

## Use these labels at your Pink Friday



**Guess the  
number of  
sweets in  
the jar**



**Donations**

This one is blank so you can personalise it for your Pink Fridays event



If you are unable to hold a Pink Fridays event but would like to make a donation, please send a cheque payable to 'Breast Cancer Care' to: **Pink Fridays, Breast Cancer Care, 5-13 Great Suffolk Street, London SE1 0NS**. If you wish to make a credit card donation please call **0845 092 0817** or visit [www.breastcancercare.org.uk/donations](http://www.breastcancercare.org.uk/donations) and quote Pink Fridays.

For more information on Pink Fridays

- Call 0870 164 9422
- Visit [www.breastcancercare.org.uk/pinkfridays](http://www.breastcancercare.org.uk/pinkfridays)
- Email [pinkfridays@breastcancercare.org.uk](mailto:pinkfridays@breastcancercare.org.uk)

For all breast cancer or breast health concerns, call our free Helpline on **0808 800 6000 (for Text Relay prefix 18001)** or visit [www.breastcancercare.org.uk](http://www.breastcancercare.org.uk)

Thanks to our Pink Fridays media partner



Registered charity in England and Wales no 1017658  
Registered charity in Scotland no SC038104



**Your Pink Friday starts here!**



## A message from Lisa Snowdon

**'Breast Cancer Awareness Month is nearly here and that can mean only one thing – it's time to unleash your inner pink!'**

This October alone, nearly 4,000 people will hear the awful news that they have breast cancer. Breast Cancer Care wants to help improve the lives of each and every one of them with our vital support services. But we can't do it without your help.

If you're reading this, you've already said that you want to help by holding a Pink Friday. You are already utterly brilliant. Thank you!

So let's get creative. Your Pink Friday can be whatever you want it to be; big or small; crazy or just mildly amusing. Over the next few pages you'll find plenty of ideas to unleash your inner pink. I'm going to organise a Pink Friday at work – it's about time the guys in the Capital Radio office donned some silly pink outfits!

That just leaves me to say a huge thank you for all your help. Everyone here at Breast Cancer Care really appreciates your incredible efforts. None of the amazing work they do to improve the lives of people living with breast cancer all over the country would be possible without the fantastic fundraising efforts of people like you.'

**Thank you**

**Lisa Snowdon,  
Breast Cancer Care Ambassador**



# Dress to impress

An easy way to liven up your office or school for your Pink Friday is to get everyone to donate £2 and ask them to wear pink for the day. This could be a pink pair of socks for the reserved types amongst us or a top-to-toe pink outfit for those who really want to unleash their inner pink.

## Love parties? Love fancy dress?

Why not hold a fancy dress party with a pink theme? You could ask your guests to make a donation and have a prize for the best costume.



## Need a pink outfit?

Head down to Dorothy Perkins, official retail clothing partner of Pink Fridays, on 28th October when they are holding their Pink Friday events.

**DOROTHY PERKINS**

proud to support



'I had a Pink Party where we drank pink drinks and wore pink outfits. One of my friends is a beauty technician so she did our nails professionally, in pink of course, and we all made a donation in return.'

**Sarah, Birmingham**



## Why stop at pink clothes?

If you really want to unleash your inner pink, how about getting sponsored to dye your hair pink?



## At school why not create a Pink Fridays dressing up box?

All ages can join in by paying a donation to choose a fancy dress item to wear all day in class.



# Eat, drink and be merry

Why not entice your friends and colleagues into donating with some baking. A few pink cupcakes will liven up your tea break no end.

## Are you the hostess with the mostess?

Why not cook a three-course dinner and invite your friends to come dine with you – in return for a donation to Breast Cancer Care of course. You could even theme your menu around the colour pink – prawns, salmon, trifle... the possibilities are endless.



**Fill a jar with sweets (the bigger the better)** and get people to donate £2 to guess the amount of sweets in the jar. The person with the closest guess keeps the sweets.

'By opening our house up for a Pink Party in the evening, we were able to invite family and friends. We charged a £3 entrance fee (£1 for kids) for a cup of tea and a bun. Guests could then spend more money on the bring and buy cake stall, raffle, tombola and face-painting.'

**Nicola, South Yorkshire**



## Milk, no sugar, please

Get your boss a pink apron and put them on tea-making duty for the day. Ask everyone at work to pay £2 to have a cup of tea and biscuits made by the boss.



## Let them eat cake

Do you make magnificent muffins or know someone who cooks terrific tarts? Hold a pink bake-off to see who the best baker is, then sell or raffle the treats.



# Get the party started

Everyone loves an excuse to have a good old knees up, so hold a **Pink Fridays party to have fun with your mates and raise money for Breast Cancer Care.** The venue could be anywhere from your front room to a local community centre or even a pub. Just invite all your friends or colleagues to your party and ask everyone who attends to make a donation.

## Have you got the x-factor?

Contests are a great way to have fun and raise extra cash at your party. How about a karaoke competition or a dance-off? Charge £2 to enter and offer a prize for the winner.



'Pink Fridays are always great fun [they have held Pink Fridays for the past three years] and approached very positively and with lots of enthusiasm. Everyone enjoys dressing in pink, including the men! We have had personal contact with breast cancer via our club members. We are committed to Breast Cancer Care and recognise its valuable work throughout society.'

**Maureen and Michelle Jones,  
Walk this Way line dancing club  
Wolverhampton**



## Zumba fever

If you're a Zumba fan you could ask your instructor to make your class pink for the day and have your own pink fitness party.

## Under the hammer

Ask everyone to donate a pink item and auction them off.

## Get raffle ready

Why not hold a tombola or raffle? Ask local businesses to donate prizes and charge £2 a ticket.

# Anything goes!

A piece of rope, a cake, a pair of trainers, a can of baked beans – pretty much anything you can think of can be turned into a fun way to raise money.



## Feeling crafty?

If you have friends who are crafty sewers or knitters ask them to donate one of their handmade creations to sell at a craft fair.



## Guess who?

Photograph your colleagues in pink disguises and then get everyone to pay £2 to guess who they are and win a prize.

'I have been living with breast cancer for two years now and have received fantastic support from Breast Cancer Care. When I heard about Pink Fridays I thought it would be a great opportunity to give something back.'

**Nikki, Bournemouth**



## Pamper party

Indulge yourself and your friends in the name of charity by having the girls over for a pamper evening. Create a spa in your living room and charge everyone £3.

## All the fours...

Invite your mates over and raise money with a game of bingo, the proceeds going to Breast Cancer Care and a prize for the winner.



# The serious bit...

**Every 10 minutes someone in the UK hears the shocking news that they have breast cancer. They'll probably feel frightened and confused – and their family and friends might need help too.**

Breast Cancer Care provides information and offers emotional and practical support to those affected by breast cancer TODAY. We care because we've been there, and we know how to help. At a time when a person affected by breast cancer is feeling vulnerable and doesn't know where to turn for help, Breast Cancer Care is here for them, with services such as HeadStrong.

HeadStrong is a free service run by specially trained advisors, offering practical information and support around hair loss due to cancer treatment.



**'For many people, losing their hair can be one of the most upsetting and unfair side effects of breast cancer treatment. It's amazing to see the difference in people's self-confidence after they've attended one of our HeadStrong advice sessions.'**  
**Gloria, HeadStrong volunteer**

**£2** pays for a headscarf set, helping to boost the confidence of a woman who has lost her hair as a result of her breast cancer treatment.

**£52** pays for a personal appointment with our HeadStrong service to help women cope with the distress of hair loss as a result of cancer treatment. As well as practical advice and information, women have the chance to try scarves and hats and find something which suits them.

## How we are different from other breast cancer charities?

There are a lot of cancer charities today – many of them doing excellent work in funding research. Research into breast cancer is vital for finding out the causes and treatments for the disease.

But the work of Breast Cancer Care is about people affected by breast cancer TODAY. We are right here, right now helping to improve the lives of the hundreds and thousands of people living with breast cancer TODAY.

## Why we need your support?

Breast Cancer Care is an independent charity and we receive less than one per cent of our funding from the government. We are reliant on voluntary donations from individuals and organisations to fund our vital services. This is why you and your Pink Friday is so important to us.

Our services are free thanks to the generous support of people like you.

However you unleash your inner pink this October, the money you raise will make a huge difference to the people who look to us for help.



**Thank you. We couldn't do it without you.**



# Let's go

There's no time like the present to start organising your Pink Friday. This section is here to help you organise your event. Use the to-do list below to make sure your Pink Friday goes with a swing.

## To-do list

- Decide on the date, time and venue of your Pink Fridays event.
- Send out your invitations – you can use the ones included in this pack and download more if you need them.
- Tell everyone about your event – there is a poster in this pack to get you started and you can download more if you need them.
- Organise your decorations (we've included balloons, stickers and a money collection box – let us know if you need any more).
- Ask local businesses to donate prizes for your pink event.
- Do the shopping for your pink food and drink.
- Hold your Pink Fridays event, have fun and raise as much money as you can.
- Send in your money.
- Send your Pink Fridays stories and photos to [pinkfridays@breastcancercare.org.uk](mailto:pinkfridays@breastcancercare.org.uk)

## You can also order:

### Pink Fridays T-shirt

Our limited-edition T-shirts are available in sizes S-XXL and cost £8 each, including P&P.

### Pink ribbon pin badges

Selling our pin badges is an easy way to make money, or you could use them as small prizes for quizzes or raffles.

To order any of our Pink Fridays items, or to get extra posters, invitations or stickers call **0870 164 9422** or visit [www.breastcancercare.org.uk/pinkfridays](http://www.breastcancercare.org.uk/pinkfridays)



# After your event

We hope you had fun at your Pink Friday, there's just one last thing that you need to do... remember to send us the money you raised. Here's how you can send it to us.

## Paying in cheques

Use the unique paying-in slip attached to the letter you received with this pack at any branch of HSBC. Or, send a cheque made payable to 'Breast Cancer Care,' together with the money return form found on the back of your letter in the pack. Please post your cheque with the form to us at Pink Fridays, Breast Cancer Care, Freepost RG172, Bracknell RG12 1ZY.

## Paying in cash

Use the unique paying-in slip attached to the letter you received with this pack at any branch of HSBC. However, if you cannot get to a branch of HSBC, you can pay your cash in at any bank. But please be aware, we might have difficulty linking the payment to you and thanking you, if you do not pay it in at HSBC. You may also be charged a small fee by the bank.

## Paying in online

You can pay in the money you have raised online at [www.breastcancercare.org.uk/pinkfridays](http://www.breastcancercare.org.uk/pinkfridays)

If you require paying-in slips, call our hotline on 0870 164 9422. Extra money return forms can be downloaded from our website. Please pay in to Breast Cancer Care all money raised within three months of your event.

## Thank you

We really appreciate all the hard work and support that you, your friends and colleagues give us. Once we have received your money, we will send you a thank you letter and personalised certificate. If you'd like a personalised thank you or would like someone to receive a special mention, please pay in online or send us a cheque rather than paying in at a bank. These options will allow you to provide us with more detail about your event.

## How did your Pink Friday go?

We'd love to hear all about your Pink Friday. Please send your stories and photos to: [pinkfridays@breastcancercare.org.uk](mailto:pinkfridays@breastcancercare.org.uk)

# Important information

We want your Pink Friday to be a success and everyone to have a good time. To help ensure everyone has fun and stays safe it's important that you take a few minutes to consider legal and health and safety concerns of your event. The simple rule is – use your common sense and if you are not sure about something, just ask us! Here are a few things to remember...

## Collections

There are a few simple rules to follow. You must not carry out house-to-house collections. You must not collect in any public place without first obtaining a collector's licence from the appropriate local authority. If you plan to collect on private property (including shops, pubs, etc) you must first obtain the permission of the owner.

## Raffles

A raffle is a great way to raise money and raise awareness of our services. Guidelines on holding a raffle are available from our website at [www.breastcancercare.org.uk/pinkfridays](http://www.breastcancercare.org.uk/pinkfridays) or contact your local authority.

## Promotion of your event

Please seek approval from us if you are planning to produce any additional materials bearing the Breast Cancer Care name or logo, or anything that

discusses the work of the organisation, prior to printing and distribution. Ensure that all materials include the text 'Registered charity in England and Wales 1017658'. For Scotland include 'Registered charity in Scotland SC038104.'

## Food hygiene

This is very important at a Pink Friday where there will be lots of yummy food. Make sure any food is stored, prepared and cooked correctly at your event.

## Safety at your event

Breast Cancer Care does not accept any liability for any loss, damage or injury as a result of your fundraising activity or event. Breast Cancer Care's insurance does not cover property or personal liability for any injury suffered by yourself or anyone else as a result of your fundraising activity or event.

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