



Your guide to **fundraising**

We target what's important to stop ovarian cancer devastating lives.

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Why fundraise for us

We're the community for everyone facing ovarian cancer in the UK. Supporting and connecting you, standing together, raising our voices and driving change – to make ovarian cancer a health priority.

With earlier diagnosis, better treatments, trusted information, and support for as long as it's needed, everyone can live with hope for their future.

By raising funds and awareness, you can help us fight for a world where everyone diagnosed with ovarian cancer lives.

Thank you for standing with us.

£5

£14

£17

£34

could help five people to learn about the symptoms of ovarian cancer, making sure they know when to visit their GP.

could train two GPs on ovarian cancer and best practice for early diagnosis.

could mean our nurses are there for one more person when they need clarity and comfort.

could pay for one hour of groundbreaking medical research to find more effective treatments for the future.



“

I was diagnosed with Stage III ovarian cancer in April 2019. As there's no screening programme for ovarian cancer, I'm passionate about raising awareness of the symptoms and encouraging women to feel confident to contact their GP. It's also really important to me to raise funds for Target Ovarian Cancer – they've supported me so much, I want to help them give the same support to others in my situation.”

Catherine

With friends and family



- Set up a [Facebook fundraiser](#) to ask for donations – you could do this in lieu of birthday presents, or for other special occasions.
- Take on a sponsored head shave!
- Host a quiz night. If you can't meet in person, invite your friends and family to join you over Skype, Zoom or Facebook Messenger.
- Go all out and organise a ball or black-tie event.

Bake a Difference

Come together with loved ones for a [bake sale or coffee morning](#).

Every £50 you raise means we can train six GPs on best practice for early diagnosis, so that everyone is diagnosed as soon as possible. When you put it like that – it's a piece of cake!



QUICK TIP:

Create a budget of expenses required for your fundraising. You can take expenses out of the money you raise, as long as you're transparent with donors.



“

My mum was diagnosed with ovarian cancer in 2017. I decided to organise a cake sale and raffle to raise as much money and awareness for this fantastic charity as I could, so they could continue to offer their invaluable support and fund vital research.”

Amber



With colleagues

Whether you're working from home or in the office, fundraising with your colleagues is a wonderful way to bring everyone together and boost morale!

- Get competitive with our **sweepstake pack** – just fill in the names, collect your donations, and wait to see who wins!
- Hold a raffle (we'll help you secure prizes).
- Set up a swear jar, or 'ban the buzz word' box and donate the proceeds.
- If you're working from home, donate the cost of your daily commute, or what you would usually spend on coffee or lunch from the local café. Encourage your colleagues to do the same.
- Find out if your workplace has a payroll giving scheme.

DID YOU KNOW?

Sometimes employers will boost your donations by 'matching' the amount you raise.

QUICK TIP:

To motivate your colleagues, make it a competition to see which team or department can raise the most!



Events and challenges

11 women die every day from ovarian cancer in the UK

You can take part in an organised event like the TCS London Marathon or the Great Manchester Run. For some events we have charity places you can get directly from us with a set minimum sponsorship amount.

Or you can organise **your own personal challenge** and choose your fundraising target – just let us know.

However you join Team Target, we'll offer you the same high level of support and a free t-shirt or upgrade to a running vest.

Adventure sports

From skydives and wingwalks to treks and abseils, there are so many unique ways to fundraise!



Run

Take on a 5k, 10k, half marathon or marathon. Whatever your distance, [we have a run for you](#).



Do your own thing

Complete a run or cycle in your local park, take on a 30-day squat challenge, or [find an event near you](#).



11,000 Steps a Day

11 women die from ovarian cancer every day. Take 11,000 steps a day for a month and help save lives.



“

I run for my sister Em, who was diagnosed with ovarian cancer at the age of just 21. Never in a million years did I think I would be able to run, let alone a half marathon... now twice! Back in 2020, I couldn't even run 1k without stopping, but knowing that I was doing it for Em gave me so much strength. She is my inspiration every single day.”

Laura





The Ovarian Cancer Walk|Run

Walk, jog or run – 5k or 10k

The Ovarian Cancer Walk|Run takes place each year in London, Edinburgh, Belfast and Cardiff!

Transforming the future for those with ovarian cancer is possible. We know the way. Take steps so that we can reach the finish line together. Join Target Ovarian Cancer and hundreds of others to raise awareness, fund research and save lives.

If you can't make our events, you could organise your own walk in your local area and we'll provide you with the same support.

All participants receive a t-shirt (or running vest) and medal!

Sign up a team and each fifth person goes free!

Find out more and register!



“

It's important to me that I support Target Ovarian Cancer and fundraise in Alison's memory. I'll be doing the Ovarian Cancer Walk|Run for the fourth time this year. What's different about it is that everyone is in the same boat. We're all doing it for the same reason.”

Colin

Give in celebration

Weddings

- Add the final touch to your special day with our wedding favours – our pin badges make a unique and meaningful gift for your guests, and help to raise awareness of ovarian cancer.
- Bring your loved ones together on your special day, even if they aren't able to attend in person, by creating a celebration fund with [JustGiving](#).



Birthdays

Make your birthday extra special this year by fundraising for Target Ovarian Cancer!

You could host a birthday fundraiser, or simply ask for donations instead of cards or gifts. However you choose to celebrate, you'll be helping to raise awareness, fund research and save lives.



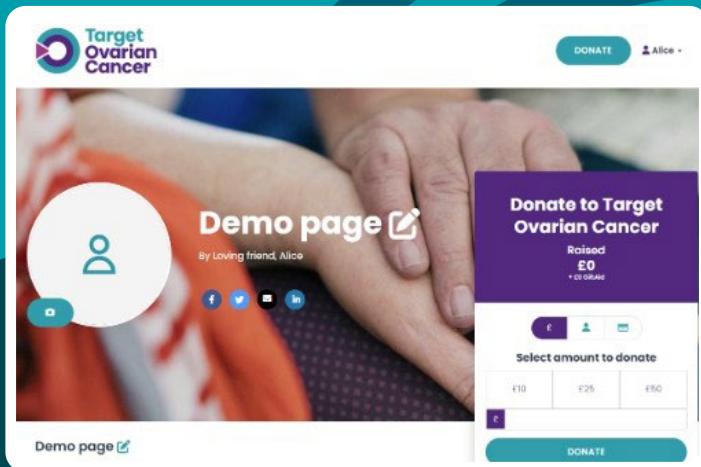
“

I was diagnosed with stage IV ovarian cancer when I was just 28 years old. I'm a mum to two young girls, and my youngest was only four at the time. Knowing that something like this could happen to my girls makes me want to do everything I can to change things for the future.”

Zowie

Remember someone special

Over 7,000 women are diagnosed with ovarian cancer each year in the UK

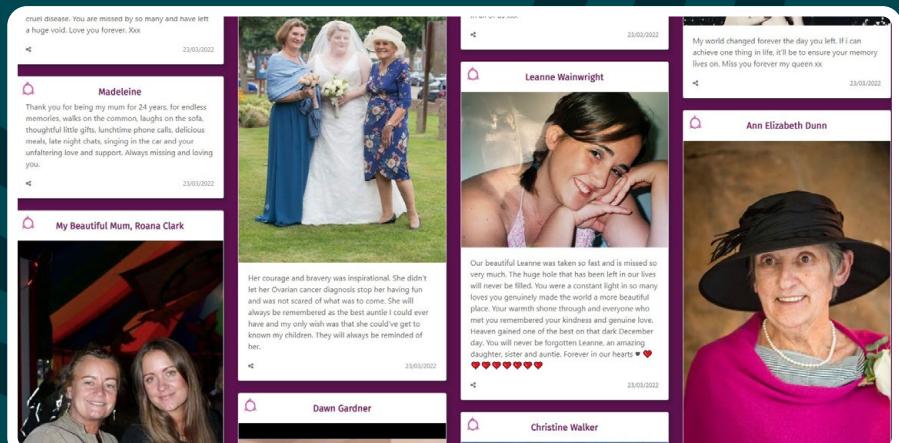


Create a tribute page

Remember and celebrate your loved one with a **tribute page** – a special online space where you can share photos and messages, and leave a heart, candle or flowers.

Wall of remembrance

Leaving a dedication on our virtual **wall of remembrance** is a way to honour someone special. You can write a message, post a photo and celebrate the life of your loved one.



“

After Kirsty died, we set up a tribute page for her where family and friends could donate and write messages. It's a public expression of our love for Kirsty, and a way to celebrate her. This is our last gift to Kirsty. We can't buy her a birthday present, but this is something we can do for her, to honour her.”

Fiona



Leave a gift in your will

Write or update your will for free.

You can write your will from the comfort of your own home, with **Guardian Angel**. Write your will online, over the phone or face-to-face with one of their participating solicitor firms.

If you have any questions about leaving a gift in your will, or to order your free guide to gifts in wills, call **020 7923 5474** or email **legacy@targetovariancancer.org.uk**.

By leaving a gift in your will you can help fund world-class research into new treatments that could save thousands of lives.

Help us to be there for future generations.

There are **41,000** women living with ovarian cancer in the UK

“

Target Ovarian Cancer's free will service couldn't have been easier – from start to finish, everything went smoothly. I'm just so grateful for the work that Target Ovarian Cancer does... I hope that my gift will help future women.”

Sarah



“

My legacy is my research. I want to make a difference in memory of my mum.”

Dr Zahra Faraahi



Other ways to support us

► Donate while you shop

- Sign up to either [Easyfundraising](#) or [Give As You Live](#), and when you shop online at thousands of UK retailers they'll donate a percentage of sales to us.
- Set up an [Amazon Smile](#) account and Amazon will donate a percentage from eligible products to us.

► Donate your unwanted items

- Sell items online and donate the profits to us. We have our own [eBay for charity](#) account so the funds come directly to us.
- Donate items like books, CDs and DVDs using [Ziffit](#). Select your charity at checkout, and the funds come straight to us.
- Selling your car? Donate the proceeds using [Giveacar](#).

► Donate while you dine

Sign up to [Charitable Bookings](#) to donate to us when dining at over 8,000 UK restaurants. The donation is part of your bill, so you can support our work at no extra cost to yourself.

► Corporate support

Companies can play a significant role, either through direct financial contributions or by encouraging employees to fundraise, raise awareness or volunteer.

Charities are often chosen because an employee has a personal link and initiates the process – just a few minutes of your time to nominate us could have a huge impact!



Tips and advice



- Set up a fundraising page with [JustGiving](#) or [Facebook](#). Upload a photo, tell your story, set a target and post updates.
- We have a range of materials to help you raise awareness and collect donations. [Let us know what you need](#).
- To use our logo on your own materials, please use our 'in aid of' logo – we can send this to you in a range of different file formats.
- Find template posters, donation guides, bunting and more on our [downloadable resources page](#).

- **Social media** – share your fundraising page with your friends and family online.
- **Put up a poster and send invitations** – you can use our [templates](#).
- **Local media** – let your local newspapers know about your fundraising with our template press release.
- **Email** – let everyone know what you're up to and mention your fundraising in your email signature.

Keeping your fundraising safe and legal

Thank you so much for choosing to support Target Ovarian Cancer. As much as we want you to have fun fundraising, please ensure your activities are safe and legal. We cannot accept any liability for third party 'in aid of' events. There's lots of useful information on the [**FAQs**](#) section on our website but if there is anything you are not sure about please [**get in touch**](#).

A circular arrow graphic with a thick white outline and a pink arrowhead pointing clockwise.

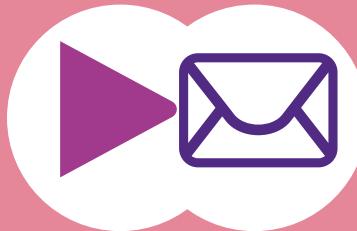
Over a quarter of women make three or more visits to their GP before being referred for tests.

After your fundraising



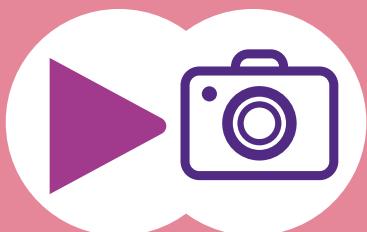
Boost your total!

- **Matched giving** – some companies will match what their employees raise – ask your employer.
- **Gift Aid** – we can claim an extra 25p for every £1 of eligible donations at no extra cost to you. Print out our [donation form](#) for offline money you receive.



Send in your money

- Send cheques payable to 'Target Ovarian Cancer' to Fundraising, Target Ovarian Cancer, 30 Angel Gate, London EC1V 2PT.
- Donate online via our [website](#).
- [Request a paying in slip](#) from us and take your cash to any branch of HSBC along with the slip to pay in directly.



Send us your snaps

We'd love to see your fundraising photos! [Email](#) them to us or tag us on social media.



Thank your supporters

After the event, send a thank you to your supporters and let them know how much money was raised to help save lives.



“

When my mum passed away I was very low. I was also angry with the GP. Deep down I knew it wasn't his fault but it took time to cope with my grief and anger. I thought to myself, "How can I help other women have better experiences than my Mum did?". The only way I knew was to raise awareness and raise money. Supporting and raising funds for Target Ovarian Cancer has really helped me. It's given me a focus. I thought how Mum would have felt and it fills me with pride.”

Rob

About Target Ovarian Cancer

At Target Ovarian Cancer, we target what's important to stop ovarian cancer devastating lives.

We give trusted information, to help people ask questions and make decisions that are right for them. We connect people with shared experiences, and we support families every step of the way.

We stand together as a powerful community for everyone facing ovarian cancer across the UK, sharing stories and raising voices, to make sure that ovarian cancer becomes a health priority.

We know that early diagnosis saves lives, so we work closely with GPs who are at the heart of this, to help them diagnose ovarian cancer faster and earlier – giving everyone the best chance of living.

And our investment in research to find new, better and more targeted treatments means that everyone can live with hope for their future.

We're fighting for a world where everyone with ovarian cancer lives, and we're targeting what's important – symptoms awareness, early diagnosis, better treatments and support for all.



Contact us

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 020 7923 5474

 fundraising@targetovariancancer.org.uk

 targetovariancancer.org.uk

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