



# A Fundraising Guide for our Avon Breasties

**CoppaFeel!**  
breast cancer awareness

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**AVON**

# Hello from CoppaFeel!

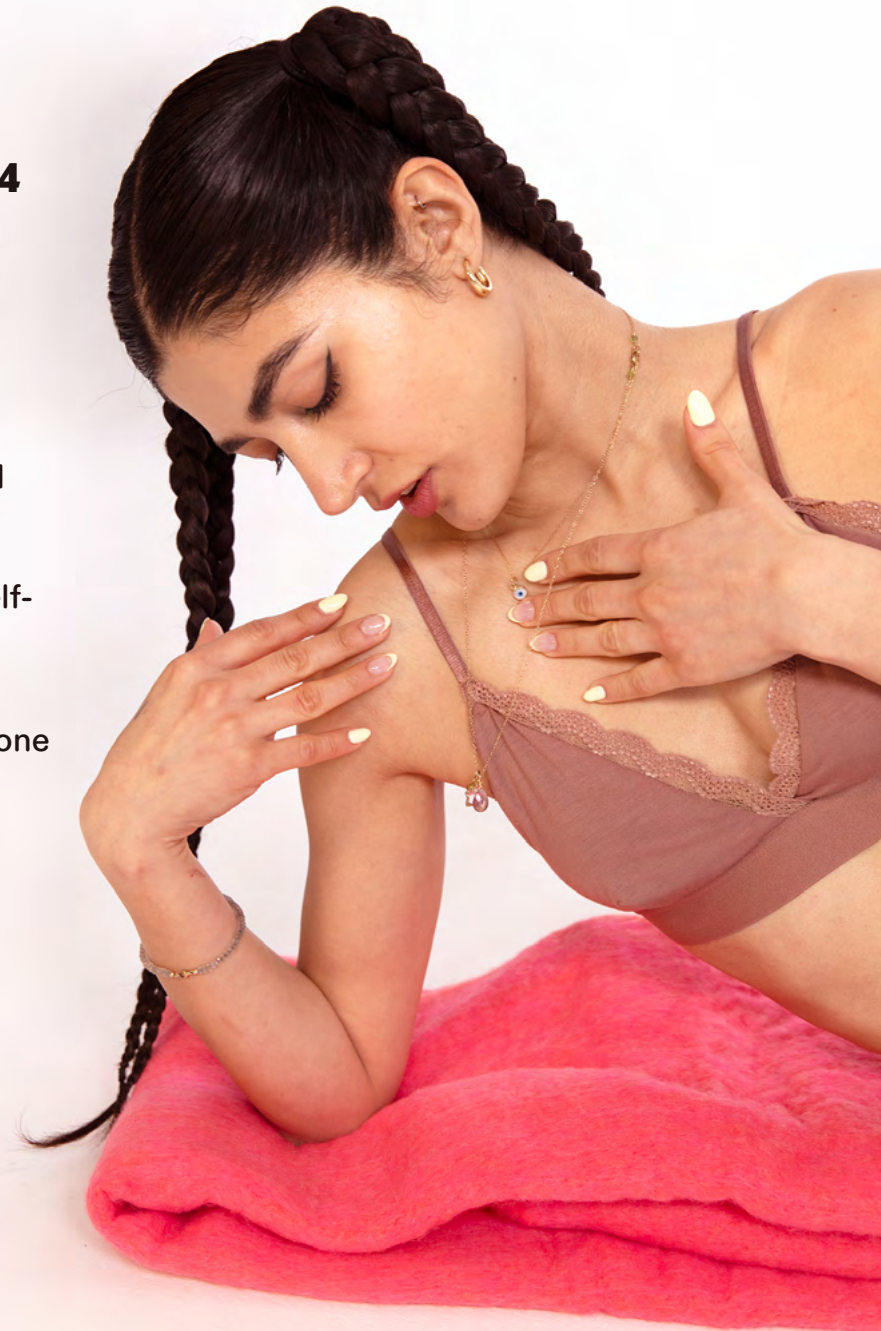
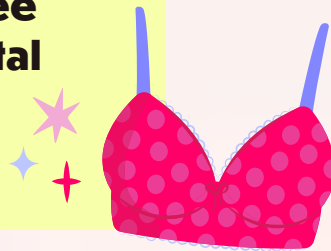
**CoppaFeel! is the UK's only youth-focused breast cancer awareness charity, and we're on a mission to get every 18-24 year old checking their chest.**

We **educate** people on the signs of breast cancer and **encourage** them to check their chests regularly, so that if they notice something unusual they are **empowered** to contact their GP and advocate for themselves.

We've been working with Avon since 2017, and we're so excited to have you join us on our chest-checking mission. Together with Avon, 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. Avon's support 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.

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 sPECTacular.

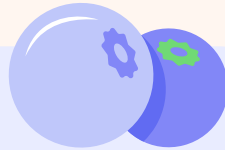
**We love working with Avon Reps to empower their communities and see new and exciting ways of raising vital awareness and funds whilst selling Avon's lovely self-care products.**



# Our partnership so far

**Our partnership has been going from strength to strength, but there's still a long way to go in getting all breast cancers diagnosed early and accurately. That's why it's so important we continue to raise life-saving awareness and vital funds.**

## Why we need your support



1 in 7 women in the UK will be diagnosed with breast cancer in their lifetime.

Around 2,500 people under the age of 40 in the UK are diagnosed with breast cancer every year.

Nearly 400 men in the UK are diagnosed annually.

(Cancer Research UK)

**We still have a lot of work to do, here's what Avon's wider community had to say in their Boob Census 2024\*:**

**83%**

of women have a regular shower or self-care routine yet 38% admit they are unsure when they should check their breasts.

**36%**

of women have checked their breasts for changes less than a month ago, up from a quarter (25%) last year.

**28%**

of women have their breasts checked by medical professionals annually.

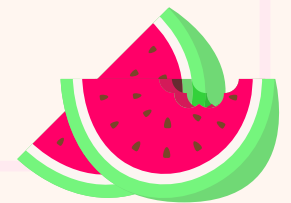
**23%**

of women said they did not discuss their breast health with friends and family, rising from 19% since our last report.

\* The 2024 research was conducted with 7,159 female adults across 7 countries.

**We want to encourage behaviour change and make sure people feel well-informed about their breast health to confidently check their chests monthly.**

**And you can help us!**



# Meet your Dream Team

**Meet your main contacts who are here to help and drive the brilliant partnership. Hear from them about why they love to work together!**



**Over the years, Avon have made a huge impact to our work and raised vital breast cancer awareness within their community and ours.**

Not only do they empower women to look and feel their best, they also encourage everyone to know their bodies and check their chests regularly. This support helps us with our mission to get all breast cancers diagnosed early and accurately.

We are so proud of this amazing partnership, especially the support Avon have given our volunteers. We can't wait to see what Avon help us to achieve next!"

**Lucy Barnes**, Corporate Partnerships Manager



**Avon exists to help women embrace their power, and what is more empowering than knowing your body and taking charge of your own chest health.**

Early detection can save lives, and through our partnership with CoppaFeel!, we are able to extend the reach of their vital chest-checking mission. Our Avon Representatives play a critical role in bringing this message to life within their communities and empowering Avon customers.

By sharing knowledge and sparking conversations, we help ensure Avon's Breast Cancer Promise reaches everyone, everywhere.

**Sam Boniface**, UK Communications Lead

# 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 to get you started:



## C Create a special product bundle

Why not put together some of your favourite Avon products to create a chest-checking bundle? It can be a special self-care prize at a raffle or an auction!



## O Organise events

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

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 by throwing a party!

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, 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 a fair stand?

Host a casual stand to sell Avon products at your local community fair, local café, salon, or church hall.

A great way to get everyone in your community involved!

## E Eat up

The Avon community have been putting on 'boob brunches' for years now, and it's a fab option for fundraising.

Get all the Avon Reps in your area together - you can all cook something for the brunch and ask people to donate to come along and try your yummy food!



## 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 CoppaFeel! HQ and let's face it, you can never get bored of decorating cupcakes with chests.



## L Live stream a Pamper Night event

Host a virtual event where people learn self-care tips and find out about Avon's Breast Cancer Promise products. Charge a small entry fee or raffle off Avon products.

## ! Surprise us!

If you have an idea that isn't mentioned above, we love your creativity and we want to hear all about it.

Make sure to drop us an email to let us know your plans at [avon@coppafeel.org](mailto:avon@coppafeel.org)



# Let's get started!

All the gear but no idea where to start? Here's how to make your Avon event a fundraising success:

01

## 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!

02

## Spread the word

The more people that know about your event, the better. Whether it's telling your nearest and dearest via WhatsApp or a handwritten note, writing to your local paper, posting to your Facebook wall, or taking to the streets to drum up support!

03

## 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.

04

## 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.

05

## 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 and email [avon@coppafeel.org](mailto:avon@coppafeel.org) and [avon.news.uk@avon.com](mailto:avon.news.uk@avon.com).



## Keep spreading awareness whilst fundraising!

A key way to do this, is to encourage everyone to sign up to our free monthly text reminders to check your chest.

Sign up to our **FREE** monthly text reminders, text **AVONCREW** to **82228**

# Hannah's top tips

“ I decided that I wanted to fundraise for my 40th birthday.

I held a raffle during the party rather than accepting gifts, and had a variety of prizes ranging from beauty salon voucher, Avon product hampers, bottles of wine, and tea rooms voucher. The event venue even gave me a prize voucher for drinks at the bar!

I also laid out resources to raise awareness and am really proud to say I raised £413 in total, as well as having a whole heap of fun!”



## My top 3 tips for fundraising:

01

### Don't be afraid to ask for donations

I reached out to my local beauty salon and the owner donated a voucher. Not only did people I know support by buying raffle tickets but they also donated prizes too!

02

### Grab fundraising packs and resources

Whilst you raise vital funds, you can also raise awareness about the life-saving work that CoppaFeel! do. Remind everyone the importance of checking those boobs, chests and pecs!

03

### Every little helps

My fundraising event was inspired by my milestone birthday but something as simple as a raffle, tombola or selling squares is a great way to fundraise. You can help by doing something so simple and it all adds up!



# Things to remember when fundraising

## Establish the basics

### Who

Are you being a CoppaFeel! Champion yourself, or inviting your community to join you?

### What

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 free to come along.

### Where

Where is your fundraiser happening? At home, in a local store, or another location?

### Why

This bit is simple. To save lives.

## Target

Set yourselves a realistic fundraising target and share with friends and family. Fundraising pages with a target raise **17%** more.

## Tell the world about it!

The more you shout about your fundraiser, the more you're likely to raise. Share why CoppaFeel! and Avon's Breast Cancer Promise is important to you.

You could try sending personal messages to friends and your local or online communities. You should never feel embarrassed to ask for support: you are doing something amazing on behalf of your organisation to help save lives!

Download our social media assets **here**.

## 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.

To use one of our collection tins, please get in touch to request one and read our agreement.

## Get fundraising support from us

We'd love to hear your ideas and help out, so get in touch at **avon@coppafeel.org**



# Paying in your fundraising

**We couldn't be happier to have the Avon Reps supporting CoppaFeel! and want to be able to let you know just how much you've raised as a team.**

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.

If you require an invoice or donation request to pay via BACs, please email our team. 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 **avon@coppafeel.org**.

## 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.



**Your donations will help us do great things!**

**£5**

Could remind **250 people** to check their chest with our handy checking cards.

**£25**

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

**£50**

Could pay an **Education Speaker** to visit a school or workplace, sharing their personal experience of breast cancer in order to educate young people about the importance of monthly chest checking and inspire life-saving behaviour change.

**£100**

Is enough to deliver **4 healthcare awareness packs** to support GP practices to educate young patients about the importance of monthly chest checking with the help of our materials.

# Thank you

From all of us at CoppaFeel! HQ, a massive thanks to you at Avon for everything you are doing. Your support matters and with your help, we are one step closer to saving more young lives.

CoppaFeel! 🇬🇧 Avon

## Got any questions?

Get in touch with our Partnerships Team over at [avon@coppafeel.org](mailto:avon@coppafeel.org)



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



@coppafeel

**CoppaFeel!**  
breast cancer awareness



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