



Cosy For

CoppaFeel!
breast cancer awareness



Welcome to your Stream for CoppaFeel! Guide

Cosy for CoppaFeel! edition

Hey chest champ,

Why are you awesome?

1. Because you're passionate about making sure that all breast cancers in young people are diagnosed early and accurately.
2. Because you're helping spread vital chest checking info.
3. Because you're saving young lives.

That sounds like a big task but we know you and your community can do it. And we're here to help. In fact, that's exactly what this toolkit is for!

So grab a snack and your favourite drink, and let's get cosy as we find out how we're going to raise funds and awareness through Cosy for CoppaFeel!.

Warm wishes,

Raeh

Our story

So you've decided to support our work. But who exactly are you fundraising for?

CoppaFeel! is the UK's only youth focused breast cancer awareness charity, and we're on a mission to get every 18–24 year old checking their chest.

We educate people on the signs and symptoms of breast cancer and encourage them to check their chests regularly. This way, if they notice something unusual, they're empowered to contact their GP. We do this because when diagnosed early, breast cancer treatments are more effective and survival rates higher.

Early detection saves lives

CoppaFeel! was founded in 2009 by Kris Hallenga and her twin sister Maren. Kris was only 23 when she received a terminal breast cancer diagnosis, despite visiting two GPs and being told she was 'too young' to get breast cancer. She lived a happy and fulfilled life, but was determined to tell other young people that breast cancer could affect them too and to get everyone checking their chests regularly.

Kris sadly died in 2024. CoppaFeel! is committed to honoring her legacy by continuing to spread our chest-checking message.



Who can get involved

Cosy for CoppaFeel! is for content creators – any kind of content creators. If you can create content on a platform, you can fundraise on it.

Whatever kind of content you make, lean into a cosy vibe this October and you're good to go!

Getting started

Here are our quick and easy steps to becoming a chest champion.

Decide what you want to do. Maybe you're planning a Just Chatting stream where you and your community tier list the best hot drinks, or you're going to build the cosiest bedroom for chest-checking in The Sims. Your plans don't have to be complicated. Stay true to yourself and your content, and plan something you genuinely find fun.

Set up your fundraising page. Visit tiltify.com/coppafeel/cosy and set up your fundraising page. Give it a name. Add a cover image. Link it to your channel. And think about adding any incentives for your community to donate. We've got some great ideas for you below if you're not sure where to start.

Talk to us – we want to help! Email gaming@coppafeel.org or come say hi in our [Discord](#) so we know about your plans. We love stopping in to chat during streams and we're here to help you make your ideas a reality.

Tell everyone. Share your plans on socials, in your Discords, on stream, and even in the family WhatsApp group! The more people who know about your plans, the more people who are likely to support you and donate to help spread vital chest-checking info.

Plan what you want to say. Jot down a few key stats and lines from our CoppaChat section to make sure you know what you want to say about CoppaFeel! during your stream. You can also use our recommended bot commands to help you and your mods spread the word about chest-checking.

Go live. Save lives. Have fun and enjoy your stream. Whatever happens – however much you raise, however many people watch – you're raising awareness about breast cancer. And the more people who know their normal and check regularly, the better the chances are that people catch anything unusual early.

Top tip: create a planning stream

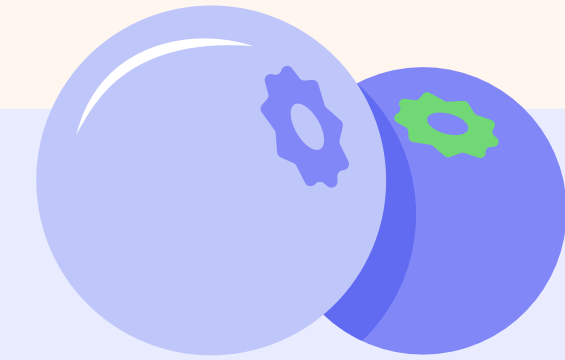
Your community will be the ones donating, so get them involved in your plans early. Dedicating part of a stream to planning your charity stream with your community is a great way to get them involved and to find out what would make them donate. You're crowdsourcing creative ideas to make your life easier too!



CoppaChat

How to talk about all things chest-checking and CoppaFeel! on stream while staying within the terms of service (ToS).

- 01** **It's totally okay to talk about breast cancer** on your social channels. Awareness matters and it won't get you demonetised.
- 02** **Use our quick talking points** to give you easy information you can share with your community. These should help motivate everyone to check their chest and donate to help spread more chest-checking awareness.
- 03** **Be inclusive.** Anyone can get breast cancer. We're talking guys, gals and our non-binary pals. "Chest" is a great word that involves everyone in the conversation.
- 04** **Be respectful.** Some of us might nickname our chests or use particular words to talk about them. That's totally cool when talking about your own chest in private. But when you're supporting CoppaFeel!, we prefer to use chests, pecs, breasts or boobs.
- 05** **You probably aren't a doctor.** So we don't expect you to be one on stream. There's no expectation to show people how to do a chest check or to answer medical questions on stream. Instead, send people to our website where they can get tips and advice.



Top tip: No nips!

Here are some of our favourite nipple-free videos to show on stream, to help you tell people about chest-checking. But if you use our animated checking videos, make sure to read our guidance on playing them so you stay within ToS.

Quick talking points

What you could say:



If you notice something unusual, speak to your GP as soon as possible.

CoppaFeel! is the UK's only youth-focused breast cancer awareness charity.

It's important to check your chest regularly. CoppaFeel! recommend you get to know your normal by feeling and looking at your chest monthly.

Anyone can get breast cancer at any age. So whatever you're feeling, feel your chest.

There is no one way to check your chest. If you've never checked your chest or are not sure where to start, try CoppaFeel!'s Self-Checkout for step by step guidance.

Try building self-checking into your daily routine. You could check your chest in the shower, when you're getting dressed to go out or getting ready for bed, or even while lying on the sofa during a Netflix binge.



Quick talking points

Statistics:

**1 IN 7
women**

will be diagnosed
with breast cancer
in their lifetime

**NEARLY
400**

men are diagnosed
with breast cancer
every year

**AROUND
2,500**

people in the UK
who are under 40 are
diagnosed with breast
cancer every year

**EVERY
10 mins**

a woman in the UK
is diagnosed with
breast cancer

Quick talking points

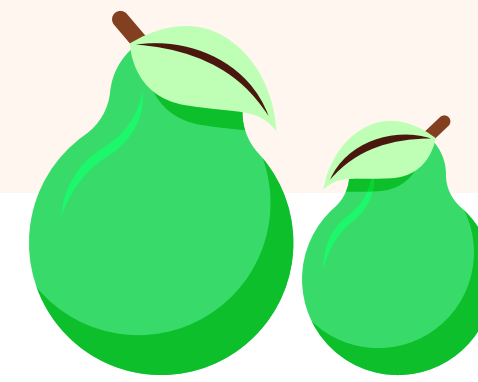
Signs and symptoms of breast cancer:



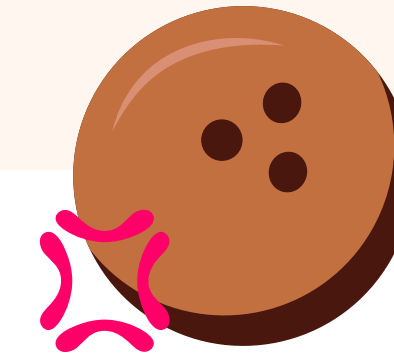
**Liquid
coming from
your nipple**



**Unusual
thickening
or lumps**



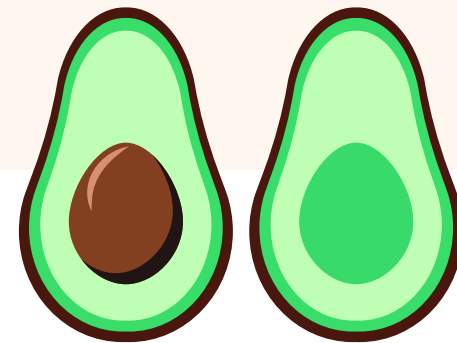
**Sudden change
in breast size
or shape**



**Constant, unusual
pain in your breast,
pec or armpit**



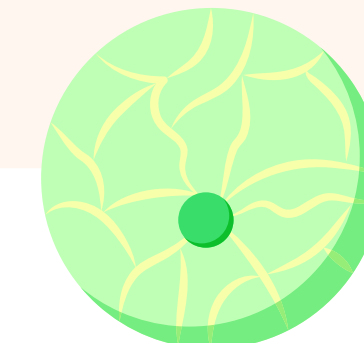
**Unusual lump
or swelling in your
armpit or around
your collarbone**



**Nipple is pulled
inwards or changes
direction**



**Skin changes
such as puckering
or dimpling**



**Crusting or a
rash on or around
your nipple**

Bot commands

If you have one, put your chat bot to good use.

You could set them on a timer – they're a great way to tell people about breast cancer regularly – or have commands so people can find links and info whenever they want.

!coppafeel

CoppaFeel! Are the UK's only youth-focused breast cancer charity. They're on a mission to get everyone checking their chest. So whatever you're feeling, feel your chest. Visit coppafeel.org for more info.

!charity

Here's where you can donate to support our chest checking mission: [link to your fundraising page]

!joinin

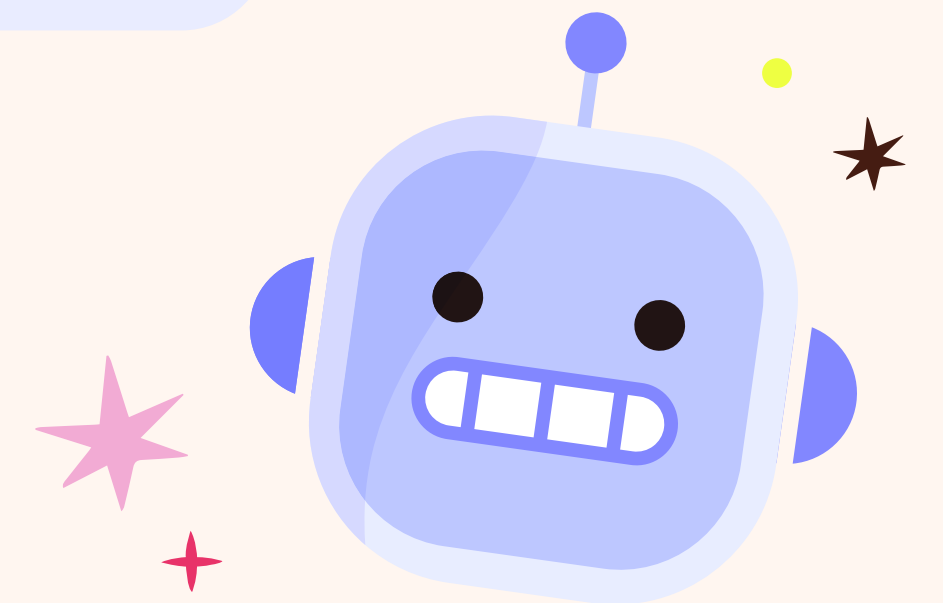
Want to be a chest-champ? Come join Team CoppaFeel!: tiltify.com/coppafeel

!reminder

If you're in the UK, you can sign up for a witty, monthly text reminder to check your chest: coppafeel.org/get-a-reminder/sms-reminders

!chestcheck

Visit the Self-Checkout for simple tips and step-by-step tools on how to check your chest: self-checkout.coppafeel.org



How you're making a difference

£1

Can remind 50 people to check their chest with our handy checking cards.

£675

Can support the continued running of our chest checking web-app, The Self-Checkout.

It supports young people to get to know the signs of breast cancer, to sign up for checking reminders, and to check their chest monthly.

£26

Could send 1000 witty messages to prompt people to check their chest via our free text reminder service.

£3,500

Can send a witty text reminder to all our subscribers for a month, reaching over 137,000 with our life-saving message.

£100

Can provide 256 young people with one of our shower stickers, educating them on the signs and symptoms of breast cancer and reminding them to check their chest.

£20,000

Could fund all our Boobette talks and stalls for a year, enabling our volunteers to share their personal experience of breast cancer and to educate young people about the importance of knowing their body and advocating for their health.

£250

Could provide 2,300 healthcare settings with trans and non-binary specific chest checking posters, created in collaboration with OUTpatients, the UK's only LGBTIQ+ cancer charity.

£60,000

Could equip every secondary school in the UK with the materials they need to educate, encourage and empower a whole year group of students to get to know their body and advocate for themselves.

Fundraising tips and tools

Tiltify and your content channels are packed full of tools to make supporting CoppaFeel! simple. Here's a few ideas to get you started.

Incentives

People love to get good value for their money, and it's the same with donations. So what fun, simple things can you offer in return for their donation?

Write all your donors' names on your t-shirt and wear it while live or post a picture of you wearing it later. Remember: get in touch via gaming@coppafeel.org if you'd like a CoppaFeel! tee to wear as you fundraise – perfect for writing donor names on!

Stickers or temporary tattoos on your arms and/or body are great to offer in return for a £10 donation. Make sure to check for allergies first!

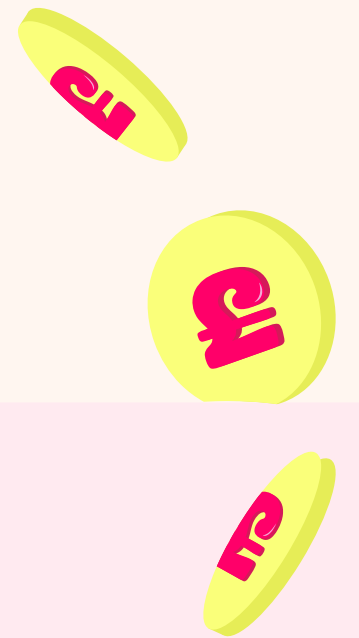
Hydrate! So simple, but your community cares about you and wants you to stay hydrated. £5 to send everyone in your community a reminder to take a drink is a great fundraiser and great self-care.

Top tip: remember your links

Make it as easy as possible for people to donate by including your donation link every time you talk about your fundraiser. Even after the main event is over, you can still get some bonus donations if you remember your fundraising page link.

Drop it like it's hot. Sometimes you just have to start over. If you're gaming as part of your challenge, drop or bin an important item in return for a donation. Make it a big number to make it worthwhile if it's going to make your gameplay harder.

Everyone loves compliments so how about offering to say a compliment about your donor whenever they donate? Also works with bad jokes, tarot card pulls, or reading horoscopes.



Fundraising tips and tools

Milestones

Bring your community together by offering them bigger rewards for when they raise bigger amounts together.

Try something new. Offer to do something new on your next stream to entertain your community. Maybe you're usually a cosy gamer, but you're up for trying a horror game if they help you raise £1,000. Maybe they want to see a particular TikTok trend, or if you're crafting, you could try knitting for the first time after a lifetime of crochet.

Boobsuit. Think your community can help you raise at least £5,000? Let us know and we'll send you one of our iconic boob suits to wear on stream to celebrate this amazing milestone.

Reverse-a-thon. Instead of adding more time onto your stream every time your community raise £100, take 30 minutes off your planned stream time instead. Good for your well-being and your community still get some chaotic control over your stream!

Exercise. People love to see their favourite creators suffer for charity, even when the vibes are cosy. How much would you need to raise to do 10 star jumps or burpees? Give it a cosy twist (and a bigger donation goal) and do it wearing a onesie.

Top tip: set a goal, smash a goal

Set an achievable goal for you and your community to raise so you can celebrate when you smash it. Remember to have stretch goals in mind so you can update your goals and push for the next milestone celebration. We recommend £80.08 or £800.85 as a great first target (IYKYK).



Fundraising tips and tools

Polls

Get your community to vote with their pennies to make decisions using Tiltify's inbuilt polling system. Not sure what they could vote on? Here's some ideas to get you started.

What game should we play on our Cosy for CoppaFeel! Stream?

- ☐ Stardew Valley
- ☐ The Sims
- ☐ Dead by Daylight

What is the ultimate cosy night in drink?

- ☐ Coffee
- ☐ Tea
- ☐ Hot chocolate
- ☐ Other (let us know in your donation note!)

Does pineapple belong on pizza?

- ☐ Of course!
- ☐ Hell no
- ☐ Maybe, as long as I don't have to eat it

What do you call your chest?

- ☐ Team Chest
- ☐ Team Pecs
- ☐ Team Boobs
- ☐ Team Breasts



Top tip: Stick it to TikTok

If you're posting a video or going live on TikTok, you can use a donation sticker so your fans can donate directly to CoppaFeel!.

Easy!

Ideas for getting cosy

Cosy for CoppaFeel! isn't just about cosy gaming.

It's about creating whatever you love with a cosy vibe.
So here's some ideas for upping the cosiness.

Cosy clothes. Break out the oversized jumpers or your favourite hoodie for a cosy aesthetic no matter what content you're making.

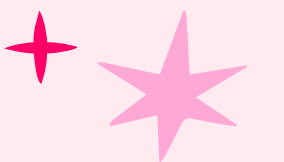
Fork yeah! Drinks and snacks are a big part of cosy vibes. You could get your community to vote on which weird hot chocolate flavour you try next, or maybe it's time to break out the whisk and get baking for some chaotic but cosy content.

Cosy games. If you're gaming as part of your Cosy for CoppaFeel! challenge, then you've got loads of cosy games to pick from. Could you put together a CoppaFeel! themed outfit in Sims? Or how could you make your fave game, regardless of genre, feel cosy?

Craft to cosiness. Whether you're a digital artist or you crochet, making art or crafting is a perfect cosy activity to create content around. Your community could donate to pick your next craft project or to make you change colour every time they donate.



Keep in touch



Hopefully, you're now feeling ready for your Cosy for CoppaFeel! event. But don't be a stranger! We're here to help every step of the way and want to celebrate your success with you too.

Keep in touch with us:

  @coppafeel

 [Our Discord Server](#)

  coppafeelpeople

 gaming@coppafeel.org

Thank you

CoppaFeel!
breast cancer awareness



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

