Is it really just Heartburn?

Fundraising Toolkit
Big Thank you for choosing to support Heartburn Cancer UK

As a recognised and trusted authority in the field of Cancer of the Oesophagus, we know that with your help we can make significant inroads in the Prevention, Detection and Treatment of this disease.

So any fundraising or donations you make will make a great difference and allow us to fulfill these aims.

Raising awareness, changing the future
Here’s how you can Help

Here at HCUK, we’re not picky. Whatever challenge you may be thinking of completing be it sporting - triathlon, a mud run, the three peaks challenge or open water swimming (respect) - or something less physically demanding - growing a beard or running a sweepstake - if you are thinking of raising money for our charity in the process then we would really appreciate the support.

Tell us about your fundraising events, whatever it is, we will be interested to hear about it and you never know, we may even join in with you.
Did you know that the phrase, “Let them eat cake” was not actually uttered by Marie Antoinette? No, friends, what she really said was “Let them sell cake and raise loads of money”... ok, so we may have made that bit up, but we all love a bit of homemade baking.

Check with the boss
You want to keep the boss on side, so check that your workplace will support you having a cake sale: it will take you away from your day to day work for a few hours, is that ok? Assuming you are good to go and you’ve agreed a suitable time, date and spot to hold your cake sale – somewhere that’s not in the way, but gets enough passing trade – the next thing you need is...

Shout about it
Put posters up - we can help you with that bit see our “HCUK Materials for download” posters, tweet, update your Facebook status, tell everyone you know and get them to tell everyone they know. Stand in the street with a megaphone (ok that might be pushing it), but you get the gist - tell the world and his wife.

Let the baking commence
But, just what are you going to bake? The BBC good food website is full of recipes and has a specific section with recipe ideas for your cake sale right here. Channel your inner Mary Berry and bake... the only limitation is your imagination.

BAKE-OFF

Thanks to Messrs Cavendish and Frome and a certain Sir Bradley alongside the formidable trio of King, Rowsell and Trott, cycling has undergone something of a resurgence in the UK since the 2012 Olympics.

What better reason to kit yourself out in some lycra and take on a cycling challenge and whilst you’re at it raise some money for HCUK? We’re not suggesting you tag along on the back of the Tour de France or cycle the length of the country, but we think anyone who is brave enough to put their bottom through some serious pain (disclaimer: your legs may hurt too) deserves some sponsorship.

If that hasn’t put you off entirely and you are not really sure what cycling event you would like to partake in, have a look at the British Cycling events page for some inspiration and whilst your looking at that website please take a minute to watch the Ride Smart film about riding safely on the road. We would love you to take part in a cycling event, but we do want you to remain safe!

As with any fundraising you do for HCUK, we are enormously grateful, so please do tell us about it - if you’ve put various parts of your body through that much pain, we want to say thank you!

For those of you taking part in a challenge this year, raising sponsorship for HCUK is a seamless process - you can go to our donation page and pick the best option for you.

CYCLING
If you were asked to come up with a top ten of the most inspiring Great British athletes of our time, Paula and Mo, would more than likely feature. We’ve laughed, cried, watched through our fingers and shouted ourselves hoarse watching these sporting icons of our time.

Paula and Mo run a long way, and they do so at an astonishing pace, but a 10k run is a 10k run – whether it takes 30 mins or 1 hour and 30 mins – so we’re not asking you to become Olympic athletes, but we are asking you to consider entering yourself for a race and raising some funds for HCUK.

The runners world website has loads of events listed and will help you find one close to you and, if you are putting on your running shoes for the first time, the website it also full of running tips and training plans.

We want you to enjoy the great outdoors and run for us, but we want you to do so safely, so please plan your route carefully – stick to well lit areas, wear brightly coloured running clothes, let someone know where you are going and how long you will be and be mindful of your surroundings.

Run completed and ice bath had, tell us about it. You’ve put time and effort into your run and raising money for us, and we want to be able to say thank you!

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Spread the word don’t ignore long term persistent heartburn see your doctor

Call 01256 338 668
www.heartburncanceruk.org
Raising awareness - supporting sufferers - promoting research - are our aims, this needs people, time and money.

Our current target is to raise £150k which will provide funding for a Heartburn Cancer UK 1 year Clinical Research Fellowship. Research into the prevention, detection and treatment of Barrett’s oesophagus and oesophageal cancer is urgently needed.

The HCUK 1 year Clinical Research Fellowship provide the opportunity for an exceptionally talented young doctor to begin their research career in this field. The Fellowship will fund new and novel areas of research whilst helping to develop the next generation of clinical research leaders in Heartburn Cancer.

Our £150K target figure will also enable us to recruit staff to ensure improved awareness and consistent support for Barrett’s sufferers, and anyone concerned about persistent heartburn or those wishing to know more about the condition.
How to pay in the Money

Online Fundraising
If you doing an event or challenge you can set up a HCUK sponsorship page with either “Just Giving” or “Virgin Money” - links to both are on the “Donate” page on the HCUK website - www.heartburncanceruk.org.

And dont worry all the money raised will come directly to HCUK, so you dont have to collect it after your event.

GiftAid your Donation
To make your donation worth 25% more, please complete a Gift Aid declaration, you can find this on our “donate” page on the HCUK website.

There are even more ways for you to raise fund for HCUK, please going to our website ;- www.heartburncanceruk.org/donate to see the full list.

Any Questions
For more information about Heartburn Cancer UK and how you can help and work together to save lives, we would be delighted to talk to you.

Please email us at: info@heartburncanceruk.org or call 01256 338668

Donate by Bank Transfer
To make a donation by bank transfer please use the details below:
Bank details:
(CAF) Charities Aid Foundation,
Sort Code: 40-52-40,
Account No.: 00020211

Donate by Cheque
Please make the cheque payable to Heartburn Cancer UK and send your cheque by post to:

Mrs Linda McKinley
HCUK - Hon. Treasurer
2 Old Barn Court
Bircher
Leominster
HR6 0AU

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long term
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Thank you for supporting Heartburn Cancer UK

Sponsorship Form

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Registered Charity No. 1136413

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Gift Aid: If you are a current UK taxpayer we would encourage you to complete a gift aid declaration which allows us to reclaim the tax so a donation of £10 is worth £12.50 to us.

Call 01256 338 668
www.heartburncanceruk.org
**Why Heartburn Cancer UK Exists**

In 2002, Michael McCord died from oesophageal cancer. His death, like so many was preventable. Had he known at the time the dangers of long term and persistent heartburn he could have sought medical help, and the outcome might have been completely different. It was his tragic death that brought about the McCord Fund, which has grown today into the national charity, Heartburn Cancer UK (HCUK).

Cancer of the oesophagus is now the 6th greatest cancer killer and survival, unless diagnosed early is appalling. The main symptom is heartburn, which affects 1 in 10 of us, and the sale of antacids now exceeds the sale of aspirin related drugs in the UK. 500,000 of us already have the pre-cancerous condition called Barrett’s Oesophagus which we are totally unaware of. 50,000 will progress to Oesophageal Cancer which is usually diagnosed too late for a positive outcome!

As a recognised and trusted authority in the field of cancer of the oesophagus, we know that with your help we can make significant inroads in the prevention, detection and treatment of this disease by focussing on 5 key areas of action:

**EDUCATION**

Education leads to a lasting change. We are working hard to influence public and social policy, to lobby politicians, to campaign for change, to promote greater collaboration amongst the medical profession, the public and the government. We are already in the process of developing a network of effective partnerships with businesses, the pharmaceutical industry, medical professionals and other like-minded groups. We intend to affect change and influence how this disease is perceived, detected, diagnosed and treated.

**RESEARCH**

Our aim is to significantly reduce incurable oesophageal cancer in the UK.

Our renowned medical professionals, all experts in the field of oesophageal cancer, will continue to play a key role in research and trials designed to reduce the incidence of this appalling disease.

**AWARENESS**

Early detection rates are vital to ensure a positive outcome. We are creating a communication network to facilitate greater awareness of the importance of diagnosing the disease early, identifying the symptoms associated with the disease and seeking medical help quickly. Oesophageal cancer affects everyone regardless of their race, gender or age.

**SUPPORT**

We will ensure consistent support is available to everyone affected by Barrett’s Oesophagus, regardless of who they are and where they live. Information and advice is available to all those affected by the disease and to the people who support them on our website or by telephone.

We need your help to bring this to the attention of your employees, friends & family or indeed anyone who might suffer from persistent heartburn!

You can make a difference perhaps you know someone who has suffered from persistent heartburn, Barrett’s Oesophagus or Oesophageal Cancer. Perhaps you run an organisation and would like to help, why not make it your company’s corporate responsibility?

**EVOLVE**

We are not content with standing still, we are determined to develop and grow a sustainable UK charity which continually re-invests to maximise the impact of its resources.

Working with UK businesses and voluntary organisation’s, our outward facing collaborative approach will ensure we are the first place to come to for reliable up to date information about Heartburn, Barrett’s and Oesophageal Cancer.
"Persistent Heartburn can lead & be linked to Barrett's Oesophagus which in turn can lead to......"