



Lynda Jackson Macmillan Centre

*support & information at the
Mount Vernon Cancer Centre*



Would you
like to
help us?

Information for
our supporters



... supporting people affected by cancer...

Contents

Making a donation	3
Being tax-efficient – Gift Aid	3
Other ways of making a donation	3
Celebrating?	4
A gift in your Will	4
Collecting tins	5
Supporting our fundraising events	5
It's not always a question of money!	5
Company fundraising	6
Doing it online	7
Ideas	8
Promoting your event	10
Organising your event	10
Staying legal	11
Staying safe	11
The Lynda Jackson Macmillan Centre	12



Thank you

Since 1993 the Lynda Jackson Macmillan Centre (LJMC) has been providing support and information to people affected by cancer.

Each year, we receive approximately 15,000 requests for help. However, the LJMC is only partially funded by the NHS and the rest of the money needed to meet these requests comes from voluntary donations and fundraising activities.

Whether you wish to make a donation, help with a fundraising event, or organise an event of your own, thank you for your support. Every penny that you give or raise will go directly towards the provision of our services.

We hope this information pack will help you, provide ideas, inspiration and answers. The LJMC Appeals Team is always on hand if you need anything else, so please get in touch.

Fundraising starts with F-U-N - have lots of it!

The Lynda Jackson Macmillan Centre at Mount Vernon Cancer Centre
is part of East & North Hertfordshire NHS Trust (Registered Charity 1053338)

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July 2012 (amended January 2016)

One of the easiest ways to support the LJMC is to make a donation. Donations can be sent to the centre at any time:

Lynda Jackson Macmillan Centre
Mount Vernon Cancer Centre
Northwood
Middlesex HA6 2RN

Please make your cheque payable to 'Lynda Jackson Macmillan Centre'.

If you'd like to make a regular donation, you can do this by Standing Order. A Standing Order form is available to download from our website; alternatively please contact the Appeals Office.



Making a donation



If you are a UK taxpayer, the LJMC can increase the value of your donation by allowing us to reclaim basic rate tax on your donation. This is the Gift Aid scheme and increases donations by 25% at no further cost to you.

We mention Gift Aid a lot because it makes all the difference in helping us reach our fundraising target each year.

If you pay higher rate tax you can claim extra relief on your donations through your Self Assessment tax return.

**Sponsored events: If you are taking part in a sponsored event, the pledges of your supporters may also qualify for Gift Aid. See page 9 for more details about sponsored challenges.*

How Gift Aid works: You can make a Gift Aid donation if the amount of Income Tax and/or Capital Gains Tax you have paid in the tax year is at least equal to the amount the LJMC will reclaim.

giftaid it

Making a Gift Aid donation is really very simple. The easiest way is to use one of the LJMC's donation forms which already include the Gift Aid declaration. These are available from our website and from the LJMC.

For the LJMC to reclaim the tax, it's essential that we have your name and home address, together with the declaration that you have paid sufficient tax. Here's a sample declaration:

I [name], of [home address & postcode] wish to Gift Aid my donation of £[amount] and any donations I make in the future to the Lynda Jackson Macmillan Centre.

I am a UK taxpayer and understand that, if I pay less Income Tax and/or Capital Gains Tax than the the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference.

This declaration will apply to all future donations you may make to the LJMC; you do not need to sign the declaration again. It is important that you notify the LJMC if you want to cancel this declaration, if you change your name or home address or if you no longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue & Customs to adjust your tax code.

Reclaiming the tax: You don't have to do anything more! The LJMC Finance department submits a claim to HM Revenue & Customs and that's all there is to it!

For more information about Gift Aid, visit www.hmrc.gov.uk/charities



Payroll giving is one of the simplest ways for employees to donate to charity tax-effectively. Your donation is deducted from your salary and you receive tax relief at your highest rate of tax. Speak to your payroll department about this scheme.

Being tax-efficient – Gift Aid

Other ways of making a donation

Celebrating?

Many people find that, as they approach another 'significant' birthday or milestone in their lives, their friends and relatives become increasingly stuck for ideas for gifts.

They often solve this problem by asking for a donation to the Lynda Jackson Macmillan Centre instead.

If you'd like to do this, please contact the Appeals Team. We are delighted to provide donation envelopes and forms (together with the relevant Gift Aid declaration) that can be sent to friends or made available at your celebration.



If donations are sent directly to the LJMC, we will write to the donors to say 'thank you'. We will then give you a list of the donors' names and let you know the total amount that was given.

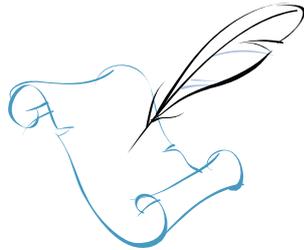
If you prefer, you can also set up an online fundraising page using the Justgiving service (see page 7). This is a really convenient way for donors to make their pledges using a credit or debit card. It is particularly popular for overseas transactions.



A gift in your Will

With the pressure and uncertainty of financial commitments, many people are unable to make a donation to the Lynda Jackson Macmillan Centre in their lifetime.

Leaving a gift (also called a 'bequest' or 'legacy') in your Will is another way in which you can support the work of the LJMC into the future.



A gift in your Will does not have to be a large amount - any donation to the LJMC is gratefully received and will make a difference, enabling the centre to continue to provide its services of support and information for people affected by cancer.

Under present UK tax legislation, a gift in your Will to a charity is free from Inheritance Tax.

We recommend that you consult a solicitor when writing your Will. They will require our registered charity number which is 1053338. This is the number for our parent Trust, East & North Hertfordshire NHS Trust, so please make sure you specify that your legacy is for the work of the Lynda Jackson Macmillan Centre.

You don't need to notify the LJMC if you choose to leave such a gift to the centre. However, it's nice for us to know so that we can thank you.

For further information about gifts in your Will, please contact the Appeals Office.

Collecting tins

Many local shops, pubs and clubs have our collecting tins on their counters. These are a great way of collecting money for the LJMC as well as raising awareness of the centre's work.

If you are able to ask your 'local' to take a tin on our behalf, please do so. In most cases, we can arrange for full tins to be collected and empty ones delivered.

All our tins have tamper-proof seals and we can provide security chains.

Once we have counted the contents of the tin, we will send the holder a certificate for display so that their customers know how much was raised.



Join the LJMC mailing list to receive news about the centre as well as information about forthcoming events and requests for help. If you're not on the mailing list, please get in touch and we'll be delighted to add your name.

Each year we produce a range of **Christmas cards** for sale with 100% of the proceeds coming to the LJMC. These are available by mail order as well as from the LJMC.

Many of our supporters also take packs of cards on a 'sale or return' basis to sell through events such as coffee mornings and fairs, at work and other outlets.

We also sell our Christmas cards and other festive merchandise in the Mount Vernon Cancer Centre and welcome help with this activity.



Supporting our fundraising events



Our signature raffle each year is our **Grand Easter Egg Draw**. We send tickets to our supporters, some of whom also take extra to sell to friends and colleagues. It's chocoholic heaven!

Please give the Appeals Team a call for more details about how you can help promote these annual fundraising opportunities.



Very often, it's just as beneficial to the LJMC to receive goods and services 'in kind'.

We can often use donated items as raffle or tombola prizes or sell other new goods through other outlets. Unfortunately, we are rarely able to make use of secondhand items.

The donation of services can also be of great benefit to the LJMC. For example, provision of transportation, equipment hire and professional advice are all ways in which the LJMC may be able to benefit.

Time is precious and the LJMC values the time given by its supporters to help with fundraising activities.

Whether you are able to make a regular commitment or prefer to help on an *ad hoc* basis, we will be very pleased to hear from you. Please contact the Appeals Team if you'd like to help.

There are also other opportunities for volunteering at the Lynda Jackson Macmillan Centre and we welcome enquiries.



It's not always a question of money!

Company fundraising

We welcome the support of companies whether for a one-off event or for a longer lasting relationship.

Here are a few ways in which you can show your support for the LJMC.



Donations

Financial donations are always gratefully received – thank you. We also welcome the opportunity to work with companies who wish to sponsor activities and events for our mutual benefit.

We will be happy to come along and talk to your staff about our work or arrange for them to visit the LJMC – you'll see just how proud we are of our work and why we think it's important.

We can also usually make use of donated products and services, either for fundraising purposes or to equip the centre.

Fundraising activities by employees

Fundraising by employees is great for charities such as the LJMC and it's also great for team building and staff morale, so why not hold an event?

If your staff don't have the time to organise their own event, why not take part in someone else's? For example, enter a team for our annual 10k race or even the London Marathon!

Donations in lieu of other activities can also help raise money. For example, employees in some companies don't send each other Christmas cards but make a donation to charity instead.

Could you put one of our collecting tins in your Reception area or staff canteen?

Payroll giving

Payroll Giving is a simple, tax-effective way for your employees to give to charity directly from their pay.

Research shows that a Payroll Giving scheme can also be good for business showing that you are committed to working in partnership with your community – something that is increasingly important to customers and staff.

There are a number of different agencies that will help you set up a scheme including Payroll Giving in Action (www.payrollgiving.co.uk) and Give As You Earn (www.cafonline.org).



Match-funding



Encourage your employees to get involved in fundraising by offering to match their efforts. Many companies pledge to match fundraising up to a specified maximum per employee per year.

Secondment and volunteering

Do any members of your staff have skills that you and they might be able to use to help the LJMC?

We are always pleased to talk with people about opportunities for secondment and volunteering.

Why support a charity?

Research has shown that corporate support of a charity can be fun and help promote creativity. Fundraising provides a great opportunity for internal communication too. It's also a great chance to motivate staff and build even better working relationships and teams.

Donations to UK charities qualify for tax relief!





The Internet provides some great ways to raise money at no additional cost to our supporters.

The Justgiving service has revolutionised sponsored activities making it much easier for you to seek the support of your friends and family.

JustGiving™

www.justgiving.com/ljmc

Doing it online

Justgiving

You can set up your own, personalised fundraising page for pledges and donations. Rather than traipsing round with a paper sponsor form to solicit support, then traipsing round again to collect the pledges, all you have to do is send everyone a link to your page.

Donors can make their donations by credit or debit card. Even better, if the donors are UK taxpayers, Justgiving will sort out the Gift Aid, reclaiming the tax from HMRC for us.

[There is a nominal fee to the LJMC for this service but no additional cost to the donor.]

Justgiving pages can be used for other fundraising activities, not just sponsored events. For example, if you're celebrating a special birthday or anniversary and would like your friends to make a donation to the LJMC instead of buying a gift, a Justgiving page provides an easy way for them to do this.



An online fundraising page also provides a way of inviting donations in memory of someone who has died. By adding a photograph and personalising your page, you can invite tributes and share your memories as well as raising money for the LJMC.

Visit www.justgiving.com/ljmc to find out how to use this innovative and effective online fundraising tool.



If you are shopping online, you can support the LJMC at the same time. All you have to do is visit our 'eStore' at www.easyfundraising.org.uk and click on the links to your favourite retailers.

Shopping online

The LJMC receives a commission on all purchases made in this way. There is no additional cost to you and the service is completely confidential. We don't know who's using it or what they are buying - we just get a nice cheque every month!

easyfundraising
.org.uk

Participating retailers include Amazon, M&S, John Lewis and many other 'high street' names with new retailers joining the scheme each month.



Whether you're buying books or music, clothing or gifts or looking for that perfect getaway holiday, whatever you're buying online, you can do it through our webshop and support the LJMC at the same time.

Ideas

Want to organise a fundraising event for the Lynda Jackson Macmillan Centre? Ideas and opportunities for fundraising are endless – they don't have to be original to be successful. Give the Appeals team a call if you'd like some advice or help as we may know someone who's done it before.



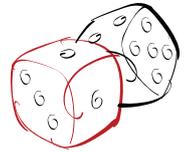
Social events

In our experience, anything involving food is usually very popular. The downside to many foodie events is that they usually involve a great deal of labour, but the opportunities for appreciation are great.

- Quiz Supper
- Themed evenings
- Wine Tasting
- Firework Party
- Party plan events
- Jazz Night
- Antiques Night
- Karaoke
- Line Dancing
- Fashion Show
- Auction of Promises
- Bridge Evening
- Whist Drive
- Safari Supper



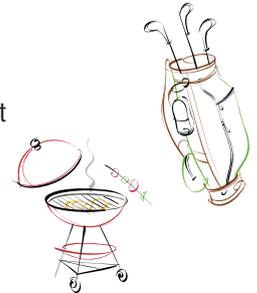
- Coffee Morning
- Cheese & Wine Evening
- Barn Dance
- Bingo
- Murder Mystery Evening
- Masked Ball
- Pudding Parties
- Race Night
- Ferret Racing
- Talent Evening
- Dinner Dance
- Beetle Drive
- Casino Night



Outdoor Events

- Duck Race
- Fair or Fête
- Garage/Boot Fair
- Garden Party
- Open Garden Day
- Plant Sale

- Boules Tournament
- Football Tournament
- Golf Day
- Treasure Hunt
- Balloon Race



Something to do at work

- Adopt a jelly baby for the day - pay £1, look after it all day - then eat it at 5 o'clock!
- Hold a 'fine' day with penalties for 'misbehaviour', eg, being late or your mobile ringing during meetings
- Non-uniform or dress down day
- Bonus Ball competition

- Swap-a-job for the day
- Breakout – get as far away from the office as possible in a specified time period – without being able to spend any money or break the law (fancy dress optional!)
- Caption competition
- Sweepstakes



A bit of luck

- Guessing games, eg, the number of sweets in a jar, the weight of the cake or anything else that takes your imagination



- Raffles
- Tombola
- Sweepstakes

Cultural events



From carol singing to rock concerts, music and drama provide great opportunities for fundraising. How about an oratorio from scratch? A pantomime or revue? Tap into your creative side, unearth those talents and have a great time!

Retail therapy

- Jumble sales, cake sales, plant sales, clothing swaps... the ideas are endless!
- Speak to your local shopping mall and offer a gift wrapping service at Christmas
- Offer to pack bags at your local supermarket





Many of these ideas can be adapted to make them suitable for children. Add clowns, face-painting and dressing up in silly clothing and you're half way to appealing to the younger generation.

- Teddy Bears' Picnic
- Fun 'n' Games Day
- Junior Disco
- Toy Sale



With the little ones

Taking on a personal challenge and asking your friends and family to support you can be one of the most successful ways in which to raise funds. Whatever the challenge, your efforts deserve to be rewarded.

Of course, the greater the element of personal challenge, the more support you are likely to receive!

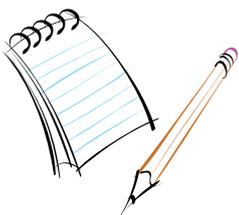
If traipsing round with a sponsor form seems daunting, use the Justgiving online fundraising service which will make life considerably easier. See page 7 for more details or visit www.justgiving.com.

- Physical activity challenges, eg, running, cycling or swimming (why not enter the Stewarts Law Moor Park 10k – the LJMC's biggest annual fundraising event? See www.moorpark10k.org.uk for more details.)
- Sponsored diet
- Sponsored head shave, or chest or leg...
- Overseas challenge, eg, climbing Mount Kilimanjaro, trekking to Machu Picchu or cycling along the Great Wall of China. Visit www.charitychallenge.com for more ideas of these once-in-a-lifetime opportunities.



It's not always what you do that counts, it could be what you don't do:

- Don't talk – hold a Sponsored Silence
- Don't smoke – give it up
- Don't eat chocolate



It's always good to know if you're organising a fundraising event so please contact the Appeals Office and let them know what you are up to.

If you are going to be seeking support locally, eg, raffle prizes etc, please ask us to give you a Letter of Authority so that people know that you are a legitimate fundraiser.

If we can help you out, we will! We can supply stickers, collecting tins, leaflets and other literature about the LJMC. We also have LJMC merchandise which you may like to take for sale at your event.

There is a sample sponsor form on our website which you can personalise.

The sample form includes the all-important Gift Aid declaration to maximise your fundraising efforts. There are a couple of important elements that are required on a sponsor form in order for us to reclaim Gift Aid so please contact the Appeals Office if you need any help or clarification.

It's important to remember that sponsors must give their first and last name and home address in order for us to make a successful Gift Aid claim. Putting down their company address or department will mean we can't maximise their support so please check the details they give when they fill out your sponsor form.

Challenging yourself

Helping you

Sponsor forms

Promoting your event

You're going to a lot of trouble to organise your fundraising event so make sure you promote it well.

The most important information to put on your publicity material is What? When? Where? as well as how to get more information. Don't forget to say for whom you are raising money.

If you're producing posters, leaflets or programmes and need a copy of the LJMC logo, please contact the Appeals Office.

Don't forget social networking websites such as Facebook to help spread the word.

Contact the press

If you need help with contacting your local paper, please contact the LJMC Press Office who will be happy to help you.

Most local papers don't like to be used for free advertising in advance of an event. However, they are usually happy to report on your event afterwards.

If the paper isn't able to send a photographer along, take lots of photographs yourself and they may use one of those instead. They'll like one of people, preferably involved in 'doing'. They aren't too keen on snaps of a group of people just staring at the camera though so it's worth taking some effort to compose your shot.

We're always pleased to receive your photographs for the LJMC newsletter as well.



Organising your event



P-L-A-N need not be a four-letter word! Without planning, however, you run the risk of using quite a few of them!

Our advice is to take a bit of time to plan your event and anticipate any potential snags. Then, if the unexpected happens, you'll be ready for it – or at least so well organised that you have the resources to cope with it.

Keep things simple and enlist help – don't try to do everything yourself.

Compile checklists for what you need to do, what you need to buy or bring on the day and who you need to speak to and use these to track progress. The satisfaction of ticking off your achievements cannot be underestimated.

On the day

This is when your planning pays off.

- Use your checklists and nothing will get forgotten.
- Delegate, delegate, delegate! As the organiser of the event, everyone will be asking you questions so don't tie yourself down with too many jobs – keep yourself free to deal with them.
- Don't get stressed – enjoy the event! You've worked hard for others to have fun, so make sure you do too!

Dealing with cash

Dealing with large amounts of someone else's cash can be daunting but it needn't be. Establish good, safe procedures and all will be well. Taking basic precautions will protect the cash – and you!

You may want to keep hold of the money until the event is over and send it to the LJMC in one go. Alternatively, if you are taking money over a period of time ahead of your event, you may prefer to send it to the LJMC as you go along.

If you're not sure what to do, give the Appeals Team a call for their advice.



Afterwards

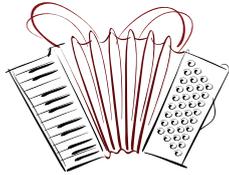
Don't forget to say 'thank you' to everyone who has contributed to your successful event. It can also be useful to make a note of any feedback, ideas and tips for next time so you can turn any mistakes into future successes.

There aren't too many legal bits you need to know about running a fundraising event but there are a couple of things that we draw to the attention of our supporters:

Staying legal

If you are selling or supplying alcohol or providing live entertainment at your event, you need to have a licence (the same licence now covers both these activities). Licences are issued by the local council where the activity is taking place.

Licensing



It's always worth checking whether or not the venue where you are holding your event already has a licence. If it does not, you may need to apply for a Temporary Entertainment Notice (TEN).



You can find more information about licensing on the website for the Department of Culture, Media and Sport (www.culture.gov.uk).

Many fundraising events include a raffle. This is a great chance to boost income and squeeze a little extra out of your supporters. Don't worry – they expect it!

Raffles & lotteries

Raffles come under the Gambling Act 2005 and there are a few things of which you should be aware.

- Most raffles at events are classified as 'small lotteries'. Usually, cloakroom tickets are used and these may only be sold at the event.
- If you want to sell tickets in advance, you need to obtain a licence from your local authority and have tickets printed. You will also need to submit a return to the local authority after the draw.
- The maximum price you may charge for a ticket is £2.
- The price of every ticket must be the same. So, for example, you cannot sell five tickets for the price of four.



Before you get too far down the line with planning your event it's important to undertake a risk analysis.

Staying safe



- What could wrong?
- How can we make sure it doesn't go wrong?
- How will we manage if it does go wrong?

You can't eliminate all risks but you can take steps to minimise the chances of accidents. Areas to consider include:

- First Aid
- Fire hazards
- Evacuation procedures
- Trips and slips
- Food hygiene
- Adequate signage



It is the responsibility of the event organisers to arrange appropriate insurance cover for the event. The Lynda Jackson Macmillan Centre does not provide insurance cover for people organising events on its behalf nor can it accept liability for loss, damage or injury to participants taking part in a fundraising event.

Insurance

The Lynda Jackson Macmillan Centre

... supporting people affected by cancer...

If you're asking people for money, they'll probably ask what it's for. Here's some information about the Lynda Jackson Macmillan Centre so that you can answer their questions.



- The LJMC forms part of the regional Cancer Centre at Mount Vernon Hospital in Northwood.
- The LJMC provides support and information services to cancer patients and other people affected by cancer such as patients' relatives and carers.
- The centre was opened in 1993 and was the first of its kind to offer a holistic approach to supporting patients. It was named after Lynda Jackson, a young patient at the hospital whose family and friends raised a considerable sum of money in her memory. Macmillan Cancer Support also funded the building of the centre and has continued to support our activities through other projects.
- The aim of the centre is to meet the support and information needs of people affected by cancer by offering:
 - Support which is responsive to the wishes of patients, their families and friends
 - Information which is accurate, up to date and relevant to the individual
 - A service which is available at any stage of a patient's illness
- The focus of the LJMC's activity is the Drop-In centre. This is open five days a week and offers a warm, friendly and welcoming area. Most of our visitors seek information about cancer and its treatments and there is an extensive reference library of leaflets, books and DVDs.
- The centre is staffed by trained volunteers who work alongside our healthcare professionals. A Telephone Helpline complements the service and a Benefits Advisor also works in the centre.
- The LJMC offers Complementary Therapies to patients to help relieve the stresses of living with cancer. These include aromatherapy and reflexology. We also run relaxation classes three times a week for both patients and carers.
- Coming to terms with cancer can be difficult so Counselling is available with our experienced team.
- The LJMC also hosts Look Good... Feel Better™, make-up and beauty clinics supported by the cosmetics industry.
- The LJMC team responds to more than 30,000 requests for help each year.
- The centre also has a Research team that conducts studies in a number of areas including complementary therapies, supportive care and quality of life issues.
- Although much of the work at the LJMC is funded by the NHS, the remaining money needed to fund the centre's services has to be raised through voluntary donations and fundraising activities. This amount is approximately £650,000 each year.
- The Registered Charity Number of the LJMC is 1053338. *(This is the number of East & North Hertfordshire NHS Trust of which the Mount Vernon Cancer Centre is a part.)*

