



# FUNDRAISING GUIDE

Charity Regulatory Authority No. 20009502

# WELCOME TO YOUR FUNDRAISING GUIDE FOR THE BIG PINK BREAKFAST 2023!

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Thank you for supporting breast cancer patients and their families this October. We are delighted to have you on board.

**Thanks to your support, breast cancer patients will have access to support throughout their diagnosis. From Cork to Donegal, Galway to Dublin and everywhere in between, your donations are making a difference every day.**

Did you know that almost **3,400** women and approximately **30** men are diagnosed with breast cancer each year in Ireland? The funds you raise this October will go towards funding vital breast cancer research and vital support services for breast cancer patients and their families across the country.


**Whether you are joining us to host a Big Pink Breakfast or are doing it your way, your fundraiser will make a huge difference.**

In the following pages, you'll find fundraising tips to help you make the most of your fundraiser. We have also included a downloadable breast cancer symptoms leaflet for you to share with your friends and family, to help raise awareness!

We want to ensure you have everything you need, if you have any questions please contact us on **CallSave 0818 10 20 30** or email **fundraising@irishcancer.ie**, we are here to help!

Best of luck with your fundraiser this October.

Kind regards



**Sinead Gillespie**  
**National Campaigns Manager**



# HOW TO MAKE THE MOST OF YOUR BIG PINK BREAKFAST!

Below are some guidelines to help you with your fundraising.

**Start early** – The earlier you begin planning, the more people you can reach and the easier your fundraising will be.

**Fundraise online** – Everyone who signs up gets your own JustGiving page. Share this with family and friends as it's a great way for those that can't attend to still support your event and raise even more funds.

**QR codes** – Did you know that your Justgiving page comes with its own QR code? Just add **/qrcode** to the end of your page link to find yours. You can print this out and have it at your event. This way you can take both cash and online donations!

**Fundraising guidelines** – Our fundraising guidelines are designed to keep you safe and help you follow best practice. Keep up to date

on our **FUNDRAISING GUIDELINES** ([cancer.ie/volunteer-guidelines](https://www.cancer.ie/volunteer-guidelines)) and our guidance on hosting your Big Pink Breakfast event.

**Set a goal** – Having a set goal to reach is a great motivator to help you reach your target!

**Get downloading** – Check out our free downloads at [www.cancer.ie/bigpinkbreakfasttoolkit](https://www.cancer.ie/bigpinkbreakfasttoolkit) We have everything you need to promote or decorate your event!

**Get dialled in** – Our fundraising team is here to help! Give them a call at 0818 10 20 30.

**Show your gratitude** – Any time someone makes a donation, remember to thank them with a quick email or a status update on social media. Thank each person who donates to your page.

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## HOW TO GET THE WORD OUT

**Word of mouth** – Tell your friends, family and colleagues that you're raising money to fund support services and life-changing research for breast cancer patients and their families. Send a text and share a link to your fundraising page through email, WhatsApp or Messenger.

**Pop it on your socials** – The quickest way to promote your fundraiser to the masses. Share your event on platforms such as Facebook, Instagram and Twitter.

Don't forget to tag us at **@IrishCancerSociety** when you do and use the hashtag **#BIGPINKBREAKFAST** so we can help you spread the word!

**Alert the press** – Send your story into local newspapers. Include fundraising information and why you are getting involved this October.

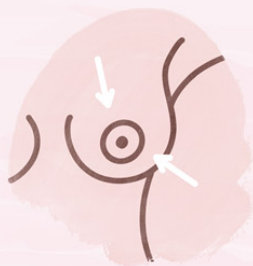


**Need support?** – Our Fundraising Team is here to help! Contact the team at [fundraising@irishcancer.ie](mailto:fundraising@irishcancer.ie) or 0818 10 20 30 for more information.

The Big Pink Breakfast is not only designed to raise funds for cancer services but to also spread awareness for you and your loved ones to be breast aware. **Check out our guide** on the signs and symptoms of breast cancer below and **SHARE IT TOO**. Early detection saves lives.

## How to check your breasts

It's important to be breast aware and check your breasts regularly.



**Look for changes**, use a mirror and check from different angles.



**Feel for changes**, in the bath, shower, or lying down.



Breast changes can happen for many reasons, like during your menstrual cycle, pregnancy, breast feeding and menopause.

If you notice something that's not normal for you, it may not be cancer, but it's important to get checked by your doctor.

## Changes to be aware of

### A lump



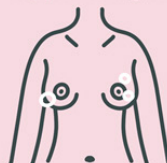
Or thickening or swelling of the breast.

### Change in size and shape



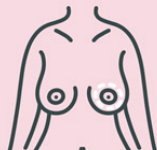
In the breast, upper chest, collarbone or armpit.

### Nipple changes



Direction, shape, pulled in or flattened.

### Changes on or around the nipple



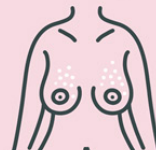
Rash, flaky or crusted skin.

### Constant pain



General breast area or armpit.

### Skin changes



Dimpling, puckering, redness or discoloration around breast / collarbone.

# HOW YOUR SUPPORT HELPS...

The Irish Cancer Society typically receives only 5% of its income from the Government, so it's only because of the generosity of the public that we are able to provide vital services to ensure nobody in Ireland has to face breast cancer alone. Your generous donations fund ground-breaking breast cancer research and provide free support services and care to people affected by breast cancer, throughout Ireland.

## SUPPORTING BREAST CANCER PATIENTS IN 2022:

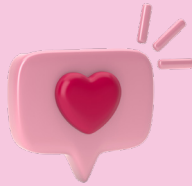
Almost **360** breast cancer patients received free transport to and from more than **3,360** chemotherapy appointments through the Irish Cancer Society's Volunteer Driver Service.



Over **1,080** breast cancer patients were provided with almost **5,200** free counselling sessions to help them cope with a cancer diagnosis in their lives.



The Irish Cancer Society's Support Line and Daffodil Centre nurses helped people impacted by breast cancer through over **4,440** supportive and comforting conversations.



More than **430** nights of end-of-life care were provided to over **145** breast cancer patients through the Irish Cancer Society's Night Nursing Service.



## WHERE YOUR DONATIONS GO



**€25**

can help provide support and information to a visitor at one of our Daffodil Centres.



**€50**

can help provide vital clinical equipment for a Night Nurse



**€60**

will cover the cost of a counselling session to help a person cope with a breast cancer diagnosis in their life.



**€375**

will cover the cost of one night of Night Nursing, providing end of life care to a patient in their own home.

# DONATING YOUR FUNDS

Please bank your donations within 4 weeks of your event so your hard earned funds can start supporting people straight away.



## EASY WAYS TO BANK YOUR FUNDS:



**JustGiving/Facebook:** If you are raising funds on JustGiving or Facebook, the donations are automatically transferred to us monthly so you don't have to worry about lodging your funds.



**Online:** Visit [www.cancer.ie/LODGEFUNDS](http://www.cancer.ie/LODGEFUNDS) and use our online form to submit your funds raised using your credit or debit card.



**By card over the phone:**  
Call the fundraising team on **CallSave 0818 10 20 30**.



**Send us a cheque or bank draft:**  
Drop a cheque or bank draft in the post with your name, address and supporter number. If you do not know your supporter number please contact us at [fundraising@irishcancer.ie](mailto:fundraising@irishcancer.ie). Our address is **The Irish Cancer Society, 43/45 Northumberland Road, Dublin 4**. Due to new banking procedures all cheques must be made out to Irish Cancer Society. Please write any further information on the back of the cheque.



**By bank transfer:** Make a bank transfer online or lodge any cash donations by bank with the details below. Please make sure to include your name or supporter number in the details of the transfer. If you do not know your supporter number please contact us at [fundraising@irishcancer.ie](http://fundraising@irishcancer.ie).

**Bank Details:** AIB Irish Cancer Society Account, 9 Terenure Road East, Rathgar, Dublin 6.  
**ACCOUNT:** 32560178  
**SORT CODE:** 93-10-98  
**IBAN:** IE40 AIBK 9310 9832 5601 78  
**BIC:** AIBKIE2D



**At the Post Office:**  
If you lodge your funds in a post office, please contact us at **0818 10 20 30** to let us know the date, amount and post office location of your lodgement. These donations are transferred to us anonymously from An Post and we want to be able to acknowledge your amazing generosity.


## Remember:

*We want you to enjoy your fundraising event and stay safe! The Irish Cancer Society accepts no liability for any loss, damage or injury caused during the event you undertake. The Society's insurance does not cover property or the property of your helpers or guests, nor does it cover your personal liability for any injury suffered by yourself or your event participants. You should seek independent insurance advice prior to organising your event. Remember to use common sense when it comes to health and safety. Where food is involved, please take care and work to ensure safe preparation, storage and cooking. Please follow good hygiene practices.*

**Irish Cancer Society**  
43/45 Northumberland Road, Dublin 4

**Big Pink Breakfast Fundraising Hotline:** 0818 10 20 30  
**Support Line:** 1800 200 700  
**Email:** [fundraising@irishcancer.ie](mailto:fundraising@irishcancer.ie)  
[www.cancer.ie](http://www.cancer.ie)

 @IrishCancerSociety

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## Disclaimer:

*The Irish Cancer Society reserves the right to terminate the agreement relating to an event at any time if it appears there is a likelihood of the Fundraiser failing to adhere to any of the above terms and conditions. The Fundraiser agrees to release the Irish Cancer Society to the fullest extent permissible under law for claims and demands of any kind, and from all liability that may arise in respect of any damage, loss or injury occurring to any person, except where such liability arises because of the negligence of the Irish Cancer Society and its agents.*

## Compliance with Fundraising Guidelines:

*We are committed to ensuring fundraising is carried out ethically and safely according to Government legislation, the Charities Institute Fundraising Guidelines and the Charities Regulator guidelines on fundraising from the public. Please make yourself aware of these ahead of planning your event. Details of current fundraising guidelines can be found on our website [Here](#).*

