



Velindre Cancer Charity Fundraising Pack

Together, we will achieve
✓ictory Over Cancer



Elusen Canser
VELINDRE
Cancer Charity

Welcome to

#TeamVelindre!

Thank you for joining
the efforts to achieve

Victory Over Cancer

Your passion and dedication will help us deliver life-changing care and services to cancer patients and their families. Every minute you give and every pound you raise brings hope, builds strength, and drives progress.

At Velindre Cancer Charity, our ambition for the future is to enhance the lives of cancer patients, carers, and families in Wales by funding innovative projects and services that extend beyond NHS provisions.

Velindre proudly serves over 1.5 million people across South East Wales and beyond, delivering world-class cancer care through expert treatments, pioneering research, and compassionate support.

We are proud to champion person-centred care, placing the dignity, comfort, and emotional needs of every patient and loved one at the heart of what we do and fund. We are committed to improving the experiences and outcomes for those within Velindre's services, ensuring every patient feels cared for and supported. Together, we stand with Velindre Cancer Service in delivering exceptional cancer services in Wales and help pave the way for a future with world-class, research-led treatments and supportive care that can change lives.

Whether you're fundraising in memory of a loved one, expressing gratitude to the dedicated staff at Velindre, inspired by a personal journey, or simply passionate about making a difference, your support is truly invaluable.

One in two of us will be diagnosed with cancer in our lifetime, making your support more vital than ever. There are countless ways to get involved, from hosting your own event to joining one of ours or becoming a monthly donor. No contribution is too small to create a



lasting impact. This pack is here to guide your fundraising journey with practical tips, ideas, and inspiration to help you succeed.

Fundraising is regulated by law and there are some things you need to think about when planning your fundraising activities to ensure they run safely, legally and responsibly.

Velindre Cancer Charity are members of the Fundraising Regulator and follow The Code of Fundraising Practice, ensuring we fundraise legally and responsibly. We ask all of our fundraisers to follow these standards too and this pack will help you do that.

We're with you every step of the way. If you need any guidance or support, our fundraising team is always here to help.

Contact our fundraising team:

✉ info@velindrecharity.com

📞 02920 316211

🏠 Velindre Cancer Charity, Velindre Road, Whitchurch, Cardiff, CF14 2TL

Fundraising Ideas

There are countless ways to support us! Whether you have your own ideas or need some inspiration, here are a few ways you can raise funds, connect with others and have fun while making a difference!

Velindre-Owned Events

As a charity we host a range of our own fundraising events and activities. From our annual 'Wear Red for Wales and Velindre' campaign to epic bike rides, walks, runs and overseas challenges, we'd love for you to join us! Find out more: [velindrecancercharity.com/events/](https://www.velindrecancercharity.com/events/)



Bucket Collection

A bucket collection is a simple yet effective way to raise funds and awareness, whether it's at a supermarket, garden centre or shopping centre. It requires minimal planning—all you need is permission from the venue, a letter of authority from Velindre, collection buckets and some volunteers (though you can do it alone). When recruiting volunteers, it's best to ask for an hour or two of their time rather than a full day, as this increases the likelihood of participation. Creating a rota and allowing volunteers to choose their preferred time slots can also help with organisation. Velindre can provide charity-branded buckets and t-shirts to support your efforts. If you're planning a collection in a public space, such as a town centre or street, you'll need to apply for a collection permit from your local authority.



Music Night

From singers and bands to karaoke and open mic nights, music events are a great way to get lots of people together and have fun whilst raising funds. Once you've sourced your singer or band, you will need to find a suitable venue with an entertainment licence. Many pubs and clubs will provide free room hire as you will be bringing in custom. Find some volunteers to help you with selling tickets, promoting the event, sourcing raffle prizes and helping on the door on the night. If you need to pay your act, you could look at



asking local businesses for sponsorship to help cover the cost in return for some advertising on social media and event posters.

Quiz Night

Whatever your specialist subject, a quiz night is a great way to get people together to raise funds for Velindre. Find a suitable venue such as a pub or village hall, recruit a quiz master, gather your questions and send out your invites. Set a team entry fee, hold a raffle and raise away. You could set a theme to the quiz to make it more fun! If the venue allows, you could include food such as a curry or nibbles and charge.



Bake Sale

Love baking? Bake sales at home, school or work are an enjoyable way to raise funds whilst enjoying sweet or savoury treats with family, friends or colleagues! Whether you bake them yourself, ask others to help, or get them donated from bakeries or supermarkets, the funds raised will make a difference at Velindre.



Car Boot or Table Top Sale

A car boot sale or table top sale is a great way to declutter and raise vital funds for Velindre. Ask your family, friends and colleagues to donate any unwanted items to you, which you can then sell at a local car boot sale. Or you could organise a table top sale in your local village hall or community centre and sell tables to others to raise funds. You can also sell your unwanted items online on sites such as Facebook Marketplace, Vinted or eBay.



For further details and advice on any aspect of fundraising, please contact our fundraising team.

Online Fundraising Tips

Raising money online is quick, simple, secure and easy to share. Here are a few tips to help you maximise your fundraising.

Set a target!

Don't be afraid to set a high target. If you set it too low and reach it, there's a chance people may not donate.



Share your story

Tell people what you're doing and why. If you have a personal reason for supporting Velindre, share it in as much detail as you want. This will generate empathy and help increase donations.

Use photographs and videos

Using pictures, videos and music will help evoke emotion that text alone isn't able to do. These emotions will help raise more awareness around your story and will encourage more people to engage and donate. You can upload photographs and videos to your fundraising page and to social media. This will also make your pages stand out and appeal to a wider audience!



Use social media

Sharing a link to your online fundraising page on social media platforms such as Facebook, Instagram, X and LinkedIn will help you reach more people and generate more donations. Ask others to share your page and story to reach even more people. It's also a great way to engage with a wider audience and people you may not know.



"I couldn't have gotten through the last year without the unbelievable help & support from my amazing family & friends; and thanks to Velindre, I'm still here to watch my baby boy grow."

Georgina O'Connell



Update your page regularly

Posting regular updates on your fundraising page or on social media is an effective way to spread the word and engage with your audience. Tell your supporters how you are getting on with your training or fundraising and share special updates or milestones with photos and videos.



Share your message far and wide

Once you have created an online page, you can copy and paste the URL link to send to friends and family, share in your WhatsApp groups or even add it to your email signature in work. If offline promotion works better for you, consider making a free QR code of your link online and adding it to a poster that you can print and display in your venue or work.



Social Media Tips

Social media is a simple yet effective way to share information with lots of people and better still...it's free!

Here are some top tips for promoting your fundraiser on social media:

Choose the right platform

Think about what platform is the best match for your event and target audience. For example, LinkedIn can help you reach professional audiences, while Instagram and TikTok work well for younger audiences and more visual content.

Think local

Many communities and towns now have their own community groups on Facebook (Meta), which would be a great way of targeting your adverts to those local to your event or activity.

How to share your story

Whatever the platform, you'll want to share what you're doing and why. Start with a strong opening sentence to grab people's attention. Sharing any personal reasons for your fundraiser can lead to more donations. Be concise and include key details such as the date, venue, purpose of your fundraiser, booking links, etc. Also, encourage others to share your event.

Be clear and transparent

When advertising your fundraising activity, it is a legal and ethical requirement for you to be open, honest and transparent about where the money will go and how the funds will be used. It is not uncommon for fundraisers to use portions of the funds raised to cover event costs, pay suppliers or cover a challenge fee. It is perfectly fine to do this as long as you clearly communicate this to those donating to your page or event.

Velindre Cancer Charity are committed to delivering safe and legal fundraising practice in all that we do and expect the same standards of those who support our charity in any capacity.

Our fundraising team will actively advise and guide you through your fundraising activities to make sure you are following the standards set out by the Fundraising Regulator.



When using our Charity logo, we ask that you follow our brand guidelines, these can be sent to you by your assigned fundraiser.

Tag us!

Don't forget to tag us in your fundraising activity! We can help out by sharing your posts and stories with our audience.

Find us:

Facebook, Instagram and LinkedIn
@velindrecancercharity
X @velindre

Paying in Your Fundraising

Online

Pay in your fundraising online via our website: www.velindrecancercharity.com.

Cheque

Send a cheque payable to 'Velindre Cancer Charity' and post it to Velindre Fundraising, Velindre Cancer Charity, CF14 2TL. Please include your contact details, address and reason for your donation.

Phone

Call our fundraising team at 02920 316211 and donate on the phone. Our team will be available Monday – Friday, 9 am – 4 pm.

BACS

To make a Bank Transfer, please contact us to request our bank details and unique reference code for your transaction.
 02920 316211
info@velindrecancercharity.com

In person

You can pay by cash, card or cheque at the Charity office. Our offices are open Monday – Friday from 9 am – 4 pm, and a member of our fundraising team will be on hand to receive your donation.

Online fundraising page

If you have raised funds on JustGiving, the donations on the page are sent to us directly – you do not need to do anything. If you're using a different online giving platform, please let us know the name of the site and amount raised, so we can check we've received your money.

If you have sponsorship in cash, you can pay the cash into your own bank account and make a donation to Velindre Cancer Charity via your online giving page.



Gift Aid

The Gift Aid scheme is run by the Government and allows charities to claim an additional 25% on donations made by UK taxpayers. This means each £1 you give is worth £1.25, at no extra cost to you!

To claim gift aid on your donation, we need you to complete a declaration confirming that you are a taxpayer in the United Kingdom. If you donate online, you will automatically be given the option to tick for gift aid. If you donate directly to a member of our team in person or over the phone, you will be given the option to complete your declaration in retrospect through a page on our website.

It is important to remember that gift aid can only be applied on a donation and not any funds that are raised from raffles, events, auctions or services (including event tickets). If you are not sure whether your donations are eligible for gift aid, please contact us and we can help.

If you are participating in an event or challenge that has a fundraising target or mandatory fee, it is important to know that gift aid does not contribute towards this. Following a donation, your gift aid will show on your online fundraising page instantly, however, this does not always mean that Velindre will automatically receive this payment. Each gift aid claim is sent to HMRC for approval, therefore, some gift aid donations may not be awarded.

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Fundraise Safe and Legally

We want you to enjoy fundraising for Velindre and have a great experience, so please take the time to ensure your fundraising is both safe and legal to protect you and everybody involved. Here are some useful tips and advice to help you plan and organise your event or activity.

Plan ahead

It's always a good idea to plan ahead to give yourself plenty of time to arrange any necessary licences, permits, insurance or other safety measures like some of those listed below.



Do a risk assessment

Carrying out a risk assessment will help identify and remove any potentially harmful risks at your event. We ask everybody organising an event for Velindre Cancer Charity to carry out a basic risk assessment for their event or activity. Depending on the type of event or activity will determine how detailed the risk assessment needs to be. For further advice on risk assessments and some templates to assist you, please contact your assigned fundraiser or contact our Charity team.



Do you need insurance?

There is no law that says you must buy insurance for a voluntary or community event, however, for public events, you might want to get public liability insurance to give you peace of

mind in case something goes wrong and someone makes a claim against you. Sometimes another body, such as a local council or the landowner of the event's location, will require you to have public liability insurance. For private events such as a coffee morning in your home, you do not need insurance. You should also check that any suppliers you hire are also covered and obtain copies.

Counting cash donations

If you collect cash at your event, we ask for monies to be counted, recorded and banked as soon as possible after the event, and at least two people should be present when counting cash. This covers you in the event of miscounting or loss.



Running a raffle

There are many rules and regulations surrounding raffles. The only raffle you can run without a licence are those held at an event where the tickets are sold and drawn on the same day. If you are holding a different type of raffle such as an online raffle or auction, please contact our Charity team who will advise you on the necessary requirements.



First aid

After carrying out a risk assessment and taking all necessary steps to remove the identified areas of risk, you may still require trained first aider(s) at your event. This could be due to the size or type of event you are planning.



Holding a collection

If you're collecting money on private property, you must get permission from the landowner – for example, the owner of the pub, or the manager of the garden centre.

If you are collecting cash donations on the street, you will need a street collection licence. These are available from your local authority or council. They will also provide you with the relevant guidelines for your collection.



GDPR considerations

If you are collecting personal data of those supporting your event or activity, you will need to consider how you are storing this information confidentially in line with the GDPR law. It is vital that you do not share any personal information of those who have donated to you or purchased tickets unless you have their written consent to do so. An easy way to mitigate this risk is to include a declaration to share relevant information with a third party in their registration form or ticket T&Cs.



Hope in Action: The power of your support

Here at Velindre Cancer Charity, we are proud to support the life-changing work of Velindre Cancer Services. By investing in supportive care services, empowering Velindre's staff to become future leaders, funding innovative technologies, and driving forward transformative research and clinical trials, we are making a real difference to those affected by cancer in South East Wales and beyond.

Patient and Family Supportive Care and Wellbeing



These services provide a lifeline to patients and families facing the wide-reaching impacts of a cancer diagnosis. Our existing services include wig vouchers for those experiencing hair loss, pastoral and spiritual care services and staff roles dedicated to patient support and welfare rights advice. Your support also funds 100% of the children's resources at the centre, as well as therapeutic services like clinical psychology and counselling, complementary therapies and an Arts in Health co-ordinator. By supporting us, you give patients the emotional, physical and practical support they need throughout every step of their cancer pathway.

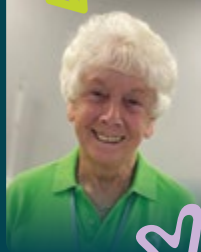
You help us fund:



- > An entire team of clinical psychologists and counsellors, including a dedicated staff psychologist, providing essential one-to-one care for patients and staff
- > Children and family resources like specialist education books, lion teddies, toiletries, new pyjamas and digital devices to keep in touch with loved ones

- > Multi-faith services, including a fully funded chaplaincy, and the cost of any special occasions like weddings, anniversaries and birthdays
- > Wig vouchers and headscarves for patients experiencing hair thinning or hair loss
- > The Arts in Health welfare programme, which focuses on positively impacting the mental health and wellbeing of patients, families and staff through artwork and dedicated creative activities and spaces
- > 3 complementary therapists and a dedicated on-site therapy room
- > The Patient Engagement Team and Velindre Volunteers Programme

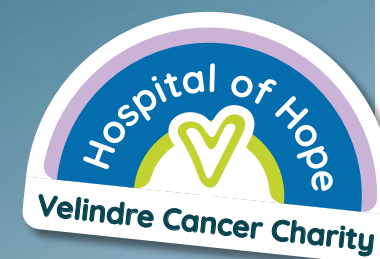
Caroline Cooper has devoted 25 years of her life as a Velindre Volunteer in the Outpatients Department. Caroline's unwavering support and compassion has been a constant for many patients who have benefitted from her kindness, chats, helping hand and wisdom. Volunteers create cherished friendships with those at Velindre and ensure that everyone has someone to turn to and talk to.



GIG
CYMRU
NHS
WALES

Ymddiriedolaeth GIG
Prifysgol Felindre
Velindre University
NHS Trust

Canolfan Ganser Felindre
Velindre Cancer Centre



Developing the Leaders of the Future



As the Hospital of Hope, our staff are at the heart of what we do. Your support allows us to invest in their growth, providing opportunities, specialist roles and innovative projects that drive excellence in cancer care. By funding research roles, professorships and study opportunities, we equip our staff with the latest techniques to lead groundbreaking research and service improvements that directly benefit patients. Together, we are empowering Velindre's staff to become future leaders in cancer care and ensuring the best possible outcomes for patients and their families.

During her mother's treatment at Velindre in 2017, Harriet Fox found unwavering support in Michele Pengelly. Even now, Harriet and Michele remain in touch, often reminiscing about her lovely mother, Annaliese. Harriet lovingly refers to Michele as her 'second mother' and will never forget the profound support and care she received during such a challenging time.



Some of the roles you fund:



- > 50% of all Clinical Nurse Specialists at Velindre
- > Supportive Care Lead Nurse, Michele Pengelly
- > Patient Information Support Manager, Leigh Porter
- > Welfare Rights Advice roles
- > The Velindre Oncology Academy team, partly funded for 3 years to deliver the launch of the educational programme
- > Clinical research roles and professorships
- > 3 PhD roles in healthcare research and 1 PhD role in lung cancer research
- > The Arts in Health Coordinator, Sally Thelwell

Cutting-Edge Equipment, Environments and Technologies

Your support helps to fund cutting-edge equipment, enhanced environments and innovative new technologies that deliver the latest treatments and care to patients, as well as improving their experiences at the centre. By funding spaces like a patient garden and a dedicated family room on-site, we create comfortable and peaceful sanctuaries so patients and their loved ones can spend much-needed quality time together—offering comfort, dignity and support during challenging times.

You help us fund:

- > Two dedicated family and relative rooms providing a safe space for quality family time in a non-clinical setting
- > All maintenance of hospital gardens and green spaces to provide relaxing outdoor environments for patients and staff to enjoy
- > All Velindre's scalp-cooling machines
- > A Pre-agreed Supportive Care Escalation Plan project, using QR code wristband technology to improve quick response care for palliative patients
- > The state-of-the-art Cardiff Cancer Research Hub, hosting some of our leading clinical trials and treatments

Dr Elin Harding, one of our charity-funded research fellows, has developed a transformative new project involving wearable QR code wristbands for palliative care patients. The project aims to improve quick response care in emergency situations by ensuring paramedics have immediate access to up-to-date healthcare information and treatment plans, so our patients receive the right palliative care according to their wishes.



“

Fundraising for Velindre Charity has been a truly life changing experience for me. The friendships I've made through fundraising have been priceless. Velindre has become like a family to me, and I feel so lucky to be part of such an inspiring community. Knowing that our efforts are helping patients through the hardest times of their lives gives me purpose and joy, and I'll keep on doing what I can to support this amazing cause for as long as I'm able! It really is the most rewarding journey.

Iwan Davies, Fundraiser

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Groundbreaking Research and Clinical Trials



Every year, we invest over £1.5 million into pioneering research and clinical trials, providing hope to patients and their families. By supporting Velindre to collaborate with research centres, universities and other specialist hospitals, we ensure that patients directly benefit from the latest advancements in cancer research and new treatments, whether it's by extending the time they have with their loved ones, reducing their side effects or transforming their treatment outcomes. Together, we will put Velindre and our patients at the forefront of cancer research in Wales—working towards a future where we achieve Victory Over Cancer.

We proudly contribute funding to over 40 active clinical trials, including:



- > QuicDNA lung cancer research project
- > FAKTION breast cancer clinical trial
- > PEARL head and neck cancer clinical trial
- > Concorde lung cancer trial
- > HIT Meso lung cancer clinical trial
- > APPROACH brain tumour clinical trial
- > A personalised colorectal cancer vaccine clinical trial and so many more!

In 2025, FAKTION's life-changing treatment is being rolled out to UK clinics, including Velindre, potentially doubling survival times for those diagnosed with incurable breast cancer and transforming the lives of millions of women worldwide.



Find out more

In our goal to deliver exceptional care and services for cancer patients and families in Wales, we aim to fund projects and services that go above and beyond what the NHS can provide—enhancing patient experiences and potential outcomes at every step of their journey.

Find out more about the areas we fund here:
velindrecharity.com/areas-we-fund/



#TeamVelindre
#TîmFelindre

Together,
we will achieve

♥ Victory Over
Cancer





We are so proud to have you as part of #TeamVelindre!

Every step forward is a Victory worth celebrating and with every pound you raise you play a vital role in the delivery of exceptional care and services for cancer patients and families in South East Wales and beyond.

We are here to support you.

   @velindrecancercharity

 @velindre

Together, we will achieve
Victory Over Cancer

Contact Us

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