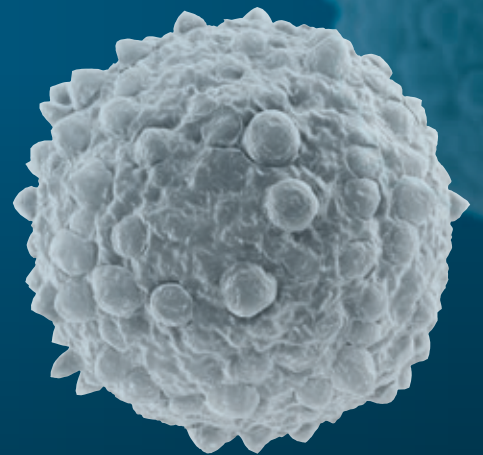


The cure for cancer? You're it



Fundraising pack

Thank you

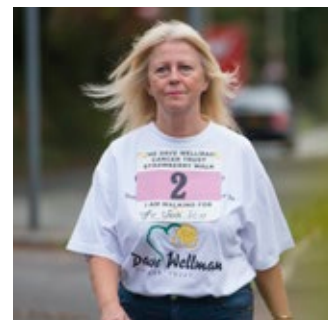
Thank you for choosing to fundraise for the Centre for Cancer Immunology at Southampton. We aim to raise £25m for the new Centre and are delighted that your next fundraising activity is going to help us get even closer to our goal.

This pack has been designed to help you through your fundraising journey. Whether you're running a 10K, hosting a cake sale, organising a coffee morning, jumping out of a plane, or cycling around your local area, we want you to have fun and for your fundraising to be a success. This pack is designed to help you.

Together, we can make a difference. Our research is the answer, your immune system is the cure, and your generosity will help us make an even bigger impact in the fight against cancer.



Your immune system. Your support.
The cure for cancer? You're it.



Let's get started

Choose what kind of fundraising activity you'd like to do

There are lots of different ways you can fundraise for the campaign. Choose something you're good at, something that might be a challenge for you, something unique or something that encourages others to join in with your efforts.

Spread the word and start fundraising

You're doing something amazing by fundraising for the campaign. Make sure you tell everyone you know, so that they can support you. Make your own sponsorship page on our JustGiving website and use Facebook and Twitter to get the word out. You can also ensure your supporters know about the campaign and the research carried out at Southampton by directing them to our website:

www.southampton.ac.uk/youreit

Keep the momentum going

Keep thinking of new and creative ways to tell your story and engage your supporters. Keep them up to date throughout your fundraising, and don't forget to tell your local radio stations and newspapers so that they can help you spread the word.

It's here, the day you've been working so hard for

You've prepared for your fundraising event, told all your friends and family and gathered everyone you know to participate. All your hard work is about to pay off. Make sure you take pictures, capture each moment and have fun!

You did it! Let us know how you did

We want to know all about your fundraising and help celebrate your success. Send us your photos and tell us about the journey you've been on, so that we can inspire others to follow in your footsteps. All the details about where to send your sponsorship and collections can be found in the 'What you need to know' section of this pack.

Say thank you

Your supporters will want to hear about your success. Send them an update and let them know how important their involvement was, not only to your fundraising success but also in making the Centre a reality, saving more lives from cancer.



Success stories

Tina (pictured)

Tina is passionate about raising funds to beat cancer. Having lost her husband Dave to lung cancer in 1999, she founded the Dave Wellman Cancer Trust, after being inspired by the hard work and dedication of the clinical trials team throughout her husband's illness.

Tina's first fundraising event was a charity ball, which took place less than a year after her husband passed away. Although Tina supports many other good causes and individuals with cancer, we are thrilled that Tina has pledged to dedicate the funds she raises over the next three years to our Centre for Cancer Immunology campaign. She is an outstanding ambassador for the cause and we are proud to have her as part of our team of amazing volunteers.

Charlotte

Charlotte is a member of the team working on the campaign at the University of Southampton. In August 2014, Charlotte ran the Isle of Wight Half Marathon to show her support for the campaign. She raised money through a JustGiving page, and involved her co-workers by holding a cake sale. Charlotte finished her half marathon in 2 hours and 14 minutes and raised over £650 through her efforts.

Jean

In 2006 Jean was diagnosed with stage 3 Large B Cell non-Hodgkin Lymphoma and opted into the clinical trials being conducted at Southampton General Hospital. Despite having undergone major surgery, she was told there was little hope of her survival. Now, nine years on, Jean is a living example of how immunology research really is saving lives and she has become a passionate fundraiser for cancer research charities. In December 2014, Jean asked her Barclay's Pensioners Club to choose the Centre for Cancer Immunology campaign as its chosen charity for their annual Christmas Lunch. During the festivities, Jean held a raffle, raising over £575, and her donations were doubled by Barclays through their matched funding opportunities.

The facts

We've put together some useful facts that will help you when promoting the campaign. Use them on your JustGiving fundraising page, on any flyers you make to promote your fundraising, and when speaking to the press.

- Our goal is to raise £25m to open a state-of-the-art Centre for Cancer Immunology at the University of Southampton in 2017. Our fundraising efforts will involve corporate partners, trusts and foundations, as well as gifts from individuals.
- Cancer is one of the main causes of death worldwide, and with our ageing population, it's becoming much more common. In the UK, one in two of us will be diagnosed with cancer in our lifetime.
- Research at the University of Southampton is discovering how immunotherapy can enable the body's immune system to recognise and kill cancer cells. Your immune system is the best weapon you have against cancer, but cancer cells are clever and hard to defeat. Immunotherapy is a revolutionary new treatment, supercharging your body's natural defences to find and destroy cancer.
- Our groundbreaking research, using the body's immune system to eradicate cancer is so powerful, it can last a lifetime. The University of Southampton is the UK leader in cancer immunology research. Our exciting discoveries are now moving from laboratory into clinical trials, where they are already making a life-changing difference to people with cancer.
- Immunotherapy treatments developed at Southampton not only destroy visible cancer cells but also seek out and eradicate hidden cancers in other parts of the body. Potentially, they can give our bodies a lifetime of immunity.
- Our major campaign will fund the first dedicated cancer immunology centre in the UK. Connected to leading institutions worldwide, this cutting-edge research hub will enable our interdisciplinary teams to expand clinical trials, explore new areas and develop lifesaving drugs.
- The new Centre will be located at Southampton General Hospital and partnered with the planned Francis Crick Institute in London, a major international centre for biomedical research. We aim to double the number of people working on cancer immunology and ultimately double the number of patients taking part in clinical trials.
- The Centre will be home to world-class research facilities, a clinical trials unit, a suite of molecular biology laboratories and a pre-clinical immunology lab, investigating the complex interaction of cancer and the immune system. We will recruit at least 50 new research staff who will work together to build on the exciting progress already made in the field of cancer immunology.
- Our clinical trials of drugs for advanced and terminal cancers, such as lung, skin (melanoma), lymphoma, pancreatic cancers and neuroblastoma (an aggressive form of childhood cancer), are showing remarkable results:
 - Half of our patients with difficult-to-treat cancers are showing significant improvements.
 - An amazing 20 per cent of our clinical trial patients are living cancer-free.
 - More than 90 per cent of patients treated with antibody immunotherapy, who survived beyond 2 years, are now cancer free.
- Immunotherapy has the potential to treat 100 different types of cancer.
- With continued research, vaccines for certain cancers could be available in just 15 years.

Useful information

To help answer some of the questions you might have during your fundraising journey, we've provided a few of the most common FAQs below. If you have other questions please contact our office using the details found at the bottom of this page.

How can I collect sponsorship and donations for my fundraising activity?

There are three ways to collect sponsorship/donations:

- **Set up a Just Giving sponsorship page.**
Collecting donations/sponsorship in this way is ideal for 'challenge' fundraising activities such as runs and cycle rides.
- **Use the sponsorship form.**
Collect cash or cheque donations directly from your sponsors and use the sponsorship form in this pack to log each sponsor's donation. Collecting donations/sponsorship in this way is ideal for cake sales and event fundraising. Cheques should be made payable to the 'University of Southampton'.
- **Text to give.**
You can also encourage friends and family to give £3 to the campaign by texting YOUREIT to 70660.

How do I set up a Just Giving sponsorship page?

- Go to **www.justgiving.com** and login using your Just Giving username and password. If you don't have

an account, setting one up is easy and only takes a few minutes.

- Once logged in, click on the 'Get started' link on your home page and search for the 'University of Southampton'. Select the University's official fundraising page and select what kind of fundraising activity you will be doing (organised event, celebrating an occasion or doing your own thing).
- Finalise your fundraising page with all the appropriate details, photos and tell people why you are fundraising for the campaign. And don't forget to use the facts page in this pack when setting your page up as well as promoting the campaign website: **www.southampton.ac.uk/youreit**
- Once your page is up and running, tell everyone you know. Send out emails, use Facebook and Twitter (don't forget to use the #Youreit), put up flyers and tell us that you've chosen to be one of our amazing fundraisers.

Can my sponsors Gift Aid their donations to me?

Yes! Sponsors can Gift Aid their donations as long as they are eligible and as long as you collect the appropriate details that will allow the University to claim the Gift Aid from HMRC.

- **Collecting Gift Aid from your Just Giving fundraising page.**
This is the easiest way to collect Gift Aid for your fundraising project because Just Giving will automatically ask your sponsors if they would like

to add Gift Aid to their donation at the time of sponsorship.

- **Collecting Gift Aid outside of Just Giving.**

To help make this as easy as possible, we've provided you with a sponsorship form where your supporters can make their Gift Aid preferences known. To collect Gift Aid from individuals who would like to add this onto their donation/sponsorship, please ask them to fill out the appropriate sections of the sponsorship form as they make their gift. Please also make sure to include the form when you submit your cash or cheque donations to the University.

How do I provide the donations I receive back to the University once I've finished fundraising?

Any donations made by cheque can be sent to the University using the address below. If you have cash donations it is preferred that these are brought directly to our office in person. Don't forget to include your sponsorship form and collections form when submitting your donations.

Find out more and get in touch:

T: (0)23 8059 9077

E: youreit@southampton.ac.uk.

www.southampton.ac.uk/youreit

 Centre for Cancer Immunology
– University of Southampton

 @CCI_UoS #Youreit

Sponsorship form



The cure for cancer? You're it

I'm helping to fundraise for the Campaign for the Centre for Cancer Immunology at Southampton. So that the University and I can thank you for your donation, please provide your details below. If you are able to Gift Aid your donation or would like to receive more information about the campaign in the future, please provide your details in full. Thank you for your generosity.

Full name	Address details including post code (Necessary for collecting Gift Aid)	Amount given	Gift Aid? (tick)	I would like to receive updates about the campaign in the future	Email address

Name of participant: _____

Sponsorship form



The cure for cancer? You're it

I'm helping to fundraise for the Campaign for the Centre for Cancer Immunology at Southampton. So that the University and I can thank you for your donation, please provide your details below. If you are able to Gift Aid your donation or would like to receive more information about the campaign in the future, please provide your details in full. Thank you for your generosity.

Full name	Address details including post code (Necessary for collecting Gift Aid)	Amount given	Gift Aid? (tick)	I would like to receive updates about the campaign in the future	Email address

Name of participant: _____

Collections form

The cure for cancer? You're it

If you have collected donations/sponsorship by cash or cheque please use the form below to count what your fundraising activity has achieved.

Amount	Quantity	Total amount collected	Name on cheque	Cheque amount
£50 notes				
£20 notes				
£10 notes				
£5 notes				
£2 coins				
£1 coins				
50p				
20p				
10p				
5p				
2p				
1p				
Overall total:			Overall total:	

Any donations made by cheque should be made payable to the 'University of Southampton' and can be sent to the University by post using the address details below. If you have cash donations it is preferred that these are brought directly to our office in person. Don't forget to include this form along with your sponsorship form when submitting your donations.

Office of Development and Alumni Relations
Cancer Immunology Community Fundraising
University of Southampton
University Road
Building 37, Room 3107
Southampton
SO17 1BJ