

# Fundraising Pack

Supporting Islanders on their  
journey through Breast Cancer

**Support**

*a Brighter  
Community*

*abc*  
Jersey

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@ABCJersey



@ABCJersey



@ABCJersey



# A Brighter Community

**First of all, we would just like to say a huge thank you for downloading this pack and showing your support for our fight against breast cancer.**

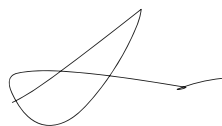
ABC Jersey is a community of Islanders affected by breast cancer. We wish to alleviate the additional stresses which those diagnosed with breast cancer and their loved ones can experience by providing guidance, companionship, financial and practical aid to those living in Jersey.

Thousands of Islanders are affected by breast cancer and we've been providing access to life-changing resources for 25 years!

We're proud of the journey we have taken. We know, first hand, what it entails to be part of the ABC community and we are grateful for all that we have learned along the way. Our mission is to ensure that all Islanders can access the help that they need, when they need it, on the road to recovery.

## We need you!

We rely entirely on our kind supporters, large and small, to fund our projects. Only with you by our side can we continue to stand united as **A Brighter Community.**



**Chairman**  
ABC Jersey



# How we're building a brighter community

*"The support received & from ABC Jersey made such a positive impact on my recovery and self esteem. I realised I wasn't alone."*

## We:

- Work closely with Macmillan to find the most appropriate care needed for each person
- Fund and deliver post-op bras to patients' homes to aid comfort and recovery
- Cover disputed travel costs for companions travelling with patients to the UK for treatment
- Provide 6 weeks of cleaning & ironing services for patients and their carers
- Work with third parties to cover the costs of post surgery nipple tattooing, funding treatment up to £1000.
- Cover a "Get Back to Fitness" Programme with a local gym.
- Support food expenses with vouchers and referrals to appropriate charities for financial support
- Cover family activity vouchers to spend quality time together
- Host monthly group meetings and coffee mornings
- We want to support more! If there is a need, we're here to help!

# How you can help!



## Become a Patron Member!

Become a one-off or regular donor and become a patron member of ABC Jersey. We'll keep you updated with the latest news and offer exclusive invites to special events hosted by ABC and our members.



## Help us Fundraise!

Use this pack to help us raise funds to support more Islanders living with breast cancer. Every penny raised goes to supporting Islanders.



## Tell your friends and Family!

Our mission is to ensure all members of our local community can access the support they need, when they need it. Tell your friends and family about ABC Jersey and help us raise awareness.

*"I know first hand what a difference ABC Jersey made on my journey to recovery. I want to help others on their journey. We are not alone!"*



**Got an idea?**

*get in touch!*



# Fundraising ideas

inspiration

## Want to help us fundraise?

### At School

- Cake Sales
- Sponsored Silences
- Sponsored Digital Black-Out (no socials!)
- Party / Disco
- Three Legged Day
- Fashion Show
- Sports Tournaments

### At Work

- Cake Sales
- Chosen Charity of the Year
- Dress Down Days
- Cake Bake Competition & Tea Party
- Raffles & Auctions
- Team Art Exhibition - Life Models
- Sports Tournaments (Football, Netball, Rounders etc)

### At Home

- Swear Jar
- Run
- Walk
- Cycle
- Swim
- Triathlon

## Key dates

You could do something around these flag days for cancer awareness:

### Calendar:

- World Cancer Day - February
- International Women's Day - March
- Women's Health Week - March
- Men's Health Week - June
- Breast Cancer Awareness Month - October



## Fundraising at work?



Why not ask if they will support your fundraising with Match-Giving or PayRoll Giving?

# Helpful resources

There are so many things you could do to help raise funds for ABC Jersey. Here are some printable tools that might come in handy!

## Printable Assets:

- Printable Collection Box
- Printable Bunting
- Printable Fundraising Target Thermometer Poster
- Printable Poster Templates Coffee / Sports / Music /
- Printable Sponsorship Form
- Printable Risk Assessment
- Social Media Graphics “Proudly supporting ABCJersey”

*don't forget*

**to register your fundraising  
activity on our website!**



# Event checklist

## Organising an event?

- 1) Choose your activity and arrange venue, date, time.
- 2) If applicable, create a Just Giving or Sports Giving Page linked to ABC Jersey
- 3) Register your event on our website (linking to your Just Giving / Sports Giving Page)
- 4) Invite people to the page and get promoting using the tools available in this pack
- 5) Complete a Health & Safety Guide

## At the event:

- 1) If you plan to take photos, please make sure all attendees are aware and happy for your to share.
- 2) Promote your activity on social media with links to your fundraising page on our site!

## After your event:

- 1) Thank everyone who helped you with your event and donated. Refer to your fundraising page for any last minute donations.
- 2) Share your grand total raised for ABC Jersey with any supporting photos or videos using the hashtag #ABrighterCommunity & #ABCJersey
- 3) You may wish to share your grand total with the media. See Press Release template in this pack to help you with this!
- 4) Organise another one!

*Make it  
count!*

We can claim an extra 25p for every £1 made when you fundraise through SportsGiving!



# Health & safety

We care about you and it's important that you are safe whilst fundraising in the community. If you are planning an event, we suggest planning ahead and completing a Health & Safety review before your activity to ensure you're prepared and responsible.

## This could include:

### → Covid-19

Please make sure you refer to the latest local guidance for Covid-19.

### → Risk Assessment

Having a Risk Assessment is good practice for being prepared and will also help if you need to seek formal permissions for fundraising. Download our template Risk Assessment [here!](#)

### → First Aid

Are you organising a sporting event or something physical? We strongly recommend that you have at least one trained First Aider. Get advice from St John Ambulance if you need support with this.

### → Insurance

ABC Jersey does not take responsibility for any harm or loss incurred whilst fundraising for ABC Jersey. Any activity is actioned at your own risk. If you have any questions at all, please contact [hello@ABCJersey.je](mailto:hello@ABCJersey.je)

### → Data Protection

Please use the formal digital fundraising tools available to you where possible (JustGiving / Sports Giving etc) as these manage data securely. If you need to collect data for your event using different platforms, please only collect information that is absolutely vital for your event, keep it safe and do not share it with any third parties.



# Top tips for fundraising



## 1) TARGET! TARGET! TARGET!

Did you know that having a fundraising target helps increase donations by nearly 50%. Give yourself something to aim for by setting yourself a goal and sticking to it!



## 4) OFFLINE DONATIONS

Make sure to tot up your total on your online fundraising page with your offline donations so your fundraising total is accurate.



## 2) SHARE YOUR STORY

Invite others to join your journey by sharing updates before, during and after your activity! Why are you fundraising, what are you doing? Link to your digital fundraising page and raise awareness of your amazing work!



## 5) THANK YOU, THANK YOU, THANK YOU!

We are extremely grateful for every moment of your time and penny of your support. Please make sure your supporters feel appreciated by sharing your thanks and giving them an update on your progress.



## 3) JERSEY GIFT SUPPORT

If you've registered your event through our website/SportsGiving we can claim an extra 25p for every £1 you raise!



# Paying in

## Digital

These days, most people find it easier to donate quickly and seamlessly through digital payments. This can be done:



**Through our  
website**



**Through  
PayPal**



**SportsGiving**

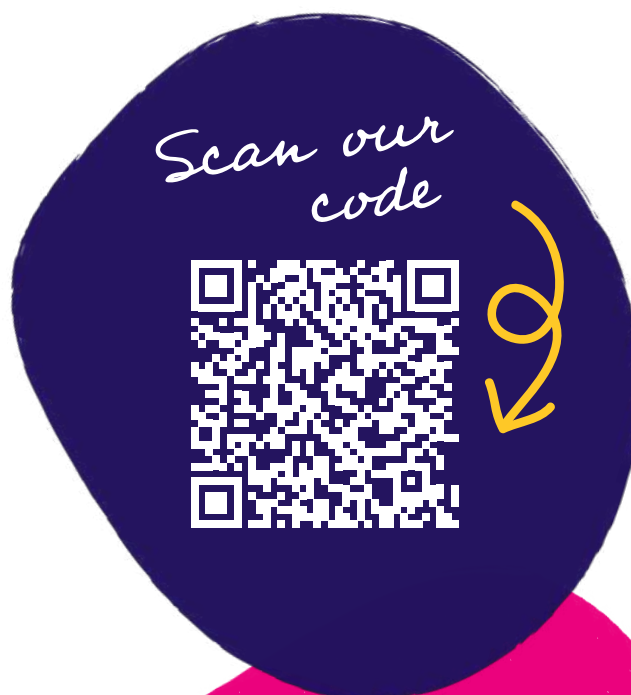
## Bank Payments

To make a payment to ABC Jersey the traditional way, please transfer funds using the following details. If you have any questions, please contact our treasurer at **info@abc.je**

Ref: Reg number given when you register your event on our website OR give us name & date of event eg "DISCO230823"

Bank account details are available on request.

Please scan our QR Code (opposite) for online payments and donation.



# Ways to promote

**Sharing your support of ABC Jersey will help us raise awareness of our charity and potentially raise more funds whilst celebrating your amazing work! Here are some useful tools to help you shout out loud and proud!**

- Press Release Template
- Poster Templates
- Email Sign-off
- Social Media Resources
- FAQ's about ABC Jersey

## Useful Media Contacts:

### TV Channels:

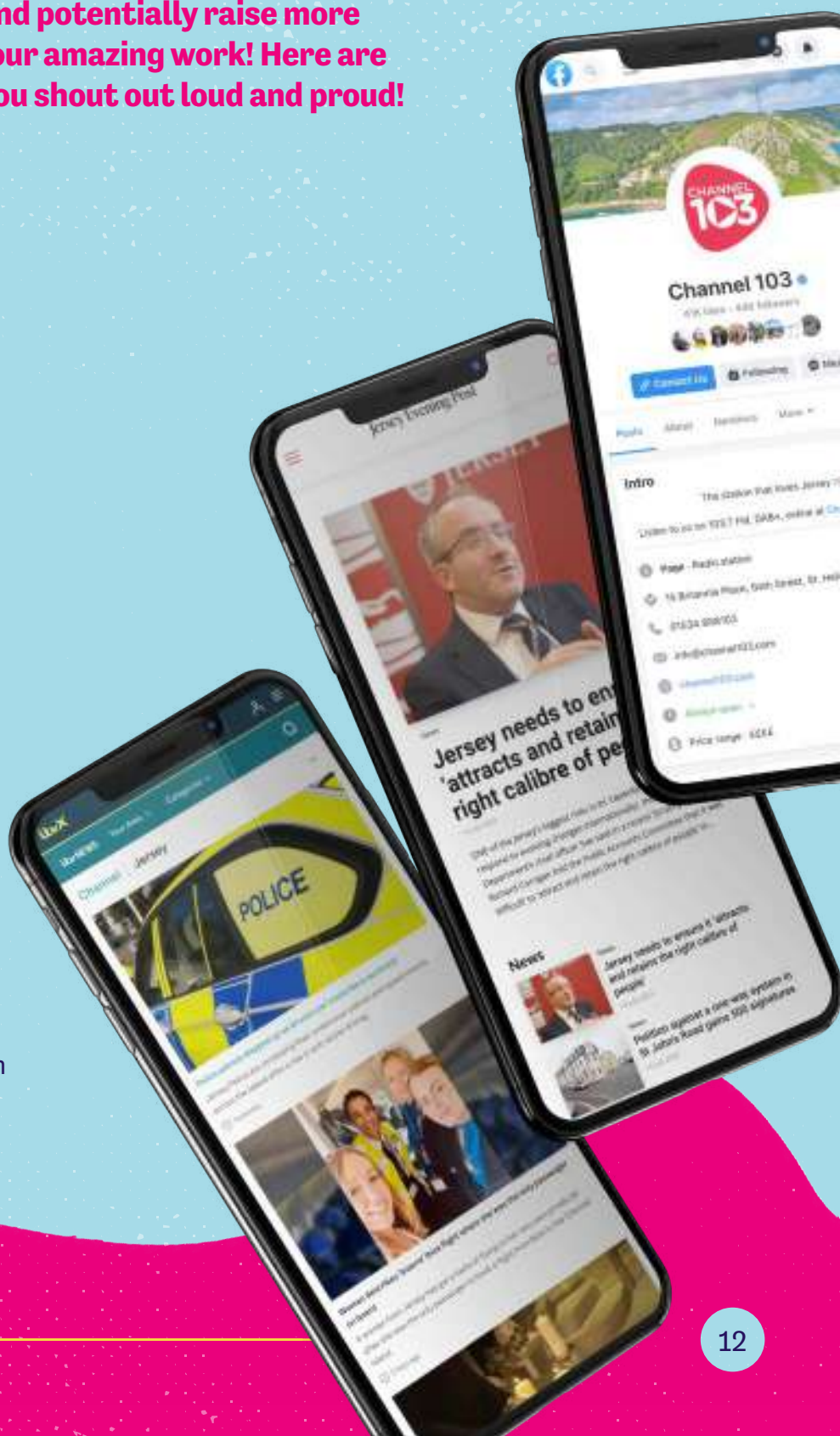
- [cinews@bbc.co.uk](mailto:cinews@bbc.co.uk)
- [channelnews@itv.com](mailto:channelnews@itv.com)
- [jersey@bbc.co.uk](mailto:jersey@bbc.co.uk)

### Radio:

- [radiojersey@bbc.co.uk](mailto:radiojersey@bbc.co.uk)
- [news@channel103.com](mailto:news@channel103.com)

### Newspaper:

- [editor@dqmagazine.com](mailto:editor@dqmagazine.com)
- [contact@jerseypages.info](mailto:contact@jerseypages.info)
- [beci@businessyeci.com](mailto:beci@businessyeci.com)
- [news@businesslife.com](mailto:news@businesslife.com)
- [news@jerseyeveningpost.com](mailto:news@jerseyeveningpost.com)
- [editor@bailiwickpublishing.com](mailto:editor@bailiwickpublishing.com)
- [ben@gallery.je](mailto:ben@gallery.je)







*Thank you*

**Members of the ABC Jersey Community  
are so grateful for every moment of your  
time and penny raised to make a positive  
difference. Thank you so much.**



Charity No 363.AJC225