



FUNDRAISING 101 guide

CoppaFeel!
breast cancer awareness




ABOUT COPPAFEEL!

Thank you for choosing to support CoppaFeel!. The money you raise will make a big difference, and help to ensure that all breast cancers in young people are diagnosed early and accurately.

CoppaFeel! is the UK's only youth focused breast cancer awareness charity. We're on a mission to get every young person checking their chest. We do this because when breast cancer is diagnosed early, treatments are more effective and survival rates are higher. Early detection saves lives.

You'll find us at universities, workplaces, secondary schools, in the media, healthcare and online. We may even pop up in your shower or your bra label!

We do this by:

-  **Educating** young people on the signs and symptoms of breast cancer.
-  **Encouraging** them to check their boobs/pecs/chest every month.
-  **Empowering** young people to contact their GP and advocate for themselves.



Together we have made amazing progress, but there is still more work to be done. We need to reach more young people. We need to save more lives.

To do this, we need the support of wonderful people like you, who share our passion for stamping out the late detection of breast cancer.

By fundraising for CoppaFeel!, you will help to change the story for more young people diagnosed with breast cancer. You will help to save lives.

EVERY YOU RAISE MATTERS



£30

Could send **over 1,000 witty messages** to prompt people to check their chest via our free text reminder service.

£50

Could pay for a **Boobette volunteer** to visit a school, sharing their personal experience of breast cancer to educate young people about the importance of monthly chest checking and inspire life-saving behaviour change.

£100

Could give **256 young people** a handy resource to display in the shower, educating them on the signs and symptoms of breast cancer.



£500

Could provide thousands of healthcare professionals with **trans inclusive** chest checking posters, designed in collaboration with **OUTpatients**, the UK's only LGBTIQ+ cancer charity.

£1000

Could send **64 awareness packs** to workplaces, gyms or community groups to help them spread breast cancer awareness through our resources.

£4000

Could fund a **whole year's worth of breast cancer awareness webinars** for healthcare professionals, increasing their knowledge and confidence around spreading breast cancer awareness amongst young patients.



HOW YOUR FUNDRAISING HELPS

Emilia's story

“ I don't remember the exact moment I first found the lump. Probably because I was trying to persuade myself that I was being dramatic, at 29 I was too young for breast cancer.

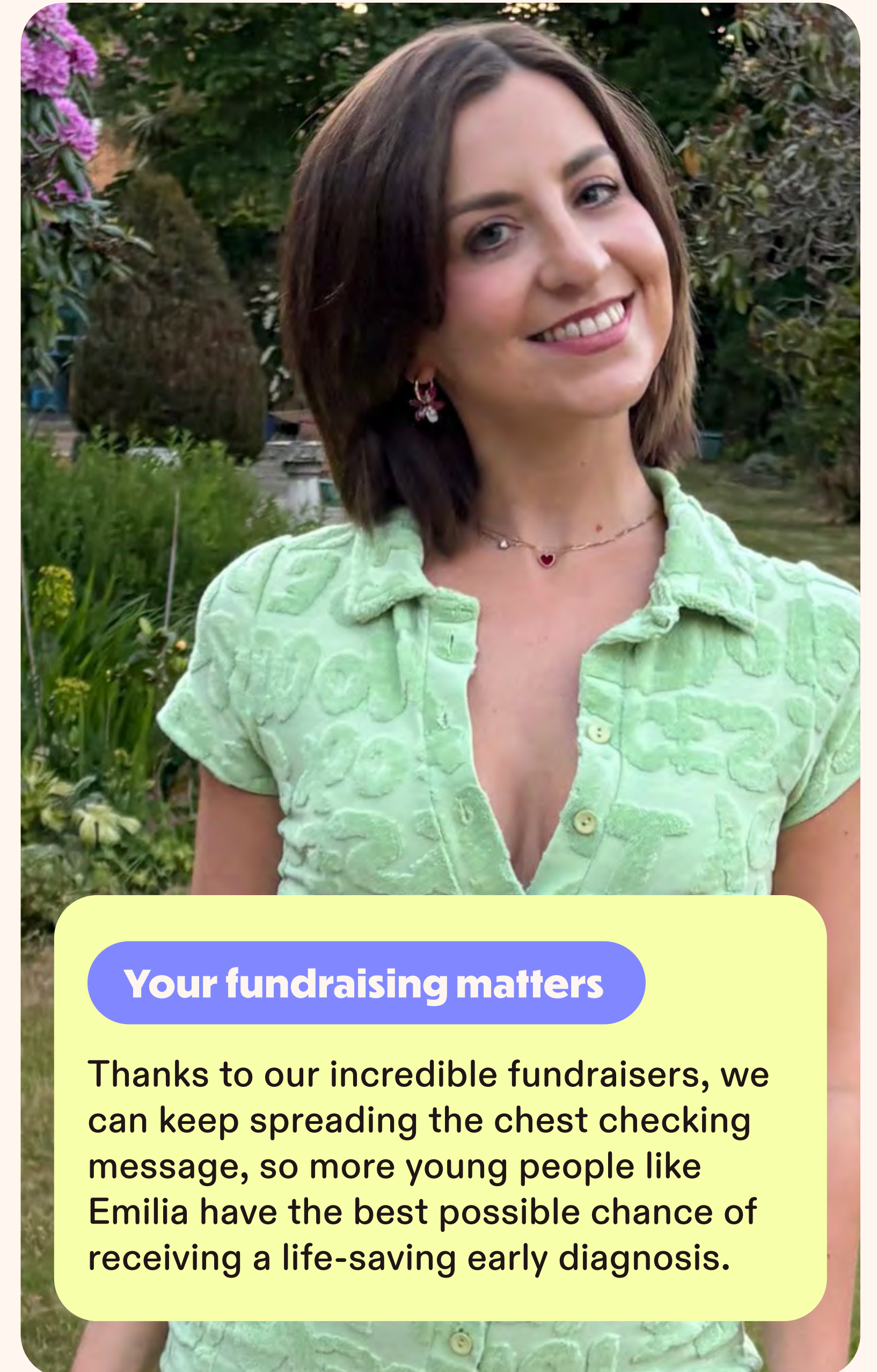
And yet... there was a niggling voice in the back of my mind, reminding me of all of the CoppaFeel! advertising I had seen. In the little label on my bra, on TV, at running events, stalls at festivals. Wasn't that the whole point of the charity? To raise awareness that you CAN get breast cancer in your 20s?

3 months later, I checked the lump again and found that it was bigger. At this, I panicked and felt a sudden urgency to allay my concerns immediately. 2 hours later I was with my GP, who thankfully took me seriously and referred me to a specialist.

“Why didn't you come sooner?” he asked. I didn't feel quite so dramatic anymore.

After getting some scans and a biopsy, I was diagnosed with breast cancer. Thankfully, it was early stage.

I sometimes wonder what would have happened to me if it hadn't been for CoppaFeel!'s messaging. I, like many others, thought it would never be me, but I was still drawn in by the fun campaigns, which were conveying an important message that might have saved my life.”



Your fundraising matters

Thanks to our incredible fundraisers, we can keep spreading the chest checking message, so more young people like Emilia have the best possible chance of receiving a life-saving early diagnosis.

FUNDRAISING IDEAS

There are loads of fun and easy ways to fundraise for CoppaFeel!. Here are some of our favourites:

Food with friends



Invite your pals for brunch, set up your own pop-up cafe at home or organise a full blown dinner party. Choose a fun theme, send out invites, and ask your guests to donate what they would've spent on brunch out.

Push your limits



Take on a marathon challenge and ask people to sponsor you. Don't worry, we're not talking about running (though you could do that too!) - anything goes, from reading, cycling, dancing, doing crafts to circuit training. You can also ask people to sponsor you for a set amount of time, so the more donations you receive, the longer the challenge lasts.

Bake sale



They are a fundraising staple, and for a good reason too! Bake sales are easy to set up and can be done in all sorts of venues - from workplaces to schools, even as part of another event.



Key:

We've come up with a key to help you decide how you'd like to raise money.

- How long the fundraiser takes to run
- How much prep is needed
- How much money you can raise
- Flying solo or joining a group?

Top tip:

If you're not sure where to start, it's a good idea to think about what you already enjoy doing and turn this into a fundraiser. For example, if you love to craft and have more yarn than you know what to do with, you could take on a sponsored craft-a-thon!

Looking for inspiration?

Check out the following pages, and scan the QR code for our A-Z Fundraising guide for even more ideas.





Party time!

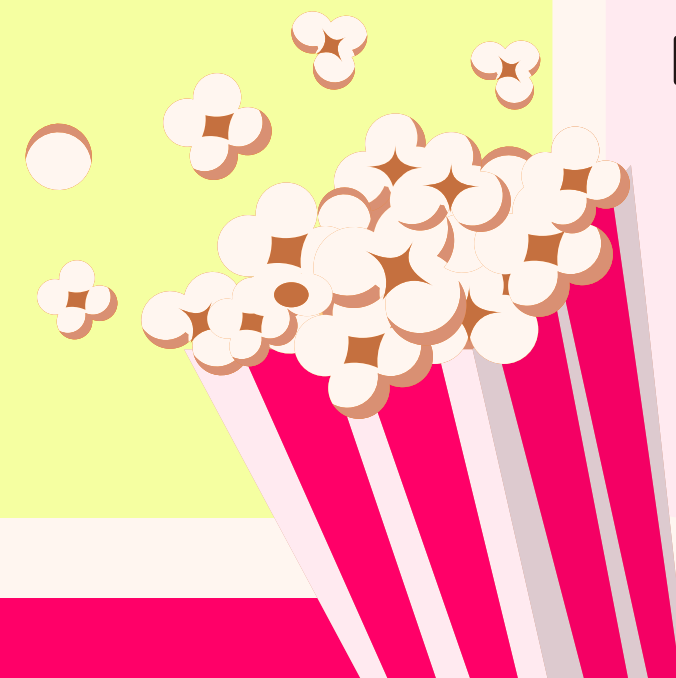


Whether you're marking a special day or looking for an excuse to don your best fancy dress outfit, there are lots of ways to celebrate while raising life-saving funds. Host a themed house party or go big and hire a local venue.

Movie night



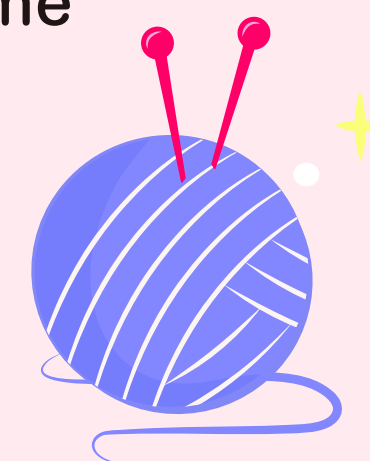
Put on your favourite film, charge a small entry fee and set up a snack bar



Get crafty



Decorate t-shirts or tote bags, try your hand at pottery, bedazzle your water bottle, make friendship bracelets, or crochet a boob themed stress ball. The choice is yours! Sometimes we need a little push to slow down and create something with our hands, and fundraising for CoppaFeel! can be just that. Light some candles, prep some snacks and drinks and you've got yourself the perfect wholesome day! Ask people to take part in exchange for a donation to CoppaFeel!.



Quiz night



Getting together with your friends + an element of competition = the perfect fundraising event. Plus you get to flex your niche trivia knowledge!

Raise money by charging teams an entry fee.



Hiking



Spend some time hiking in nature. The distance and location are up to you, but choose something that is challenging enough to inspire people to donate. Donning your sparkliest fancy dress outfit is a great conversation starter and might even get you extra donations as you hike.

Give it up



Are you a coffee addict? Fancy trying to go the whole month without eating chocolate, or walking to work every day? How about quitting alcohol or having an ice cold shower every morning? Challenge yourself to stick to a new habit for a month, and ask people to support your challenge with a donation.

PLANNING CHECKLIST

Planning a fundraising event can feel like a big task. Rest assured, we're here to help! Here's your checklist to make planning your fundraiser simple.



Establish the basics

A good place to start is figuring out your 5 Ws: Who, What, When, Where and Why.

Who: Are you fundraising solo or inviting friends? Think about who's involved - the more the merrier!

What: How are you planning to fundraise? This bit is kind of important, but if you're unsure, this guide is packed with inspiration!

When: What's the date and time of your fundraiser? Make sure everyone involved is free, and it doesn't clash with other important dates (e.g. national holidays, key calendar moments).

Where: Where is your fundraiser happening? Indoors? Outdoors? Local venues may give you a discount if you mention that your event is for charity. Email **fundraiser@coppafeel.org** for an official letter to prove it.

Why: This bit is simple. To save lives by raising funds for CoppaFeel!



Get your mitts on our fundraising bits

Once you've decided on the basics, let us know if you need fundraising materials! Find lots of downloadable resources in our **digital toolkit**.



Set up a fundraising page

It's super easy to do on **JustGiving**, and saves you the job of sending CoppaFeel! the money you will raise. It also helps to ensure that everyone can donate, even if they're not carrying cash on the day.



Top Tip:

The first donation on your page will set the tone and others may use this as a marker for how much to donate. Why not ask a loved one to kick off the donations with a generous amount?



Target

Set yourself a realistic fundraising target and share this with your friends and family!

Fundraising pages with a target raise 17% more.



Tell the world about it!

It might seem obvious, but the more you shout about your fundraiser the more you're likely to raise. Share why CoppaFeel! is important to you or a funny photo to make people smile to encourage people to support you.

As well as sharing on social media, try sending a personal WhatsApp or email directly to friends, family and colleagues. You should never feel embarrassed to ask for support: you are doing something amazing to help save lives!



Read all about it!

Rally your local community by sending a press release to your local paper or radio station. Our poster template is great for popping on community noticeboards or in the window of your local cafes, gyms and hairdressers.

If you want to create your own poster using our logo please email **fundraiser@coppafeel.org**



Better safe, not sorry!

It's important to stay safe and legal while fundraising. **Click here** to see our guide on what to look out for or visit the Fundraising Regulator website for more details.



Transferring the funds raised

After your fa-boob-ulous fundraiser is finished, there are a number of ways to send your donations to CoppaFeel!. If you have a fundraising page, the platform will send us any money you raised automatically, so there's nothing left to do but soak up the warm and fuzzy feeling of knowing you've helped to save young lives. To pay in cash donations, please follow the steps on our **Paying In Form** and send us a copy in the post or via email to **fundraiser@coppafeel.org**.

Top Tip

No matter which option you choose, be sure to give us a heads up so we can look out for your donation and ensure it is attributed to your awesome efforts.

Gift Aid

What is this magical thing we hear you ask? Gift Aid is a government scheme that allows CoppaFeel! to claim 25p for every £1 your supporters give at no extra cost.

Be sure to remind your pals to complete a Gift Aid declaration when they donate to help your fundraising efforts make an even bigger difference. They can do this through a sponsorship form, fundraising page, or by completing this form.



Celebrate!

Tell us how your fundraiser went! We want to hear all about it, see any pictures you're happy to share and celebrate your brilliant accomplishment together - so please spill the beans!



FUNDRAISER SPOTLIGHT



Penalty Shootout

“Our goalkeeper was dressed ridiculously as an 80’s style punk rock boob in fluorescent pink accessories!”

Each year the team at LSBUD organise a penalty shootout, with £10 donated for each goal. With 35 goals scored and some generous donations, they raised an amazing £455.

Tip: Fun, silly touches get everyone involved!

31 for 31

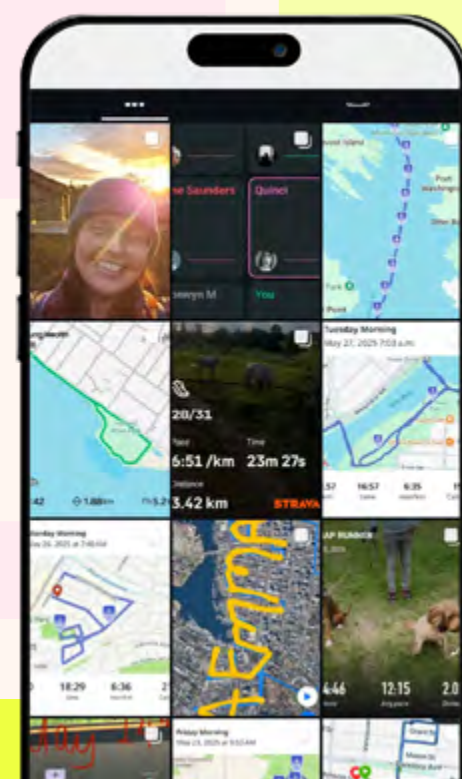
“My friend Emma passed away from metastatic breast cancer in 2024 and she was a huge supporter of CoppaFeel!... so I thought up 31 for 31.”

For 31 days, women in Canada and the UK collectively ran 31 km a day — one kilometre for each UK woman who dies daily from metastatic breast cancer. They ran solo and in groups, in rain and sunshine, with dogs and kids, and even spelled out ‘Emma’ on the map.

“ Some days were tough... but we kept each other motivated. It was incredibly rewarding to raise money for a charity that meant so much to Emma. She would have loved it!”

They raised over £2,500 for CoppaFeel! and the hospice that supported Emma.

Fundraising advice: Give yourself a push target, but something that is also reachable. And then when you reach it, set yourself an even higher target!



Pose with Purpose

“We practiced yoga together and spoke about all things boobs... It was a fabulous day and we raised over £500!”

Helen and Lillian from Girlies That Run brought 50 women together for yoga, bra-fitting advice, chest-checking tips, and a lively Q&A — building knowledge, confidence, and community.

Tip: Get out there and have fun! Raise money in any way that you’ll enjoy.

GIVE YOUR FUNDRAISING A BOOST

Ask your workplace

Lots of companies offer matched funding, so be sure to check with yours for a chance to double your fundraising total. Think about other creative ways to share your fundraising efforts at work. For example, you can hang **posters with a QR code** in the kitchen and add a link to your fundraising page at the bottom of your email signature.

Fundraising Page

Setting up an online fundraising page is the easiest way for people to support you and we suggest using **JustGiving** (if you need a hand just let us know and we can help get you started). Remember to share your personal reasons for fundraising and update your page with your progress - your supporters want to know why you're doing this and how hard you are working!



Top Tip:

Taking on a physical challenge? If you're using a fitness app to track your training, be sure to link this to your page. It could increase donations by 111%.

Get social

Use social media to tell the world about your plans and share photos and videos of how you're getting on. Tag us in your social posts **@coppafeel**.

No time like the present

Although your fundraiser may be a little while away, time flies when you're having fun and we suggest getting started straight away. Make the most of this initial burst of energy and motivation to get planning - little and often is better than leaving it to the last minute. By starting early, you'll have lots of opportunities to remind people to support your efforts. Remember, your supporters may donate more than once when they see how hard you are working!

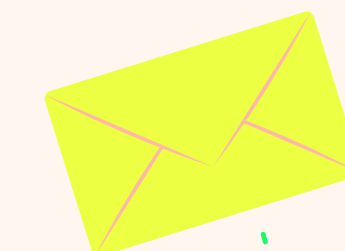
Friends and family

Get your friends and family excited about your fundraiser. They may be able to spread the word at work or share it with their friends. Better still, recruit them to join in and take on the challenge with you!

Thank your donors personally

We would recommend that you give a personal thank you to everyone who donated to your fundraiser. Whether it be a text message, a handwritten card, or a shout out on your socials.

It may make them more inclined to donate again... Remember, a portion of your donations will come in after the event has finished, so be sure to keep your supporters engaged!



FAQ

Can I use your logo to help promote my fundraising?

Yes of course, just drop us a line and we'll send it to you. We do ask that you send across any designs using our logo and/or charity name before being published so that we can have a quick check!

Can I have a CoppaFeel! T-shirt for my event?

Of course! Head to the **CoppaShop** to browse our current designs. If you're already raising funds in the name of boobs/pecs/chests, get in touch with our fundraising team who may be able to give you a cheeky discount code for a t-shirt. Please email us at **fundraiser@coppafeel.org**

Can I borrow a boob suit?

Our boob suits are precious to us, but we do occasionally lend them to fundraisers going above and beyond. Get in touch with our fundraising team to see if you're eligible to borrow one.

Is your boob suit looking flatter than you expected? We recommend stuffing it with something lightweight like beach balls or balloons. Just make sure to blow them up while they're inside the boob suit so you need less of them. Please note, we don't provide balloons for your boob suit.

Can you promote my event on CoppaFeel! social media?

We are very fortunate to have lots of incredible people and events supporting us at CoppaFeel!, and we of course would love to shout about absolutely everyone. However, there is no way for us to do so fairly, so we unfortunately aren't able to share individual fundraiser's events/posts on our social channels. We hope that you understand this as we really do appreciate all of your incredible support!

Where can I order fundraising materials?

Right **here!**

Can you send me some prizes for a raffle?

No, we don't hold stock of raffle prizes, but we can create a Letter of Authority for you to encourage businesses to support your fundraising efforts with some prizes. Please get in touch with our fundraising team by emailing **fundraiser@coppafeel.org**, and share the key details of your fundraising plans.

What do I do if someone tells me they've noticed a sign or symptom?

You are not a medical professional and therefore it is important to refrain from giving out medical advice however tempting it may be.

Instead, advise them to book an appointment with their GP as soon as possible in order to get any unusual changes properly checked out.



OTHER WAYS TO SUPPORT

Regular giving

Did you know you can set up a monthly gift to CoppaFeel!? In exchange you'll get lots of warm and fuzzy feelings, our endless gratitude, and you'll be helping to spread our life-saving checking message for many years to come.

For just £5 a month, you could help to remind around 200 people to check their chest via our text reminder service. You're basically saving lives for the price of a coffee! **Find out more [here](#).**

Leave a gift in your will

Writing a will can help give you peace of mind for the future.

That's why we've teamed up with **Farewill** to offer our supporters (you!) the opportunity to write your will for free. There is no obligation to remember CoppaFeel! within your free will. We understand that you will want to ensure your loved ones are provided for first of all. However we'd be hugely grateful if you chose to leave a gift in your will to CoppaFeel! from whatever is left. Your gift will create a lasting legacy, and change the story of breast cancer for future generations to come.

Volunteering

We're always grateful for volunteers who support us at events and at CoppaFeel! HQ. **Read more about volunteering at CoppaFeel! [here](#).**

Play the CoppaFeel! Lotto

Is it your lucky day? Tickets are just £1 and give you the weekly chance of winning £25k whilst funding vital breast cancer awareness.

Play the [lotto](#).

Spreading the word

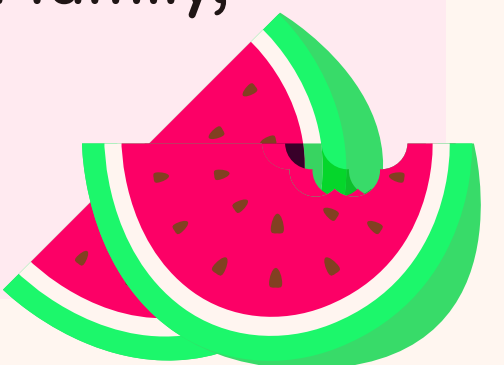
There are loads of easy ways to spread the chest checking message. From popping a shower sticker in your office loo, hanging a poster at school, or sharing our posts on social media. **Take a look at some of our helpful materials and resources [here](#).**

Stay up to date with all things CoppaFeel!

Sign up to our **monthly newsletter** and get all the latest news direct to your inbox.

Show yourself some love

Now that you've learnt how to support our life-saving mission and spread breast cancer awareness amongst your friends and family, show yourself the same love by carving out time to **check your chest**.





THANK YOU

Thank you so much for fundraising for CoppaFeel!

It is because of your kindness and dedication that we can continue our life-saving work and ensure that all breast cancers in young people are diagnosed early and accurately.

Thank you for helping to save young lives!

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@coppafeel

CoppaFeel!
breast cancer awareness



CoppaFeel! is a registered charity in England and Wales (1132366) and Scotland (SC045970).