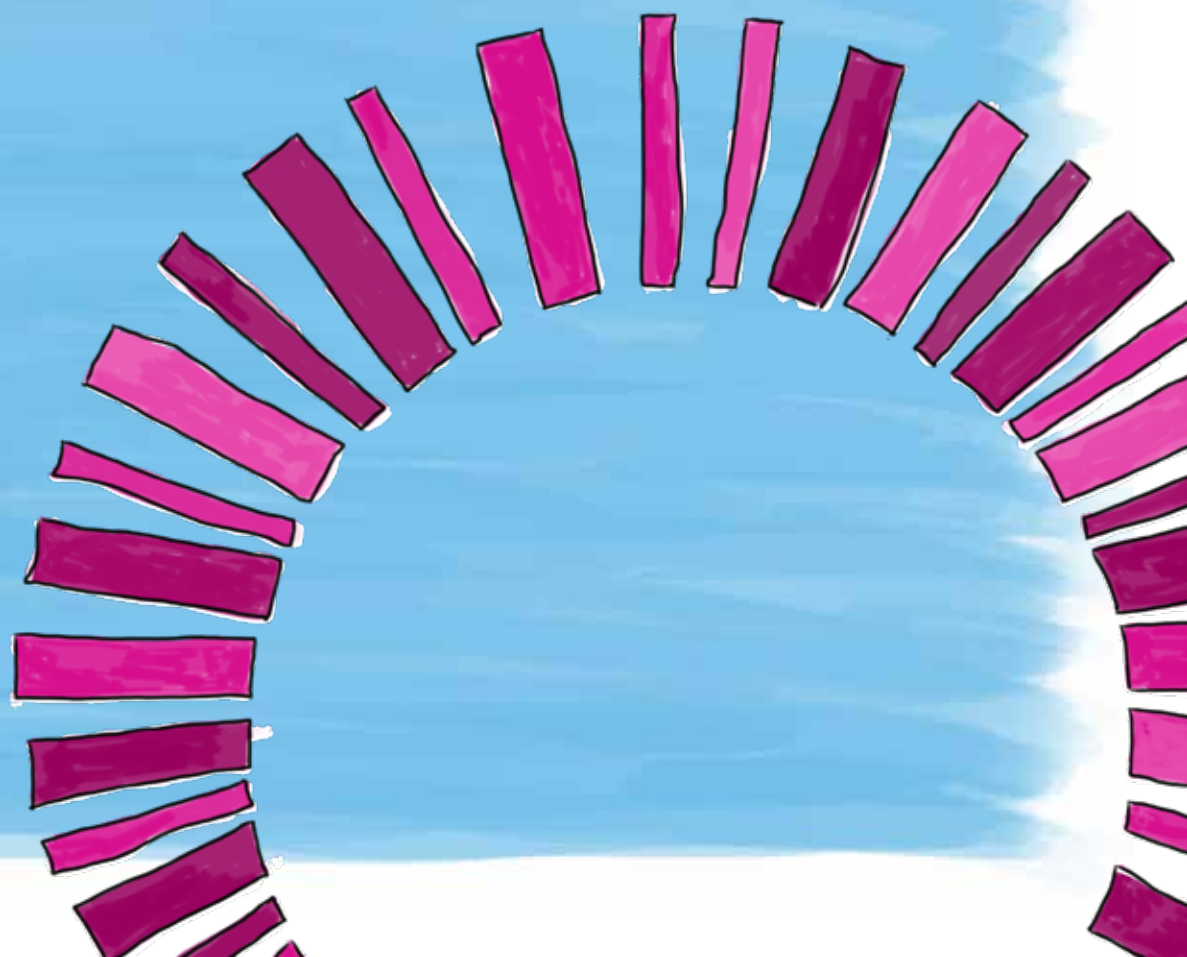


look good **feel better**

FACING CANCER WITH CONFIDENCE

Fundraising Guide

*Helping people to face cancer
with confidence*





"Going to a workshop was a real eye-opener for me. It was just fantastic to see what a difference it made to get professional guidance – not only to how I looked, but genuinely to how I felt as well. My family noticed the positive difference it made to my confidence, so it was an enormous help to all of them as well, to see me looking and feeling so much better."

LGFB Beneficiary

Thank *You*

Thank you for choosing to support **Look Good Feel Better** and for joining our mission to ensure people can face cancer with confidence.

Inside this guide you will find everything you need to help you kick start your fundraising as well as advice on how to get the most out of your fundraising and help us to help more. No matter what you do or how much you raise, every penny will go towards funding our services across the UK which provide support to women, men and young adults undergoing treatment for any type of cancer.

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Where Your *Money Goes*

Look Good Feel Better was launched to support as many people as possible in managing the effect cancer treatment can have on both appearance and reduced confidence or self-esteem.

Sadly, with someone newly diagnosed every 2 minutes in the UK*, demand for our services is greater than ever before. With your help, we can ensure our services provide vital practical and emotional support for many more people living with cancer.

Workshops

Our group workshops provide a safe environment to not only learn practical skills to overcome the common visible side effects of cancer treatment but also for shared experience, meeting others also facing the challenges of cancer. Every penny you raise will help fund places at our workshops across the UK, ensuring those living with cancer get the advice and support they need whilst undergoing treatment.

Your funds will provide the necessary equipment, volunteer coordination and training which is required to deliver our tailored services for women, men and young adults.



Volunteer training

We can only deliver our services with the support of our amazing volunteers who donate their time and expertise to our workshops. Although our volunteers are experienced beauty professionals, barbers and grooming experts, the training materials we provide enable a volunteer to step straight into a workshop and confidently provide tailored advice and support for people undergoing treatment for any type of cancer.



Virtual Workshops & Online Support

As further support for those who have been to a workshop, or for those who haven't made it to one yet, we also provide support through the form of virtual workshops and video tutorials via our website and online channels as well as guidance leaflets and manuals.

With your support we can ensure our online and print materials are accessible for all those who need us. Your donations help us to distribute our resources through hospitals, cancer care centres and public channels, as well as helping fund the updating and expansion of our online services which are increasingly required by the cancer community.



Restoring Confidence

For People Like Tom

Tom was only 30 when he was diagnosed with Greyzone Lymphoma in 2016, a rare type of blood cancer. As a young talented professional working in London, he had everything planned for the future but his diagnosis meant that his life was put on hold.

Various rounds of chemotherapy and pioneering drug trials were undertaken and in 2018 Tom was given the good news that he had beaten this terrible disease.

“Losing your hair everywhere was the worst thing. To look in the mirror and see someone you don’t recognise and looking so ill is frightening. For me, I found having cancer very isolating, so when I went to the **Look Good Feel Better** Men’s group workshop it was good to speak to other men going through the same as me and helped me at a very difficult time”.

Tom’s cancer experience has made him want to reach out and help others in a similar situation and is now one of our Patient Ambassadors.

He has supported the charity at various events speaking publicly about his journey and the work of the charity.

Tom loves exercising and even through his radical treatment he kept on exercising, embracing Yoga and Tai Chi, however when the opportunity arose for him to run the Hackney Half Marathon, he jumped at the chance and ran for **Look Good Feel Better**. “I wanted to give something back for the help they gave me and to support other men going through what I did”.



With your support more people, like Tom, will have the opportunity to look good and feel better.

Organising *Your Fundraising*

Fix a date

Choose a date and time for your fundraising event and start spreading the word. Be mindful of bank holidays, or major events happening in your area which may impact the success of your event.



Set your target

This can be a really helpful way to not only keep you focused but also to give those involved a shared goal.

Everyone will want to see the event hit its target so make sure this is communicated with your audience.



A little help from your friends

Don't do it alone. Ask friends, family or work colleagues to help you plan and organise. It will make it more fun and take some of the pressure off you.



Keep it simple

Don't over complicate things. Be realistic about what you can achieve and how much you can raise. Remember, it is often the simplest ideas that raise the most money.

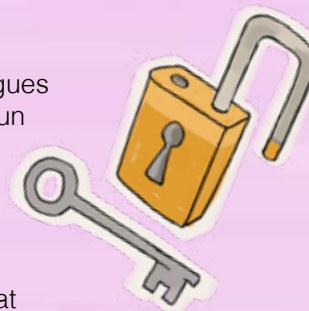


Tell the world

Share your event everywhere possible - social media, email, whatsapp, through friends, you could even contact your local newspaper or radio station. Make sure to tag us in on social **@lgfbuk** or **@LookGoodFeelBetterUK**. We also have advice on contacting your local media available on our website: **www.lgfb.co.uk**

Make sure to tell us

If we don't know what you're planning then we can't support you. Our experienced fundraising team have lots of advice and materials which we can provide to really help you maximise your fundraising and ensure it is a big success. We can also help promote your fundraising event so make sure you let us know in plenty of time what you're planning. Email us on **fundraising@lgfb.co.uk**.



Keep it safe & legal

It is important to make sure your fundraising is safe and legal for everyone involved. Depending on what you're planning, there may be certain licenses or permissions you may need. There are also certain rules around running raffles so make sure you're clued up by heading to our website for advice on keeping your event safe and legal.



Order your materials

We have an array of **Look Good Feel Better** branded materials to help you fundraise. From collection tins to stickers, sponsorship forms to bunting and balloons, t-shirts to running vests. If you haven't already requested your materials, you can do so by emailing fundraising@lgfb.co.uk.



Snap it

Don't forget to take lots of pictures of your fundraising. Whether this be in the lead up as you are getting things ready or on the day itself. The more you can share with your contacts and with us, the more interest and excitement you can generate.



Thank you

It's very important to say thank you to all those involved in your fundraising, whether they helped with the organising or made donations on the day. You can use the poster in your fundraising pack to display the total amount raised and to thank those who supported.



Star fundraiser

"My mum attended a LGFB workshop earlier this year whilst undergoing treatment for breast cancer. After seeing first-hand the impact the workshops have on someone I love, I was determined to give something back to this wonderful and unique charity. I recruited a group of my friends and we organised a vintage tea party in my garden. We sent out invites to everyone we knew six weeks before the event and challenged them to bake their best creation. We all pulled together to decorate the garden. Everyone paid a donation to come along and we also ran a little raffle on the day as well as giving a prize for the 'star baker', all of which was donated by local businesses. We not only managed to raise £780 but it was a lovely way to bring friends and family together for a cause close to our hearts."

LGFB Beneficiary

Fundraising

At Home

Garden party

Host a picnic or BBQ in your garden, in the park or at a friend's. Charge people a small donation for their food and drinks. Organise games and turn your fundraiser in to a fun day out for all the family.

Give it up

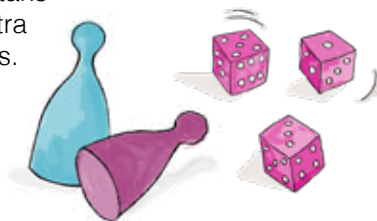
Are you a chocoholic? Like a few beers down the pub? Do you eat out or have takeaways regularly? Drive everywhere instead of taking public transport? Why not donate the money you save from giving up your habit and set up a JustGiving page and get sponsored by friends and family for your hard efforts.

Fashion clear-out

Empty out your cupboards and wardrobes of unwanted outfits, shoes and accessories. Create your very own swap or bring and buy party. Guests make a donation for their purchases or swaps.

Games night

Host an evening of games and challenges. Bring out the board games, create a quiz or tie in with a sporting event. Charge everyone a donation to take part and raise a little extra by creating penalty fines.



Coffee morning

We're a nation of bakers and cake lovers so what better way to get your friends and family together than by hosting a coffee morning at home. Enjoy catching up over some tasty baked treats and a good old cup of tea. Ask your guests to make a small donation in return.

Movie night

Grab those duvets and get snuggled on the sofa. Accompany your favourite rom-com or horror movie with some popcorn and tasty snacks. Your fellow film lovers will make a donation for a night at the movies in the comfort of your living room.



Damper party

Invite your friends round for a relaxing evening of pampering. Get those face masks on and those feet out ready for a lovely pedicure. If you or someone you know is beauty trained, offer mini manicures, massages or facials in return for a donation. Your friends are bound to give generously for a fun and relaxing evening.

Fundraising

At Work

Sweepstake

Head to our website and download one of our fun sweepstakes. We have various themes available including sporting, baking, special occasions and Eurovision!

Fitness challenge

Encourage colleagues to take a break from their desks and get moving. Create a walking club and hit your 10,000 steps a day, a work boot camp to get those muscles pumping or set up an old school sports day. Encourage everyone to get sponsorship from friends, family and colleagues and charge a donation to take part.

Alternatively, why not sign up as a team to one of our listed charity events. Walk, jog, run, cycle, swim, we've got guaranteed places in challenge events across the UK.



Breakfast Smoothie Bar

Ask colleagues to bring in their blenders, buy some fruit and fresh ingredients and whip up some delicious, healthy smoothies. Invite colleagues to create their own recipes and ask for donations in return for a glass of smoothie. A healthy alternative to a traditional bake sale.

Bake off

Challenge the office to a bake off and get everyone involved in tasting and voting for the winner. Charge a small donation to enter a creation and then charge all those who eat a slice too. The winner gets the pride of being office champion!



Tuck shop

Fancy a mid afternoon treat? Create a small tuck shop in a rest room or communal area at work and keep well stocked with sweet and savoury snacks, cold drinks and fruit. Ask colleagues to put their donations in an honesty box. Donate the profit from sales to **Look Good Feel Better!**

Fancy dress

Brighten up your office with a fancy dress day. Encourage your colleagues to swap their normal work wear and take part for a small donation. Whether you set a theme or let everyone use their imaginations, it's bound to get the office talking.



In Your *Community*



Glorious gardens

Create a beautiful blooms competition, inviting neighbours to take part. Entrance fees, donations to vote and serving homemade refreshments will help raise significant funds. Invite your local press along and award certificates to the best gardens.

Bucket collection

An easy way to raise funds. Ask your local supermarket or shopping centre if you can have a date for a collection. We can provide you with the necessary authorisation, collection buckets and stickers.

Sponsored walk

Walking is not only easy for most people, it's also really good for you, and a fun thing to do, all at the same time. Select a picturesque location in your local area and create a route or routes depending on how adventurous you're feeling. Set a date and ask friends and family to meet at a designated point and enjoy the great outdoors. We can provide all your walkers with a sponsorship form to collect donations or alternatively you could set up a team Justgiving page.

Host a quiz night

An easy one to host, whether it's in a pub, church hall or at home. For an evening of relaxed entertainment, ask groups for an entry fee and find your quiz questions online.

Car boot sale

Collect together unwanted items from friends, family and neighbours. Pick a sunny weekend and attend a local car boot sale. You'll be amazed how much you can raise from your unwanted items!

Dinner & dance

Recruit a committee of friends and hold a glitzy ball. Bringing local businesses and contacts together, you can create a fabulous evening and dance the night away whilst raising substantial funds.

Car wash

Get your buckets and sponges at the ready and hold a pop up car cleaning service in your local community hall, church or school car park. Remember, the bigger the vehicle, the bigger the donation!



Virtual Fundraising



Online shopping

If you shop online, why not change your usual Amazon account to Amazon Smile? Visit www.smile.amazon.co.uk and select **Look Good Feel Better** as your chosen charity. Every time you shop via Amazon Smile, Amazon will donate 0.5% of the value of your purchases to us, and to you don't have to do a thing more!

De-clutter and recycle

We have joined forces with one of the UK's leading recycling companies Recycling For Good Causes. They accept an array of unwanted items from watches, jewellery, old currency (any country), gadgets such as cameras, games consoles, mobile phones, sat navs and MP3 players and used stamps. Visit our website for information on postage and collection.

Virtual quiz night

You can easily organise and host your own quiz night completely virtually meaning you, your friends and family can play from the comfort of your own homes. Create a set of questions and rounds, invite everyone to join you using a video platform such as Zoom, Skype or Whatsapp, appoint a host and get comfortable. Set up a Justgiving page and ask everyone to donate to take part. You could hold your quiz weekly or monthly, inviting more people each time. It's a good giggle and a great way to connect with friends and family no matter where you are in the world!

Virtual challenge

Virtual challenges offer you the opportunity to take on any challenge, anywhere in the world, at any time. Anyone of any ability can participate and it can be completed at any location, at your own pace, and in however many stints you require. It's a great way of keeping fit and staying motivated to reach your individual fitness goals. When you sign up to a virtual challenge for Look Good Feel Better you can choose from various distances and challenge types, whilst also receiving fantastic support from our team to hit your training and fundraising targets. Visit www.lgfb.co.uk/get-involved to see our list of virtual events.

Donate your birthday

To make your next birthday extra special, instead of presents why not ask your family and friends to make donations to Look Good Feel Better? You can set up a birthday fundraiser on Facebook or create a Justgiving page and share the link with all your contacts. Helping someone with cancer feel better about themselves is a great birthday gift for anyone!





"The advice given in the workshop was relevant, practical and very professionally delivered. My skin had suffered a lot since the chemo and so had my confidence. The psychological impact of cancer is largely unaddressed but trying to stay strong for everyone was emotionally draining. After the session I felt like the man I used to be, all men undergoing treatment should go to a workshop!"

LGFB Beneficiary

Boost *Your Fundraising*

To make the most of your fundraising efforts, here are a few simple ways you can increase your final total, and generate additional funds for **Look Good Feel Better...**

Set up an online fundraising page

Avoid that old 'I don't have any cash' line by setting up an online donation page and sharing the link with everyone you know so they can donate quickly and easily online. We recommend using Justgiving or Virgin Money Donate which both enable funds to be sent directly to the charity and will also collect gift aid on any donations. Having a fundraising page set up in advance as well as collecting cash donations on the day of your event makes it really easy for people to support and get involved.

Run a raffle

Incorporating a raffle into your event is an easy and effective way to raise additional funds. People love the opportunity to win something and local businesses are usually keen to support local causes by donating prizes. We can provide you with a letter to take to local businesses requesting their support, as well as advice on how to best promote your raffle and run it within legal guidelines.

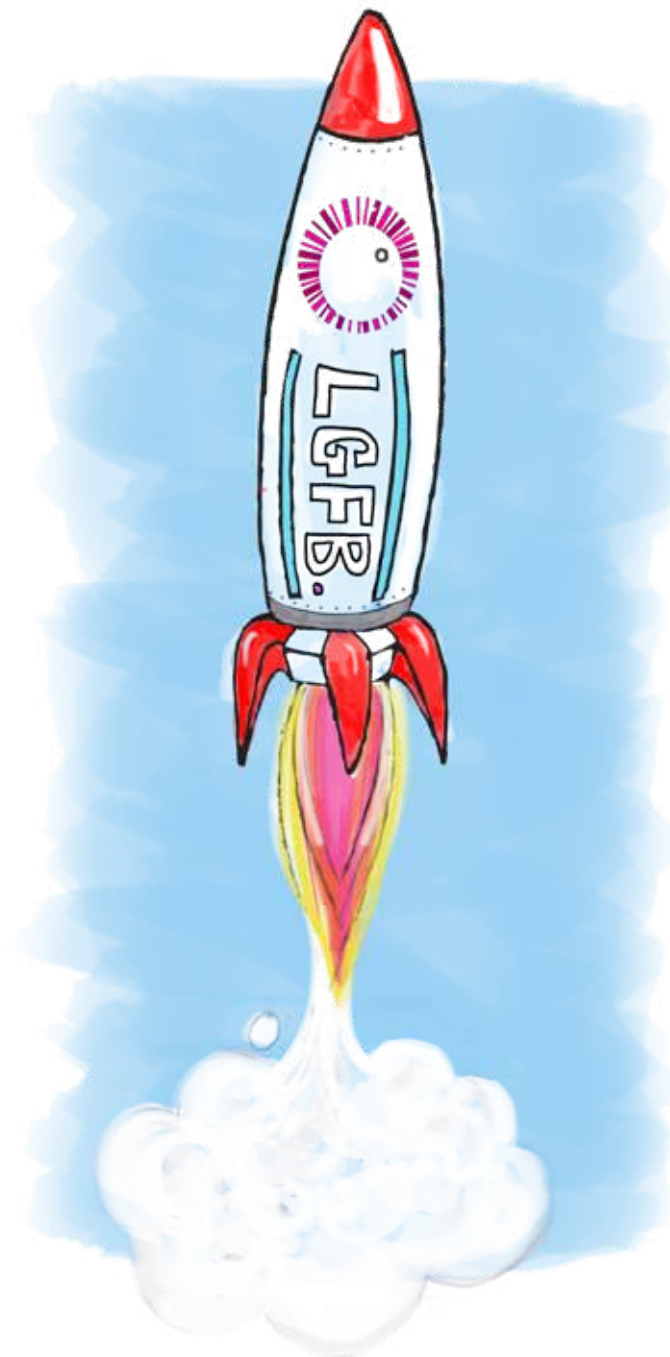
Gift Aid / sponsorship form

If your donor is a UK taxpayer, they can Gift Aid their donation at no extra cost to themselves or you. The taxman will add 25% to their donation. If using an online fundraising page or one of our sponsorship forms, make sure your donors tick the gift aid box and provide their full name, address and most importantly postcode. Without this information, we can't claim for these significant funds that could be coming to the charity.

Match funding

Many employers now offer match funding and in many instances this can double the amount you have raised. Contact your HR department to find out if your employer offers such a scheme, reminding them that it's tax efficient for them too!

Some banks also offer match funding so it's worth checking with your local branch to see if you are eligible. We can provide letters should you need your fundraising amount confirmed.



Taking On a *Challenge*

So you've taken the leap and signed up to take on a challenge for **Look Good Feel Better**. Whether you've chosen to run, cycle, swim, trek, climb or jump from a great height, below you will find lots of handy advice on how to utilise your challenge to raise funds for the charity.

Set up an online donation page

Fundraising online through platforms such as Justgiving or Virgin Money Giving is the quickest, easiest and safest way to reach your target. Set up your very own page in aid of **Look Good Feel Better**. Remember, people tend to be quite shy when it comes to donating first so why not make your page less intimidating by making the first donation to get the ball rolling!

Tell your story

personalise your page as much as possible and remember to share your reasons for taking part in this challenge and why **Look Good Feel Better** means so much to you. Make sure to share your donation page link through your social media networks and contacts. The more your friends and family know about your motivations and the challenge you are about to embark on, the more likely they will be to get behind you and donate.

Set yourself a target

A visible fundraising target will create momentum on your page and will prompt your friends and family to donate as they will want to help you to smash that goal. Why not aim even higher and adjust your goal when you get nearer to your target to push those donations even further?

Use your sponsorship form

Some people still like to donate with cash so put the sponsorship form in your pack to good use. If you're planning on holding a fundraising activity at work or at home then having the sponsorship form to hand is a great way to collect cash donations and also enable you to collect gift aid on any donations made. This can really boost your fundraising total!

Get fundraising

Using the ideas from this guide, why not organise your own fundraising event to help you reach your target? Hoping people will sponsor you sometimes isn't enough, you need to engage and inspire them by doing some physical fundraising. Be creative and check out pages 6 – 8 of this fundraising guide for inspiration.

Get training

Make sure you give yourself plenty of time to train for your chosen challenge. If you're taking on something which is physically demanding then you'll want to feel your best. We'll support you with handy training tips in the lead up to your challenge.

Share your achievement

Keep sharing your page once you have completed your challenge. 20% of donations come in after participants have completed their challenge. Remember to update your online donation page with photos taken on the day of your challenge, perhaps of you with your medal, and make a final plea for donations.

Get your kit on

When you sign up to take on a challenge for **Look Good Feel Better**, you'll be supplied with a complimentary high quality running vest or tech-tee to wear. Consider wearing your kit during training sessions in the lead up to your challenge, it will get people asking what you're doing and may provide an opportunity to generate some additional donations. Make sure to take photos of you in your kit and share along with your online donation page, it will reinforce to your friends and family who you're doing the challenge for and why they should support you.





FEEL BETTER MONTH

Do good to feel good

Join us for our main annual fundraising and awareness campaign, **Feel Better Month**, held throughout June. Every year supporters across the UK come together to raise thousands of pounds during the month and in doing so enable us to provide support to thousands of people living with cancer.

Recognising the many social, psychological and physical benefits to helping others, the focus for the month is do good to feel good - whether you choose to hold a fundraiser, volunteer your time or raise awareness of the charity, your support will ensure many more people can look good and feel better during their cancer treatment.

If you would like to get involved during Feel Better Month, make sure to sign up for our newsletters or follow us on social media to find out more about what's happening in June. You can start your planning now,

using ideas in this guide for inspiration or by requesting a dedicated Feel Better Month fundraising pack filled with materials to help you. Alternatively, ask a group of friends, family or work colleagues and together you can create your own fabulous fundraising idea or event. The Fundraising team are always on hand to provide support, advice and ideas.

Contact us at fundraising@lgfb.co.uk or 01372 747500





"With two young children, I don't really have much time for myself, but the workshop showed me some simple make-up tricks that are so easy and yet make such a difference. Going through cancer treatment really saps your confidence and you feel so low, but thanks to Look Good Feel Better, I know that I really do look a whole lot better. It gave me the confidence to complete my training and get a job as a Teacher."

LGFB Beneficiary

Other Ways To Support Us



Become a Look Good Feel Better Friend

Prefer to give little and often? Sign up to become a friend and make a regular monthly donation from as little as £5. You can donate through direct debit or standing order, and no matter what you give, over the course of 12 months you'll be making a big difference to our work across the UK.

Payroll Giving

This is a very simple and convenient way of helping support our work through your salary. Employers take deductions from your pay each month enabling you to donate tax free and hassle free. Check to see if your employer offers a Payroll Giving scheme.

Volunteer

If you are beauty or barber trained then you could be using your expertise for good by donating your time and skills at our workshops. Find your local service and how to get involved by visiting www.lgfb.co.uk

Shop with us

We have a number of products available on our online shop to purchase. From t-shirts to bracelets, mirrors to beauty products. Whether you're looking for a gift for a loved one or a treat for yourself, do consider buying through our website. Every item purchased is a direct donation to **Look Good Feel Better**.

Make us your Charity of the Year

If you work for an organisation or belong to a community/social group then please do consider nominating us as your charity of the year. In choosing **Look Good Feel Better** as your charity of the year you will be able to make a significant and tangible difference to our work across the UK. We will work with you to create inspiring and engaging fundraising activities which will help fund **Look Good Feel Better** services in your region, which every year provide support to hundreds of people living with cancer from your local area.

Give in Celebration

Asking for donations instead of gifts is an inspiring way for family and friends to mark your special occasion – whether this be a birthday, wedding, anniversary or retirement.

Give in Memory

Donating to **Look Good Feel Better** in tribute to a loved one may be a fitting way to honour their memory. Holding a collection at a funeral or memorial service is one way to do this and by supporting our work at this difficult time, you are helping ensure we can reach more people who need our services.

Not beauty trained?

We still need YOU! Help support us by volunteering in your community. This could be representing the charity at events, holding a bucket collection, helping raise awareness through local networks or helping identify local fundraising opportunities. As a volunteer, you'll be helping to raise vital funds and awareness for the charity and enabling us to extend our reach to those who need us most.



Sending Us *Your Money*

You've done all this fantastic fundraising and now you're ready to pay in your funds. After all your efforts, it's important to get the funds you have raised to us as quickly as possible. Once received we will make sure to send you an official thank you for your kind support.

Cash

The safest way to pay in cash donations is by taking it to your local Barclays Bank and paying it into our charity account using the paying in slip included in your fundraising pack. If you don't have a paying in slip then you can request one by emailing fundraising@lgfb.co.uk.

Over the phone

You can also pay cash donations into your personal account and then call us to make a transaction over the phone via your debit or credit card.



Cheques

Please make cheques payable to '**Look Good Feel Better**' and send to us at our head office address along with any sponsorship forms used.

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


Online

If you have set up an online donation page such as Justgiving or Virgin Money Giving then you don't need to worry, all funds will come directly to us from the pages.

You can transfer any funds you have raised via bank transfer or by paying in through our 'Donate' button on our website. Please use the bank details below and email us on fundraising@lgfb.co.uk to let us know when you have paid the funds in and how much. Please make sure to use an easily identifiable reference – SURNAME/ACTIVITY.

Account name: Look Good Feel Better
Account number: 90283843
Sort code: 20-67-83
Bank name: Barclays Bank plc



A photograph of three women of different ethnicities smiling and looking at a smartphone together. One woman is holding the phone, and the other two are looking at the screen. They are all smiling and appear to be in a positive mood.

"I hadn't realised how awful it would be for my daughter to see her mum looking so rotten. The Look Good Feel Better workshop made a world of difference to me. I attribute the workshop to starting feeling like myself again. It was the start of a journey to my recovery and getting myself back."

LGFB Beneficiary

National cancer support charity **Look Good Feel Better** provide unique services to men, women and young adults undergoing treatment for any type of cancer right across the UK. We help people to find their 'new normal' and face their cancer with less anxiety and more confidence.

As an independent charity **Look Good Feel Better** relies entirely on the voluntary income. Thank you for choosing to support **Look Good Feel Better**.

Visit – www.lgfb.co.uk
Email – fundraising@lgfb.co.uk
Call – 01372 747500

