



ovacome..

ovarian cancer

Golf Fundraising Pack



Hello!

Thank you so much for your interest in supporting our work by holding a golf tournament, this is so kind of you. Ovacome is the UK's national ovarian cancer support charity. We provide expert guidance, personalised information, emotional support and resources to people diagnosed with ovarian cancer or who are worried they might be at risk, as well as to their families and friends. We also focus on creating community and providing spaces where those affected can come together, share their experience and benefit from peer support in a safe environment.

Ovacome receives no government funding and so relies mostly on fundraising and donations from our supporters. We are constantly raising funds to continue our work and so appreciate every contribution. Our free support services really are vital for those impacted by ovarian cancer, an often overlooked and misdiagnosed disease. As one woman wrote 'Ovacome offers a life raft when everything seems overwhelming'. Your support makes our work possible.

What your fundraising will achieve



£117 could train five health professionals on how to recognise the signs of ovarian cancer and on patient support needs.

£336 could allow us to raise awareness of the signs and symptoms of ovarian cancer among 7200 people.

£992 could pay for 1 year of online support groups and workshops for someone diagnosed with ovarian cancer.

Planning your golf tournament

We advise getting started at least 1 month in advance.

1

Appoint a committee of at least five volunteers to help you plan and run your event. Put each person in charge of a specific part of the planning process.



Pro tip: approach your club's board members – they may have connections to other leaders in your community who can help publicise your tournament, sell tickets and find sponsors.

2

Choose and book a golf course that meets your requirements. Things to consider: size, course conditions, facilities, equipment, experience hosting similar events, accessibility and overall value for money.



3

Set a date for the event. This may depend on when your chosen golf club has availability.

4

Pick the format of your tournament and plan the schedule. Different kinds of tournaments have different benefits – weigh these up when deciding. Scramble or best ball events work well if you have high numbers of beginners participating. Stroke plays are great if you're going to have a large donor base attending. Match plays are good if your donors are playing in teams.



Consider whether you want to theme your tournament. Finding a theme that fits your organization can be a fun way to show your creativity and attract a new pool of participants.

5

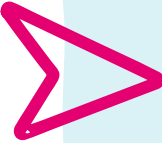
Set a budget and stick to it. Always ask about charity discounts and donations of goods. To make sure the tournament generates more revenue than expenses, understand your average cost per golfer. This should include golf course fees, food and drink (many golf tournaments include a fundraising dinner or lunch), signage, awards, prizes, and marketing material. Averaging the cost per attendee will help you work out how much to charge per ticket.

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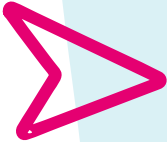
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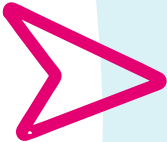
Beyond event ticketing, there are countless other opportunities to raise funds at your tournament. Consider:



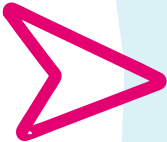
Selling tickets as foursomes. The best way to sell foursomes is by word of mouth and personal invites. It's a lot harder to say no to a friend or colleague than to an email or social media post. Ask your event committee to find at least the number of foursomes to cover your event costs.



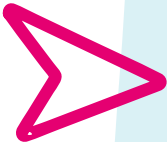
Finding sponsors. If a local or national corporation is willing to support your event with a substantial donation, you can offer them a naming sponsorship. Other companies can support your tournament with 'hole' sponsorships. These can be offered for a sum in exchange for the company's name and logo being added to the signage of a particular hole. It is best practice to find a different sponsor for each hole.



Offering Mulligans. Mulligans are a second chance to swing, and golfers can buy as many as they want before or during the game. Selling mulligans is an excellent way to raise more funds with limited effort.



Contests, games, a raffle and/or a silent or live auction. These can take place after the tournament itself, for example during dinner, and can add hundreds, even thousand to your revenue depending on your prizes. If your event is being held at a private club, ask for a foursome donation to include in your auction. Be sure to ask around for donations from other local clubs too.



Collecting on the day. You may want to station collection buckets around your venue, for example for loose change at the bar, or have someone moving between tables in the evening.

Continued...

8

With all this in mind, set a realistic fundraising goal, let Ovacome know the details of your event and we will help you set up a fundraising page on our website if you would like one.

9

Ask for help. In addition to your planning committee, you will need more volunteers on tournament day to run the games at each hole, help golfers around the course, sell raffle tickets and run your fundraising dinner and auction. Recruit friends, family, other members of your club and ask us! The Ovacome team may be available to assist with your event on the day.

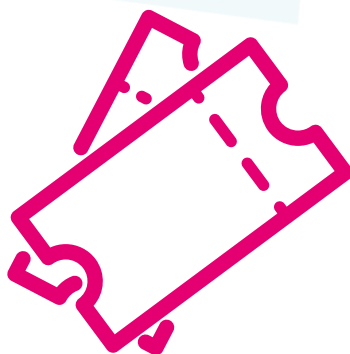


10

Order your fundraising materials. Get in touch with our fundraising team who will be able to supply you with Ovacome t-shirts, awareness materials, collection tins and even handmade items from our shop to raffle or branded merchandise to sell on a sale and return basis.

11

Promote your event. Advertising it on social media is the best way to create momentum around your event. You may also want to contact local news stations or create posters and leaflets to pin up at your club and in local community hotspots. Include 'who, what, when, where & why'. Keep it short and punchy. Use all your resources to help get the message out – ask everyone involved to share your ad far and wide. Tag Ovacome on social media to lend your event authenticity (see our different handles on page 6). Specify how to buy tickets and donate. Ask if your event can be included in any club newsletters or mail outs.



Continued...

12

In the run up to your event, ask your community to donate to your fundraising page or collect donations to send to us directly.

13

When the big day arrives, enjoy your event – you've earned it! Take lots of photos and raise as much as you can for those affected by ovarian cancer.

14

Send all funds raised to Ovacome (see page 7) and receive your certificate.



Fundraising tips



Ask us for a **letter of authorisation** to use as proof that you are supporting our charity when approaching organisations for donations.



Keep your **fundraising page** updated with your event and fundraising progress.



Change your **email signature** at work and/or at home to include the link to your fundraising page and a link to the Ovacome website, to show how your sponsorship could help people with ovarian cancer.



Start your fundraising page or sponsor form with a large donation to encourage others to follow suit.



Encourage people to tick the **Gift Aid** box. Gift Aid is a form of tax relief open to all UK tax payers. If you opt in, we can claim an extra 25p for every £1 you give at no extra cost to you.



Approach your **workplace** to see if they will match your fundraising total or make a contribution.



Take lots of **photos** at your event to post to your **social media** pages and tag Ovacome when you post them (Facebook and Twitter @ovacome - Instagram @ovacomecharity).

How to send in your money

There are 5 ways you can transfer funds to Ovacome...

CAF vouchers and other charity cheques: you must follow a different procedure for Charity Aid Foundation (CAF) vouchers. CAF vouchers will be issued to you by someone who has a CAF account. CAF vouchers cannot be paid into the event bank account and must be forwarded to Ovacome where we will process them and credit them to your event total. They must be made payable to Ovacome. Please also ensure that you write your name and event on the back of the voucher.

1

By an **online giving page** - all the money raised by online fundraising sites including Gift Aid, will be forwarded directly to us.

2

By **phone** - we accept all credit and debit card donations over the phone. Call us on **020 7299 6651**.

3

By **BACS** transfer - please contact us for our bank details.

4

By **paying slip** - Please contact us and we will post one out to you. The cash would need to be taken to any HSBC bank.

5

By **post** - please send money by cheque, postal order or CAF voucher only. Make cheque's out to 'Ovacome' and include a signed Gift Aid form if applicable. Please don't send cash.

Ovacome
52- 54 Featherstone Street
London
EC1Y 8RT

Important DOs and DON'Ts

Here are some tips to help you out:

These notes are intended as a brief guide and the points raised may or may not apply to your particular circumstances. It is important to note that all proceeds from an event held 'in aid of' Ovacome must benefit the charity directly. If you wish to collect money for other charities alongside Ovacome we ask that you clearly state which charities the donations will be going to and how they will be divided. It is very important that donors know exactly where their money is going.

Branding

Please use Ovacome branded materials at your event. T-shirts, ribbons and balloons are all available. We can send you our logo or poster templates. When using the logo please ensure it is stated that the event is 'in aid' of and not 'on behalf' of Ovacome.

Entertainment

If you plan to hold an event that includes live music, dancing or a disco you will need a temporary event notice that is available from the licensing department of the local authority. You should double check with the venue provider as they may already have suitable insurance for your event.

Alcohol

If you are planning to sell alcohol at the event you need to contact the local authority's licensing department for a temporary event notice as soon as possible. If your event is taking place in a licensed premise where the bar is being run by the licensee you do not need a license.

Insurance

Ovacome cannot accept responsibility for any loss, damage or injury at a fundraising event. The charity's insurance policies do not cover property or personal liability for any injury suffered by yourself or anyone else as a result of your fundraising. Please insure that you are suitably covered for any loss damage or injury.

Raffles, Lotteries & Prize Draws

Activities such as raffles, lotteries and prize draws, where a winner is chosen by chance, are governed by gambling legislation. These activities are permitted when they take place at a fundraising event and the winner is announced at the event, otherwise a licence may be required. The money made from raffles can cover the expense of the event being held. We have lots more information available on these activities so please contact us if you have any more questions.

Thank you for supporting us!

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ovarian cancer

Registered Charity no. 1159682

52-54 Featherstone Street

London EC1Y 8RT

Phone: 0207 299 6651

Website: www.ovacome.org.uk

Email: fundraising@ovacome.org.uk

Support Line: 0800 008 7054 General Enquiries: 0207 299 6654

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The ovarian cancer community

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DONATION FORM

Title: Name:

Address:

.....

..... Postcode:

Email:

Telephone:

Donations

I wish to donate (in £):

Card Type:

Card Number:

Expiry Date:

Security Code (last 3 digits on back of the card):

Please make cheques payable to 'Ovacome'.

Gift Aid can increase your donation by 25% at no cost to you by enabling us to reclaim the tax. If you are a UK taxpayer and wish us to benefit from this scheme please complete the following declaration:

I would like Ovacome to reclaim the tax from the Inland Revenue on all donations I make until I notify you otherwise. I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that the charity that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I give or have given in the last four tax years.

Signature:

Date (DD/MM/YY):



STANDING ORDER FORM

To (the manager of your bank):

Address:
.....
..... Postcode:

Please pay Ovacome the sum of:

On (date, DD/MM/YY):

and monthly/quarterly/annually (delete as appropriate) and thereafter until further notice.

My Bank Details

Name:

Account Number:

Bank Sort Code:

Date (DD/MM/YY):

Ovacome Bank Details

Name: Ovacome

Account Number: 00006462

Bank Sort Code: 40 52 40

Address: CAF Bank, 25 Kings Hill, West Malling

Kent Postcode: ME19 4JQ

Please return to: Ovacome, 52-54 Featherstone Street, London, EC1Y 8RT



GIFT AID FORM

Name:

Address:

.....

..... Postcode:

Telephone:

Email:

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