THE
ALTERNATIVE
GUIDE
TO
FUNDRAISING
BEING IN SELF ISOLATION DOESN’T HAVE TO STOP YOU FUNDRAISING.

IN FACT, NOW MORE THAN EVER WE NEED YOUR SUPPORT, SO WE HELP PEOPLE WITH LUNG CANCER THROUGH THE CORONAVIRUS PANDEMIC AND BEYOND, PEOPLE LIKE JANE.

“Roy Castle Lung Cancer Foundation provides such support for people with lung cancer. They personally reached out to me during the pandemic, just to check how I was doing. There are no other charities that provide the same. They keep research into lung cancer moving forward. The nurse-led helpline is a lifeline to many. They fight your corner.”

Jane, diagnosed with lung cancer in 2014.

WE’RE IN VERY STRANGE TIMES AND SOCIAL DISTANCING AND SELF-ISOLATING HAS PUT A STOP TO TRADITIONAL FUNDRAISING. SO, IT’S TIME TO GET CREATIVE....

WELCOME TO YOUR ALTERNATIVE GUIDE TO FUNDRAISING!
CONTENTS

3 AMAZON SMILE
4 VIRTUAL RUNS, WALKS AND CYCLES
5 LIVE STREAMING
6 FACEBOOK FUNDRAISERS
7 DONATIONS AND DIRECT DEBITS
DID YOU KNOW YOU CAN RAISE MONEY FOR US EVERY TIME YOU SHOP ON AMAZON – AT NO EXTRA COST TO YOU?

Please be aware, we will only receive a donation from transactions made on the dedicated Amazon Smile website – smile.amazon.co.uk. If you buy something through the standard Amazon site or via the app, we don’t get anything so please make sure you always use smile.amazon.co.uk when shopping.

AMAZON DONATES 0.5% OF ALL YOUR TRANSACTIONS TO US WHEN YOU SELECT US AS YOUR CHOSEN AMAZON SMILE CHARITY.

GET SET UP IN THREE EASY STEPS...

1. Go to smile.amazon.co.uk and log in with your standard Amazon account details.

2. Search for ‘Roy Castle Lung Cancer Foundation’

3. Click the check box and then click the Start Shopping button.

Or go to roycastle.org/amazonsmile for more details.
THE CORONAVIRUS MIGHT HAVE PUT A STOP TO OFFICIAL SPORTING FUNDRAISING EVENTS, BUT IT DOESN’T HAVE TO MEAN WE HAVE TO HANG UP OUR TRAINERS.

IN FACT, IN THIS TIME OF SOCIAL ISOLATION, GETTING OUT CAN HELP BOTH OUR PHYSICAL AND MENTAL WELLBEING. TAKING ON A VIRTUAL EVENT ALLOW YOU TO CONTINUE TO FUNDRAISE FOR US, AS WELL AS KEEPING YOUR ACTIVE AND LOOKING AFTER YOUR MENTAL HEALTH.

HOW DO I TAKE PART IN A VIRTUAL EVENT?

SIMPLY DECIDE WHAT YOU WANT TO DO – RUN, WALK OR CYCLE

PICK A DISTANCE AND GET GOING!

“When my Easter walk was cancelled, I didn’t despair. I have a pair of legs; I can trek anywhere! I feel very passionate about promoting this amazing charity and the work they do so tirelessly. I feel so honoured to be a part of the Roy Castle family. Fundraising has given me a passion and a purpose.”

Clare Phillips, Virtual Trekker

Staying Safe

Under the current Government instructions, we can go out once a day to exercise. You must however stay a minimum of 2 metres away from anyone else or, ideally, take on your challenge in a secluded location.

Do keep a close eye on the current guidelines as things are changing very quickly. Given the current situation, we do not want you to compromise your immune system. If you are planning to take on a longer distance, such as a marathon or half marathon, we encourage you not push yourself too hard and complete the distance over a number of sessions.

ROYCASTLE.ORG/VIRTUALEVENTS
LIVE-STREAMING

COS WE ARE LIVING IN A VIRTUAL WORLD... ANYONE ELSE SINGING MADONNA’S MATERIAL GIRL AND CHANGING THE LYRICS? NO, JUST US?!

Live streaming was BIG before the coronavirus. It’s even BIGGER now, which many people turning to it to support their chosen charity.

You can stream whatever you like. Gaming is amongst the most popular live streaming event, but you can stream just about anything – from a cook-a-long to quizzes, fitness sessions, music lessons and comedy nights.

Once you know what you’re going to stream, set up a donation page and pick your streaming service:

FACEBOOK  TWITCH  INSTAGRAM  YOUTUBE

Don’t forget to let everyone know about the stream and encourage them to watch and tag their friends. Share your donation page with your family and friends and remember to mention it regularly throughout your live stream.

For more information, contact our team:
COMMUNITY@ROYCASTLE.ORG
When Mike Vince’s mum was diagnosed with stage 4 lung cancer, he turned to one of his hobbies – gaming – to help raise money and support his mum, and others like her.

“I’m really close to my mum. We both love football and spend a lot of time watching matches together.

Mum is very determined. She doesn’t let things get in her way. She’s the type of person who once they set their mind on something it’s done! She was a professor in microbiology and used to do a lot of research into cancer, so we had some awareness of lung cancer, but we still didn’t make the connection.

Gaming has always been a hobby of mine. I stream my games on Twitch. Back in early December, my viewers and I were discussing potential ways of raising money for charity. It was then that we decided to do a 24-hour stream to raise money.

**Game Day**
The charity stream began on 11th January 2020 at 9.30am and finished 24 hours later. We played a variety of different games, including Football Manager 2020 and Overcooked 2. The last six hours were the most difficult, knowing and feeling that you’re so tired but you cannot go to sleep. Knowing I was supporting mum though kept me going.

When I ended the stream, I was completely exhausted. I went to bed and fell asleep as soon as my head hit the pillow. I managed to raise £664. I still can’t believe I managed to raise so much. I was, and still am, totally overwhelmed by everyone’s generosity.

To me, it shows the power of my fantastic gaming community and their willingness to support where they can. Without them, I wouldn’t be able to have raised such a fantastic amount and I am truly grateful for all of them.”
Many people are now asking friends and family to make a donation to us instead of buying them a wedding gift or birthday present, and Facebook have made it really easy to do.

How to set up your Facebook fundraiser:

1. Visit: facebook.com/fundraisers

2. Click on the “Select Non-profit” button and search for Roy Castle Lung Cancer Foundation.

3. You can then select a fundraising target and when you want the fundraising to end.

4. Confirm your details and then share, share, share, asking your friends and family to donate to it directly.

We automatically receive all the donations straight from Facebook, and Facebook does not charge any fees.

You don’t even need to tie it in to a birthday or other major event. You could simply set up an emergency Facebook fundraiser to help us during these very difficult and uncertain times.
We are in very worrying times as a charity. The cancellation or postponement of majority events, the forced closure of our shops and social distancing halting traditional fundraising is having a huge financial impact on our charity, so please make a donation or set up a direct debit.

roycastle.org/donate

PEOPLE WITH LUNG CANCER ARE AT HIGH RISK OR SERIOUS ILLNESS, OR EVEN DYING, SHOULD THEY CATCH CORONAVIRUS.

THEY NEED US MORE THAN EVER AND WE ARE DOING EVERYTHING WE CAN TO SUPPORT AND PROTECT THEM THROUGH THESE DANGEROUS TIMES.

BUT WE CANNOT DO IT ALONE.

“Roy Castle Lung Cancer Foundation supported me and my wife after I was diagnosed with stage 3 lung cancer. They were there when I had surgery. They were there when I struggled through chemo, just as they are there for the thousands of other people diagnosed with lung cancer every year. So I’m appealing to you now on behalf of my Roy Castle Lung Cancer family. Please do what you can, give what you to support them, so they can continue to support us.”

Nick, diagnosed with stage 3 lung cancer.