

Save lives while you work

Tips for fundraising
in the workplace





Hello

Lifesaver

We're so excited you've chosen to fundraise for us. And doing it at work means everyone can get involved. We've got lots of ideas to inspire you, whether you're a team of bakers, runners or quizzers – plus plenty of tips to help you get the most out of your fundraising mission. Every pound you raise is helping us save lives through stem cells, so thank you – and good luck.

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**You have
the power
to save lives**

“It’s only with the generosity of my donor, the skill of my doctors and the amazing work that Anthony Nolan does that I am still here.”

ISABELLE

STEM CELL TRANSPLANT RECIPIENT



Isabelle’s story

Isabelle was 27 when she was told she’d need a stem cell transplant to treat her Stage 4 Hodgkin lymphoma in early 2016.

“It was probably the worst point for me – I had pinned all my hopes on the chemo working and when it didn’t and my odds of recovery suddenly plummeted, life looked very bleak.”

“I made plans for my funeral and prepared a box for my one-year-old daughter Sophia, containing photos, cards for all her birthdays, a present for her 18th and recordings of me singing songs and reading stories for her.”

We began an urgent search to find a donor for Isabelle, and incredibly, a match was found, and her transplant was scheduled for the summer of 2016.

“On the morning of 18 August, my husband, daughter, mum and sister came to the hospital with cake and balloons, and we turned ‘day zero’ into a big celebration.”

“Life is now very different. Sophia has started school and amazingly we’ve welcomed Freya into the world. We feel so lucky to have our miracle baby.”



“I never thought that I would be able to experience these things and it’s only with the generosity of my donor, the skill of my doctors and the amazing work that Anthony Nolan does that I am still here.”

With your support we can give more people like Isabelle a second chance of life and more families a brighter future. We know you’ve got it in you.

Help us find

the answers inside

Blood cancer is the UK's third biggest cancer killer. And when someone needs our help, it means all other treatment options have failed – a stem cell transplant really is their last chance to live.

We're the charity that gives families hope, dedicated to unlocking the potential of human cells and finding the answers inside us all. Over the last 50 years, we've led the way in stem cell donation for transplants and cell and gene therapies.



With your help, we can keep uniting people and science to grow our world-leading stem cell register,

so more people can find the lifesaving match they need and every patient can not only survive, but thrive.

“In terms of the experience, I can't recommend it enough. Nothing will motivate you more to jump out of a plane at 12,000ft than knowing you've raised money for such an incredible cause and for a charity that genuinely is engaged and cares. If I could do it all over again I would!”

MORWENNA BUNT

NATIONAL ACCOUNT MANAGER

LACTALIS NESTLE UK

Give the gift of life.

Literally!



£100 could go towards funding an Anthony Nolan Patient and Family Education Day, including travel costs to help a family attend. They can get essential advice following a stem cell transplant, as well as talk to other families to share their experiences and concerns.



£305 could pay for someone who has had a transplant, or their family member, to access the Telephone Emotional Support Service (TESS), to get expert psychological care at a particularly challenging time.



£1,000 could cover the cost of processing of 25 potential lifesavers, adding their details to the Anthony Nolan stem cell register.



£2,000 could help collect umbilical cord blood, rich in stem cells, from one of our lifesaving mums and their new-born babies.

Ready, set...

Fundraise!

Here are a few ideas to get you started on your workplace fundraising. Why not create a calendar and try something new each month?

The Great Workplace Bake-off

Everyone's a star baker!

Bakers can get as creative as they like, while for £5, non-bakers eat as much as they like. Judges have three tokens to place next to their favourites. The cake with the most tokens is the winner!

Who's a wine buff?

Put your taste buds to the test

A quiz-style event where teams are tasked with identifying wine grape varieties, country of origin or year. The winners take home a bottle of bubbly.



Power Hour

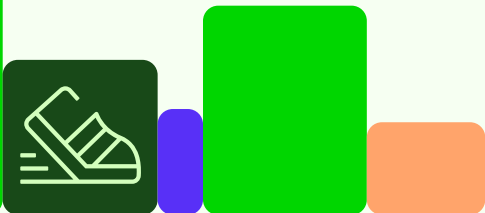
Donate 60 minutes of salary

Ask staff to donate an hour's worth of pay. A great time to do this is pay day (talk to HR). Use a totaliser to show how much money your workplace has collectively raised.

Run for a life

Set a running challenge

Encourage your team to put on their running shoes and get sponsored to reach a personal goal, whether that's miles covered, average speed or consecutive days running. We can supply certificates for the winners!



Truth or lie?

A 'speed desking' event

Ask each member of staff to make a donation to take part and bring along two true facts and one lie about themselves. Set up tables and each 'desk mate' has two minutes to guess which fact is a lie before moving on. Prizes for the top deceivers and detectives!

Board game extravaganza

Swap the boardroom for board games

Set up competitive teams for epic board game challenges. Ask for a donation to play and get people to vote for their favourite games. Will it be Jenga, Monopoly or Scrabble?

Let's get quizzical

Compete to see who's the cleverest team

Set a date with your local bar (or use your workplace) for a classic pub quiz. Compile a list of questions, maybe with help from



your brainiest team member. Don't forget the picture round! For theme inspiration, get in touch with us.

You're hired!

Who can raise the most in this Apprentice-style challenge?

Pit two teams head-to-head and help them start a 'business' with a small monetary stake. Ideas for raising money could include a breakfast club, lemonade stand, bingo tournaments, or lunchtime pizza delivery. Prizes go to the team that raises the most money – and the one that's most creative!

Just like the movies

Bring the cinema to the workplace

Turn a work space into a screening room. Ask staff to nominate their most-loved blockbuster or unmissable TV episode, get people to vote for their favourite and donate £5 for a ticket. For extra cash, why not sell cinema snacks too?

Lifesaving raffle

A fundraising classic

Reach out to clients and contacts and ask them to donate prizes. Create a buzz around the amazing things people could win – and then sell tickets for as much as you like.

Hero day

Dress up and let your inner hero shine

Ask staff for a donation to dress up as their favourite hero, whether that's Superman, She-Hulk, or even their favourite colleague! Hold heroic competitions, from an egg and spoon race to getting sponsored to make the tea for the day.

Super sweepstakes

Pick a winner!

Choose the latest sporting event, reality show, or anything with an outright winner. We can give you sweepstake templates to get

the ball rolling. Then ask your colleagues for a donation to play and offer a prize for the person who comes out on top.

Boss-in-a-box

Hold them to ransom!

Give your senior management their laptops and phones, then lock them in a boardroom. Only release them once they've secured enough lifesaving donations from their contacts.

Over 60 members of the team at IGNIFI took on a walk from Sunderland to South Shields, in memory of their colleague of 13 years, Claire. Together, they walked and shared memories of Claire, raising over £2,200 in her memory.

Take on a team challenge

We're in it together

Strengthen those team bonds by organising a sponsored walk, run, cycle or even a boat race, and save lives along the way.

Pet pin-up

Create a pet calendar

Ask colleagues to submit photos of their favourite furry, scaly or slimy friend to feature in your very own pet calendar. Once you have all 12 months covered, use a free print app to create printable calendars to sell.

Virtual cycle challenge

Go the extra mile

Hire some static bikes and rally a team of cyclists to cover a set distance without even leaving the office. Ask friends and colleagues for sponsorship and set up a livestream so the entire company can tune in and cheer them on!

Liven up lunches

Sharing platters all round

Leave the boring sandwiches at home! Ask colleagues to cook their favourite dish and bring it in to share at lunchtime, with everyone chipping in a £5 donation.

“As a team, we wanted to carry on the incredible legacy Claire started at IGNIFI with individual and team challenges. We organised our nine-mile team ‘Walk for Claire’ from our HQ in Sunderland to Claire’s local pub in South Shields where we raised a toast in her memory.”

JOHN HORN

MANAGING DIRECTOR AT IGNIFI



A group of colleagues took on a challenge to walk the seven peaks of the Mourne Mountains to fundraise for us in May 2024 – and their combined efforts covered 29km, with 2440m of elevation!



Tips for fundraising success



Check for employee matched giving

Find out whether your company runs a matched giving scheme. Many employers will match your fundraising pound for pound.

Set a target

Everyone works best when they have a target to hit. Set an amount you'd like to raise, as an individual, as a team or as an organisation and then keep going until you get there!

Set up a fundraising page

Create an online fundraising page on a site like [JustGiving](#) to encourage colleagues, friends and clients to support you easily, and keep track of your donations.

To maximise impact, be sure to:

- Write a few words on why you're supporting Anthony Nolan and how donations will help. You could raise 65% more when you write a page summary.
- Add a photo – photos can increase donations by up to 23%!
- Post regular updates to tell everyone about your progress. Updates have been seen to increase donations by around 8%.
- Include a link to your fundraising page in your email signature to encourage click through.

How to fundraise safely and legally

Tips to make sure your fundraising goes off without a hitch.

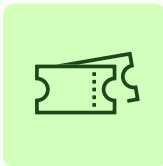
Collecting money from the public

To hold a bucket collection on public land such as a car park or high street, you'll need a permit from the local council. On private property such as a shopping centre, you'll need permission from the landowner.



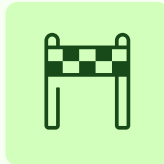
Raffles and lotteries

Raffles can be held as part of a larger event and are a great way to maximise the amount of money you can raise. There are strict laws around raffles and lotteries, so be sure to check the gambling commission website at gamblingcommission.gov.uk



Events

Conduct a risk assessment ahead of an event to ensure you have robust plans for the safety of attendees. If your event is in a public space, make sure you have the relevant permission from your council. For more information check hse.gov.uk.



Make sure everyone taking part is fully briefed about the event, including any risks, fitness requirements, special equipment or clothing they need to bring along.

And finally, remember to take out relevant insurance and check with your local authority whether you need any special licences e.g. a public entertainment licence or a licence to sell alcohol.

Paying in your fundraising money

The most effective way to pay in your fundraising money is via your JustGiving page. But you can also pay money in through the following ways:

Online

Use our secure online form, selecting 'my company is supporting Anthony Nolan' at anthonymolan.org/help-save-a-life/donate-money

Bank transfer

Transfer funds directly into our bank account. Please use your company name as payment reference.

Account Name: Anthony Nolan

Account Number: 53571408

Sort Code: 20-00-00

By post

Make cheques and CAF vouchers payable to 'Anthony Nolan' and post them to:

Community Team
Anthony Nolan
Unit 2 Heathgate Place
75-87 Agincourt Road
London
NW3 2NU

“It’s so important to get more people onto the donor register, and for every hospital to be able to collect cord blood. We want to help register more and more people. Then one day we will be able to save everyone who needs a transplant.”

TARUNA MUM TO 11-YEAR-OLD ZARA

WHOSE LIFE WAS SAVED BY A CORD BLOOD TRANSPLANT



We're here for you

Whether you need help thinking of the best way to engage your colleagues, planning your fundraising activities or would just like some advice, we'd love to hear from you.

We can also send you materials to help you promote your fundraising, including T-shirts, collection tins and posters.

Email the team at community@anthohnolan.org

or call 0303 303 3002

Show us what you are up to

We love to see your updates on social media. Follow us at:

 @anthohnolancharity

 AnthonyNolan

 @AnthonyNolan



“Because of that one simple thing – a stem cell donation – he’s got his whole life.”

HOLLY MUM TO 10-YEAR-OLD RUPERT

WHOSE LIFE WAS SAVED BY A STEM CELL TRANSPLANT

**We know you’ve
got it in you**

With your help, we can save lives through stem cells.

anthohnolan.org

