

Fundraising in the workplace

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** young people to check their chest every month.
-  **Empowering** young people to contact their GP and advocate for themselves.



Why we need your support

Together we have made amazing progress getting more young people checking their chests, 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.**



A WORD FROM JO, OUR DIRECTOR OF FUNDRAISING

WELCOME TO COPPAFEEL!

We're excited to know that you're taking the first steps to joining us on our mission to ensure that all breast cancers in young people are diagnosed early and accurately.

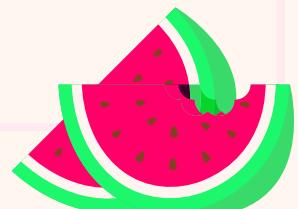
We know young people aren't routinely educated about breast cancer or screened, leading to low levels of breast cancer awareness and chest checking. This means they are less equipped to find breast cancer early and are therefore at risk of being diagnosed late. We want to change this. When you support CoppaFeel!, you're helping us to educate, encourage, and empower young people to get to know their chests. Ultimately, saving lives.

Fundraising and supporting a charity can benefit you and your colleagues by boosting staff morale, improving company culture, and increasing social impact and making a positive change in your community. Raising awareness within your workplace can also help to encourage healthy checking habits amongst your team and help them become confident chest checkers.

So, what are you waiting for?

Got big plans? Or need a little inspo for your fab fundraising?

Reach out! Our partnerships team would love to hear from you:
corporate@coppafeel.org



WHY YOUR SUPPORT MATTERS



1 in 7 women

in the UK will be diagnosed with breast cancer in their lifetime.

**Nearly
400 men**

in the UK are diagnosed annually.



98%

of breast cancer is treatable and survivable when found early.



**Just over
1 in 3**

18-35 year olds check their chests monthly.

Breast cancer is the most common cancer in women under 40.



7 people under the age of 40

on average are diagnosed with breast cancer every day in the UK.

Stats from Cancer Research UK and CoppaFeel! annual research



BY FUNDRAISING FOR COPPAFEEL!, YOU CAN HELP US REACH MORE YOUNG PEOPLE LIKE EMILIA

Emilia's story

“ I don't remember the exact moment I first found the lump. 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, every time I touched my breast to see if the lump was still there, reminding me of all of the CoppaFeel! advertising I had seen over the years. In the little label on my bra, on the TV, sponsoring races, stalls at events. Wasn't that the whole point of the charity? To raise awareness that you CAN get breast cancer in your 20s?

Months later I checked in the shower and found that the lump actually felt bigger. I panicked and booked in to see my GP who thankfully took me very seriously and referred me to a specialist. After some scans, a biopsy, and a phone call asking me to come into the hospital, I was diagnosed with early stage breast cancer.

I sometimes wonder what would have happened to me if it hadn't been for the culmination of CoppaFeel! messaging that I had been absorbing over time. I, like many others, thought it would never be me but I was still drawn in by the fun campaigns and advertising, which were conveying a message so important that might just have saved my life. 

EVERY YOU RAISE MATTERS



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

£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.

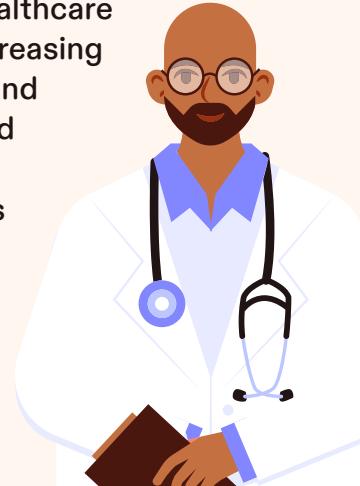


£4000

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.



Could support the continued running of **CoppaCollege!**, our breast cancer awareness e-learning platform, for one year.



“

We chose to fundraise for CoppaFeel! because their focus on prevention is vital.

They empower people to check their chests and understand their ‘normal’ through relatable stories and interactions.

We especially love their monthly texts - they bring much-needed lightheartedness to a serious topic, encouraging open conversations rather than scaring people away.”

Firetext

SMS marketing company who supported us by hosting their own Boobiversity Challenge quiz on a team day and donated the funds raised to CoppaFeel!.



FUNDRAISING INSPIRATION



Here at CoppaFeel!, we're big fans of creative and innovative fundraising ideas, alongside a pun or two. If you need some ideas to help get you started, here are some of our favourites.

Feel Yourself Fridays

You've heard of dress-down Fridays, but why not encourage your colleagues to come dressed in their most extravagant outfits (pink and glittery?) in exchange for a donation. We're thinking wedding dresses, boob suits, tuxedos, your nan's favourite nightgown... go as far as your creativity (and HR) will allow.

Teach your talent

Find out your colleagues' hidden skills and host sessions to lead activities or share the skill with others. Whether it's top tier baking, being a yogi, a DIY fanatic, everyone's got something to share. Ask for a donation in return for the session.

Bidding bonanza

Fancy having lunch with the CEO? Or a job swap, extra days off, first pick of the hot desks, some new stationery etc. It's up to you what you choose - may the highest bidder win!

Thinking BIGGER?

Get the whole team together for a day of challenges and fundraising. Organise a sports day, a boat race or a summer party - whatever suits your company best. A fun and inclusive event can get everyone involved, excited and ready to raise vital funds.



If you want some further inspiration, take a look at our A-Z fundraising ideas [here](#).

Contact our team if you'd like to order a CoppaFeel! fundraising tin. We'll send you one in the post as soon as possible!

WHAT OUR COPPAFEEL! CHAMPIONS SAY

We're grateful to be supported by many amazing workplaces from all different sectors; beauty, retail, hospitality, construction, recruitment, pharmaceutical, to name just a few!

We love to hear your ideas about how fundraising would work best for you, and we can tailor our support to help you achieve your goals!



Fundraising for CoppaFeel! has been an incredibly rewarding experience and we are proud to be in our second year of our partnership.

In our most recent event, our staff and supply chain partners came together to demonstrate teamwork and energy during our action-packed sports day and raised thousands of pounds in the process. The charity's positive and creative approach was a perfect match for our summer social event to bring together our community and we have lots of other events and activities in the pipeline.

CoppaFeel!'s mission to raise breast cancer awareness and end its late diagnosis is one close to our hearts at the organisation - we are proud to be supporting them to make a real difference.

Willmott Dixon, who raised £48,000 from a sports day event.

RESOURCES

There's a whole range of ways you can make fundraising fun!

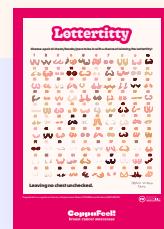
Take a look at our sPECTacular games, activities and posters. You can also **order fundraising goodies** directly from our website.



Sweepstakes



Fundraising posters



Lottertitty



Shopping tags



Guessing games



Cake flags



Bunting



Impact poster



Place cards



Menu template



FUNDRAISING CALENDAR

January

Get sponsored to give something up: try Dry January, Veganuary, or anything that you're totally obsessed with.

January clear out: host a clothes swap or sale. Print out our **clothes tags** to make your items stand out.



February

Valentine's Day: host a romantic raffle, try flower wrapping, or bouquet making.

World Cancer Day: commemorate the day with some awareness and fundraising.



May

Host a coffee morning: bake or buy boob themed cakes and snacks with breast cancer awareness information.

Hold an office raffle: ask each employee to donate a small prize and sell raffle tickets.



June

Jargon jail: fine your co-workers if they say specific corporate jargon words throughout the day. You choose which words pay.

Sports day: get the team moving with sports themed games, sweepstakes, or an exercise challenge.



September

Bake off: as The Great British Bake Off returns to TV, get your staff to bake their own creations.

Take on a cosy-themed fundraiser: from baking to crafting, to cosy gaming or slumber parties.

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March

Bra-Vo: pay an amount of money to nominate a colleague for a funny or kind award (most upLIFTing, sPECtacular at Excel).

International Women's Day: celebrate the women at your company or engage your women's network to host an event and raise awareness about the importance of checking.



April

Easter: guess how many Easter eggs in the bra, Easter egg hunt, host an Easter lunch.

Spring clear out: set up a 'bring and buy' sale to revitalise your home and wardrobe.



August

Host a summer party: get the team together and introduce some games to get everyone excited and donating.

Is your team remote? Hold a competition where staff send in photos of objects that look like boobs and vote for your favourite.

December

Festive fundraising: think Christmas jumper day, bauble decorating, wreath making, Christmas bake sale, gift wrapping!



October

Breast Cancer Awareness Month: (figuratively) paint the office pink! Raise awareness and funds all throughout the month for CoppaFeel!.

Halloween: host some spooky activities! Check out how you can get **Crafty for CoppaFeel!**



November

Quiz night: get your colleagues together for a cosy night at your local with a host of prizes to be won. Ask local businesses for help with prizes. Check out our **Boobiversity Challenge Quiz!**

OTHER WAYS TO SUPPORT

Volunteering

We're always grateful for volunteers who support us at events and at CoppaFeel! HQ. So whether you want to cheer on our challenge eventers, have a personal connection to breast cancer and want to share your story, or have a skill you want to share - there could be an opportunity just right for you! [Read more about volunteering at CoppaFeel! here.](#)

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 in the office kitchen, or sharing our posts on social media. [Take a look at some of our helpful materials and resources here.](#)

Payroll Giving

Ask your company if they have a payroll giving scheme. With payroll giving you can opt-in to making a monthly donation directly from your payroll which is deducted before you pay tax!



Stay up to date with all things CoppaFeel!

Sign up to our [monthly newsletter](#) and get all the latest news direct to your inbox.



Take on a challenge event

Sign yourself and your colleagues up to a [CoppaFeel! challenge event](#), or fundraise using your own place.

Matched funding

Many employers offer matched funding for their employees. A great way to boost fundraising totals!

Charity of the year

Choose CoppaFeel! to be your dedicated charity for a year, set a target and ask your staff fundraise til their hearts' content!

Official CoppaFeel! brand partner

Collaborate with us on a campaign, product or event and become an official brand bestie. However that looks for you, we're here to support you.



Book a Boobette talk

Our Boobette volunteers use real stories to encourage young people to think differently about their bodies and make chest checking a healthy habit for life.

Why not have a Boobette come along to a breakfast session or a lunch and learn?

If you'd like to invite a volunteer to come along and deliver an inspiring educational talk (online or in person) or host an awareness stall, please fill out **booking request form** and we'll be in touch with our availability.

Ask your employer to give a small donation in return for this educational and engaging talk.



PLANNING CHECKLIST

Planning a fundraising event can feel like big task alongside your other work responsibilities. 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 being a CoppaFeel! Champion yourself, or inviting your colleagues to join you? 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 it's a date that people will be working from the office, rather than working from home.

Where: Where is your fundraiser happening? In the office, store, or an external location?

Why: This bit is simple. **To save lives.**



Get fundraising support from our fabulous team

Once you've decided the basics, let us know if you need anything. We're here to help! We'd love to hear your ideas and can tailor our support based on your workplace.



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.

You can also use JustGiving to create a QR code to your page to be shared at your events and activities to allow everyone to donate, even if they don't carry cash!

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 yourselves a realistic fundraising target and share with colleagues, friends and family.



Fundraising pages with a target raise 17% more.



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.

- * If you're planning on using collection tins, please get in touch to request one and **read our agreement**.
- * If you want to use our logo to help promote your event or fundraising, please **get in touch** with the partnerships team to discuss the options available.



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 and your organisation or post a funny photo on your teams chat to make your colleagues smile and encourage them to support you.

As well as sharing with your team, try sending personal messages to group managers, or sharing during check-ins with other departments. You should never feel embarrassed to ask for support: you are doing something amazing on behalf of your organisation to help save lives!

We have downloadable social media assets **here**.





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 have raised, so there's nothing left to do but soak up the warm and fuzzy feeling of knowing you've helped to save young lives.
- * You can send the funds via our website **donation page**.
- * If you require an invoice or donation request to pay via BACs, please email our team.
- * Finally, 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 corporate@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!



HOW TO SPEAK ABOUT US

Our mission

To ensure all breast cancers in young people are diagnosed early and accurately.

What we do

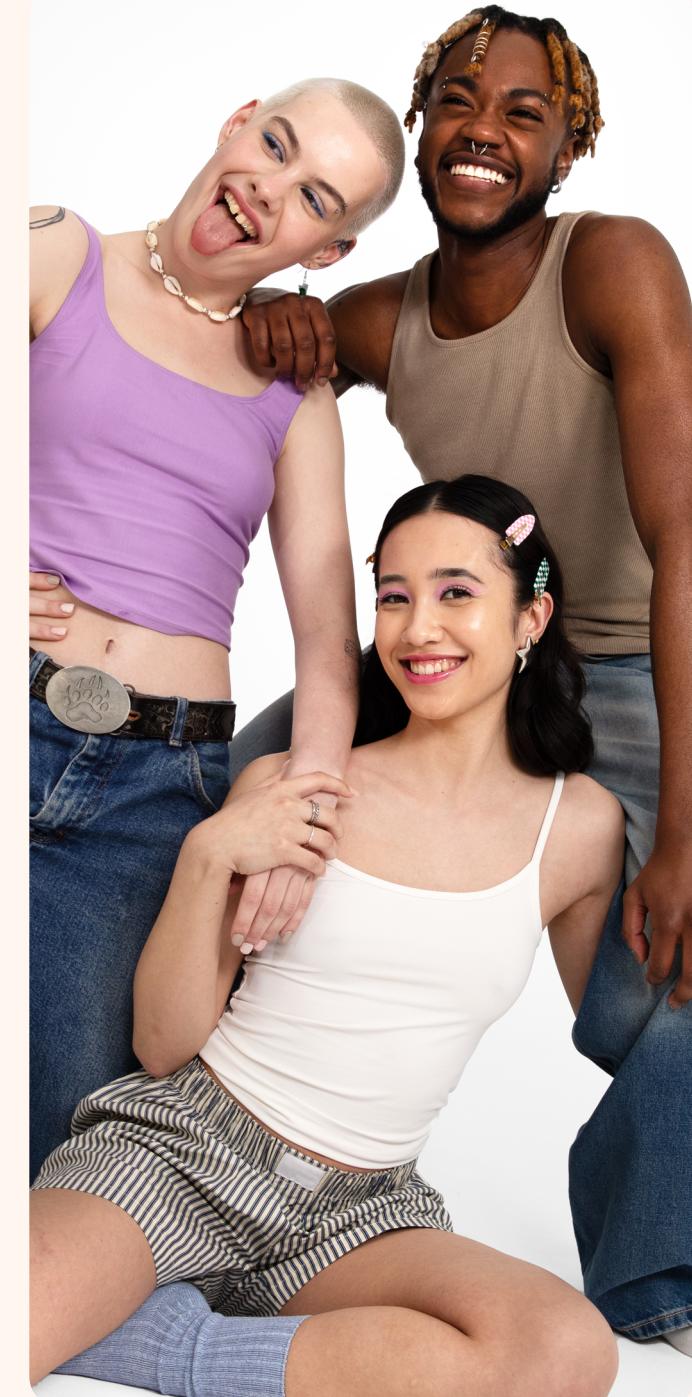
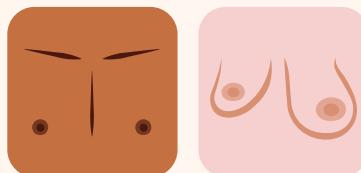
As the UK's only youth focused breast cancer awareness charity, we're on a mission to get every young person checking their chest. We want all young people to know the signs of breast cancer and to go to their GP if they notice any changes to their chest. We do this because when breast cancer is diagnosed early, treatments are more effective and survival rates are higher. Early detection saves lives.

Call to action

Breast cancer can affect anyone. Checking your chest could save your life.

Note: We use the words **boobs, **pecs**, or **chest** throughout our comms.**

The word 'chest' is inclusive of all bodies and genders. 'Boobs' and 'pecs' can be used when we're writing in more casual registers. Breast cancer can affect anyone of any gender identity. Therefore we avoid gendered language in all tonal registers, whether we're being serious or playful.



THANK YOU

Fundraising for CoppaFeel! truly is the breast idea. Together, with your fab fundraising and our super support, we'll make a totally fantastic pair.

By supporting CoppaFeel!, you'll contribute towards our mission of ensuring that all breast cancers are diagnosed early and accurately, and ultimately, save lives.

A huge thank you from Team CoppaFeel!.



We'd love to hear from you and chat about your ideas!

Please get in touch with our lovely team at corporate@coppafeel.org

CoppaFeel! Unit 4, Bickels Yard,
151-153 Bermondsey St, London, SE1 3HA



CoppaFeel!
breast cancer awareness

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Registered with
FUNDRAISING
REGULATOR

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