



FABOOBULOUS FUNDRAISING GUIDE

PRODULY SUPPORTED BY





HELLO!

We are the first breast cancer charity in the UK to solely create awareness amongst young people, with the aim of instilling the knowledge and tools they need to get to know their bodies. We like to talk about a serious message in a light-hearted way, empowering people to start healthy habits for life.

At CoppaFeel!, we want to live in a world where all breast cancers are diagnosed at the earliest stage possible, at which treatments are more effective and survival rates are higher. We want to ensure that people know the signs and symptoms of breast cancer, check their chest regularly, and have the confidence to see their doctor if they spot anything that's not normal for them.

You'll find us at festivals, universities, schools, your workplaces, your shower, even your bra. We're here to make sure that your boobs are top priority, because breast cancer can affect any body, and knowing yourself could save your life.

OUR FOUNDERS' STORY

CoppaFeel! was founded in 2009 by Kris Hallenga and her twin sister Maren. After noticing a lump in her boob at 22, and repeatedly visiting her doctor three times, Kris was eventually diagnosed with incurable breast cancer. Kris was unaware that breast cancer could affect people in their twenties and knew very little about the disease. It struck her that there was very little information out there for young people educating them about the disease, how they could be looking after themselves, and informing them that breast cancer doesn't just affect women over 50.

Although Kris will always live with cancer, she and Maren wanted to get the message out there to young people that catching cancer early means you have a higher chance of surviving and recovering. They wanted people to learn from Kris' story and become proactive about their own health. The idea for CoppaFeel! was born.



OUR MISSION

CoppaFeel! exists to ensure all breast cancers are diagnosed early and correctly by...

- 1 Encouraging** you to check your boobs and pecs regularly from a young age.
- 2 Educating** you on the signs and symptoms of breast cancer.
- 3 Empowering** you to seek advice from a doctor if symptoms persist.



“What’s so special about Avon is that we are built on relationships and each of us holds power to raise awareness of CoppaFeel! and their life saving message. It’s truly amazing to see our Avon community fundraising all year round. It’s important to remember that every effort to fundraise and every conversation has an impact, no matter how big or small. A massive thank you for supporting the Avon Breast Cancer Promise and CoppaFeel!”



JEMAH BRIGHTMAN-WHITE

Avon's Purpose Partner - UK Communications

“Our longstanding partnership with Avon is so special to us; a community united in their desire to harness beauty as a force for good, and spreading our vital chest checking message. Avon’s support of CoppaFeel! is truly major, and crucial to raising the vital funds we need, so that we can help everyone get to know what’s normal for them. Your support changes lives; a huge thank you from us all here at Boob HQ!”



JENNA CHICK

CoppaFeel's Partnerships Manager

AVON & COPPAFEEL!

Together with Avon, we know the most important way to create a world where all cancers are diagnosed at the earliest stage possible is through early detection. We can save lives.

Avon has supported CoppaFeel! for over four years and has made a huge impact on our work, raising vital awareness of the importance of self-checking as part of its global Breast Cancer Promise.

Over our years working together, we’ve done everything from helping to grow CoppaFeel!’s brilliant Boobette community (inspirational volunteers who have experienced breast cancer before the age of 35), host iconic Boob Brunches across the country, and empower Reps to sell incredible products that raise funds; these beauty buys really can save lives.

It means so much to us that you have chosen to fundraise in the name of boobs, pecs and chests as a valued member of the Avon community. On behalf of everyone who looks after our partnership, a huge thank you; you truly are our Breast Friend.



HOW TO FUNDRAISE

All the gear but no idea where to start? Here's how to make planning your event a boobalicious breeze.

STILL NEED A
HELPING HAND?



Head to page 7 for a handy checklist to help you keep on track of your fundraising journey.



FIND A VENUE

Your kitchen, a local community space, an external venue, your place of work, even your local park; the world is your oyster!



TELL YOUR FRIENDS

Make sure your nearest and dearest know all about your plans; via a WhatsApp, a phone call or even a handwritten note (our personal favourite.)



SET A TARGET

It's always a great idea to set a fundraising goal. It'll encourage your community to give big, and keep you motivated as your event gets closer. You can do this on your fundraising page.



SPREAD THE WORD

Whether it's writing to your local paper, posting to your Facebook wall or even taking to the streets to hand out flyers and drum up support, the more people that know about your event, and about CoppaFeel!, the better.



PIMP YOUR SPACE

Use the goodies in this pack to boobify your event. From checking cards to leaflets, your attendees will leave armed with everything they need to be a chest-checking champion.



THROW IN SOME ORGANISED FUN

Surprise your guests with a cheeky game of Bra Pong, or a chest-themed quiz; it'll give them more bang for their buck and encourage even more donations.

NEED SOME IDEAS?

The sky is truly the limit when it comes to fundraising, but we've come up with some fab-boob-ulous ideas below...

C

Car boot sale or clothes swap: get your spring clean on and use this as the perfect excuse to get rid of any unwanted items around the house! Sustainable, easy and fun- what's not to love...

O

Organise: We're thinking pub quiz, battle of the bands or even a fashion show. There are so many ways to put a topical spin on a fundraising classic- like a quiz round of anagrams for different things we call our chests, or a sing-off with boob themed songs; the options are endless.

P

Pom-poms and glitter: You only need to look at our Instagram feed to see that they are our two favourite things. Sprinkle some glitter on your friends before a night out or make your own accessories in exchange for donations; you could even sell them to your customers as a bonus add-on purchase as part of your work as an Avon Rep.

P

Party at home: we know you're all used to creating Avon magic in your living room or kitchen, and you can fundraise there too! Sometimes keeping it simple and letting our cause and mission shine through can be as effective as a grand fundraising plan.

A

Ask for donations instead of a birthday, Christmas or wedding present. Or, why not ask your mates to skip a coffee or pint and give you the change - you can make them a cuppa at home instead!

F

Fancy dress or dress down day: Whether it's at school or work, ask people for a £1 donation to wear the CoppaFeel! colours, or why not cover yourself in boob print? There's lots out there, and the pictures will be iconic.

E

Eat up: Why not host a lunch, brunch or dinner at home and ask your guests to donate what they would usually spend on a meal out at a restaurant. The Avon community have been putting on 'boob brunches' for years now, and it's a fab option for fundraising.

E

Eat up some more: can you tell we love a food based fundraiser? We couldn't create a list of fundraising ideas without mentioning the good old fashioned bake sale. We're a big fan of cake munching at Boob HQ and let's face it, you can never get bored of decorating cupcakes with boobs and bras!

L

Limits: Impress your supporters by pushing yourself to try something completely new and out of your comfort zone. The challenge should be personal to you so don't worry, we're not asking you to climb Mount Everest. What about a sponsored silence or conquering your fear of heights with a rock climb? Even if it's just running laps of your garden, that's still pretty impressive to us.

!

Surprise us! If you have an idea that isn't mentioned above, that is so welcomed and we want to hear all about it. Make sure to drop us an email to let us know your plans!

DON'T FORGET

THINGS TO REMEMBER WHEN YOU'RE FUNDRAISING

PUBLIC FUNDRAISING

If your event is taking place at an external venue attended by members of the public, they are your responsibility, so we would recommend that you cover yourself with public liability insurance (check with your venue as they may have it!)

RAFFLES & LOTTERIES

For raffles and lotteries, you may need a licence to comply with gambling regulations. You can find out more on the Gambling Commission [website](https://www.gamblingcommission.gov.uk/).

USING THE COPPAFEEL! LOGO

If you'd like to use a logo with your fundraising, please contact avon@coppafeel.org, and we can provide you with one for your event.



SHARON'S TOP TIPS



We asked Sharon Forder, Avon Business Development Specialist and fundraising superstar, to share her top ten tips for success!

- 1 Plan your event. This could be a sponsored walk, raffle, bake sale, quiz night; whatever you want to do!
- 2 Decide the date, time and venue (ensuring you have permission from the venue owner and/or the local council authority).
- 3 Create a Just Giving page for CoppaFeel! and contact the charity directly for any materials, balloons, collection boxes etc.
- 4 Set a realistic fundraising target, share your page and ask others to kindly share it for you.
- 5 Be the first to donate to your page as this gets the ball rolling!
- 6 Invite your family, friends and customers to join you on the day. Fundraising is much easier if you work as a team and you will be surprised by all the help and support on offer if you just ask!
- 7 Take lots of photos on the day!
- 8 Share your fundraising page afterwards with the amount raised on the day, as others may donate to the page after seeing photos of the event.
- 9 Make sure you say thank you to each and every person that supported the event and of course everyone that kindly donated.
- 10 You've completed your event, so why not start planning another!

FUNDRAISING CHECKLIST

Tick off these steps, and your fundraising event is sure to be a big success!

- ☒ Make your initial plans! Think What, Where, When and Who. Of course, we know the Why; to raise amazing funds all in the name of boobs.
- ☐ Choose how you would like to collect donations; see page 8.
- ☐ Make sure you've got all of your fundraising materials from CoppaFeel!. Don't be afraid to get in touch with us if you need any more; every event is different and we're here to help in any way we can.
- ☐ Invite your guests, plan the day and get excited!
- ☐ Event day! Relax and enjoy it, and know that you are changing lives.
- ☐ Don't forget to post on social media from the event.
- ☐ Let us know how it went! Head to page 9 to find out how.
- ☐ Pay in your donations, using the method you've chosen above.
- ☐ Breathe...you did it!

The fun doesn't have to stop there; continue your support for CoppaFeel!! Head to page 10 to find out how.



YOUR DONATIONS WILL HELP US DO GREAT THINGS!

£5

...will produce 500 checking cards (the very cards inside your pack!)

£50

...would enable a Boobette to visit a school to educate young people about getting to know their boobs.

£25

...will allow us to send 500 messages to prompt people to check their boobs via our free text reminder service.

£100

...is enough to equip fifteen doctors surgeries with all the materials they need to share our message.



HOW TO PAY IN YOUR FUNDRAISING

We couldn't be happier to have the Avon Representatives supporting Coppafeel! and want to be able to let you know just how much you've raised as a team. The best way to do this is by using JustGiving. Please pay in the money you raise by creating a fundraising page for your event at www.justgiving.com/company/avon. Once you have created this page you can upload your cash donations through your JustGiving page. Your fundraising will count towards the Avon total, which we keep a close eye on to see the amazing impact that our partnership makes.

TOP TIP!

If you want to make it really easy for your mates to donate, create a free text code for your event so that your guests can donate even if they've forgotten to bring cash. For step-by-step advice on creating and using your text code visit <https://www.justgiving.com/justtextgiving>

Another way you can get the funds to us is by donating via the Coppafeel! Website; this is super easy to do! Just head to coppafeel.org/give and click on 'single', then enter the amount. Then, when you enter your details, make sure to enter that you are a part of the Avon community in the 'why are you donating' section, by entering the reference AVON_FIRSTNAME_LASTNAME.

DID YOU KNOW ABOUT GIFT AID?

For every £1 your supporters donate (provided they are paying tax at the time of the donation) HMRC will give us an extra 25p at absolutely no cost to you or your donor! Remind your pals to tick the Gift Aid box when making a donation to your fundraising page, or get in touch with us for how to do this if you're fundraising offline.

HOW TO SHARE YOUR STORY

Whatever amazing fundraising feat you've undertaken, we want to hear about it! Here's how:

EMAIL US



Email avon@coppafeel.org and b2bcommunications@avon.com with the subject line 'CoppaFeel! Fundraiser'; we want to see your pictures, hear your stories and find out all about your event.

SOCIAL MEDIA

Share on social media! It's so easy to let people know about your event; before, during and after. Just make sure you tag us so we can see what you're up to.



[AVON
COPPAFEEL!](#)



[AVON
COPPAFEEL!](#)



[AVON
COPPAFEEL!](#)



[AVON
COPPAFEEL!](#)



[AVON
COPPAFEEL!](#)



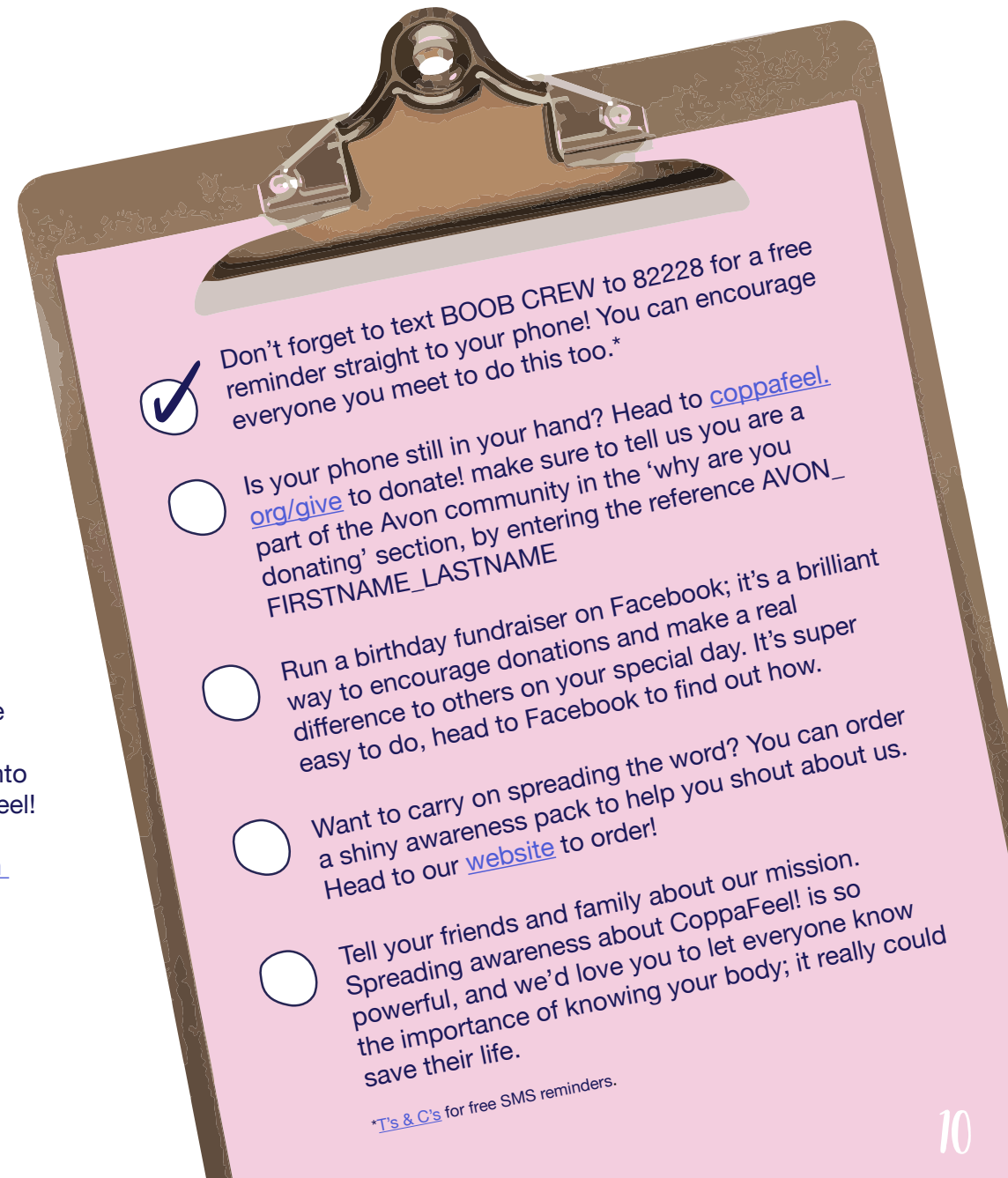
COPPAFEEL! CHECKLIST

We're so grateful for all of your support. Want to do more to help? There are lots of ways you can.

- ☐ Beauty Buys that save lives! As an Avon Rep, encouraging customers to purchase the amazing products which donate vital funds to CoppaFeel! all year round can make a huge difference. Be sure to check your brochures or shop [online](#).



- ☐ Don't forget you can donate your Avon Rewards points! You can turn those points into pounds to support CoppaFeel! and their mission by donating your points via the [Avon Rewards Hub](#).



- ☒ Don't forget to text BOOB CREW to 82228 for a free reminder straight to your phone! You can encourage everyone you meet to do this too.*
- ☐ Is your phone still in your hand? Head to [coppafeel.org/give](#) to donate! make sure to tell us you are a part of the Avon community in the 'why are you donating' section, by entering the reference AVON_FIRSTNAME_LASTNAME
- ☐ Run a birthday fundraiser on Facebook; it's a brilliant way to encourage donations and make a real difference to others on your special day. It's super easy to do, head to Facebook to find out how.
- ☐ Want to carry on spreading the word? You can order a shiny awareness pack to help you shout about us. Head to our [website](#) to order!
- ☐ Tell your friends and family about our mission. Spreading awareness about CoppaFeel! is so powerful, and we'd love you to let everyone know the importance of knowing your body; it really could save their life.

*T's & C's for free SMS reminders.



THANK YOU!



From us all here at Boob HQ, a massive thank you for all you are doing. Your support matters and with your help, we are one step closer to saving lives.

GOT ANY QUESTIONS?

Get in touch with our Partnerships Team over at avon@coppafeel.org.

CoppaFeel!
CoppaFeel! Unit 4, Bickels Yard, 151-153
Bermondsey St, London, SE1 3HA
[@coppafeelpeople](#)



CoppaFeel is a registered charity in England and Wales (1132366) and Scotland (SC045970) VAT Number: 388465343