



## Campaign, Fundraising and Supporter Pack



**Our initiative “Pull your finger out” is aimed at encouraging both greater awareness of prostate disease and its symptoms, and encouraging more men who become aware of potential signs and symptoms to get these checked.**

Why?

**Because prostate disease is a major issue but a little known problem...**

- Prostate disease and prostate cancer are little known about. A recent survey showed that over half of all men are unclear on where their prostate is, and over 50% of men over the age of 55 were unaware of the main symptoms of prostate disease. We need to change this! Especially as it's such a common problem with almost 1 in 2 men being affected by prostate disease at some point in their life.
- Only men have a prostate. It's a small gland about the size of a walnut inside the pelvis and below the bladder. It wraps around the 'water pipe' called the urethra that allows urine to pass from the bladder to outside the body. After the age of 40, the prostate begins to enlarge and can squeeze the urethra causing possible difficulties for the man when passing urine.
- The prostate produces a thick clear fluid that mixes with sperm to form semen. It also produces a protein called Prostate Specific Antigen (PSA) which makes semen more fluid and helps sperm swim more easily.
- PSA normally spills out into a man's bloodstream so PSA levels can be measured with a simple blood test. This blood test can help doctors detect any problems with the prostate and can help monitor prostate disease and prostate cancer.
- Common symptoms of prostate disease and prostate cancer include; passing urine more frequently during the day and the night, difficulty in passing urine and the risk of 'getting caught short'. Sometimes with early prostate cancer there may be no symptoms.
- Prostate cancer is the most common cancer for men in Scotland. 1 in 10 men are at risk of developing prostate cancer during their life. In Scotland, 9,316 men in Scotland died from prostate cancer between 2005 and 2015.
- The Health Service in Scotland has projected a 35% growth in the occurrence of prostate cancer over the next 10 years in light of demographic changes.
- If a brother is diagnosed with prostate cancer then a man is 2-3 times more at risk; if a father is diagnosed then sons are 2 times more at risk. African/Caribbean men are also 3 times more at risk of prostate cancer than other ethnic groups.
- The survival rate from prostate cancer is increasing and now more than 80% of men in Scotland are surviving it- we are working to increase the survival rate even further.

- Early detection, diagnosis, and treatment are key to improving the rates of cure. **So if symptoms are noticed then the best course of action is to make an appointment with the GP.**
- Not all diseases of the prostate are prostate cancer or will lead to prostate cancer;
- And finally .... There is only one 'R' in prostate!

If you are worried about your prostate and want further information visit <https://www.prostatescotland.org.uk/worried-about-your-prostate>

For further information about prostate disease and prostate cancer and tests and treatments click <https://www.prostatescotland.org.uk/disease-tests-and-treatments>

For the symptom self checker click on <https://www.prostatescotland.org.uk/symptom-checker>

## About Prostate Scotland

Prostate Scotland is a registered Scottish charity set up in 2006 Registered Scottish Charity No SC037494. Our aim is to ensure that men and their families from all over Scotland have access to information about prostate cancer and disease.

### What we do:

#### Inform

- Providing relevant leaflets and posters on prostate cancer and disease
- Running campaigns to raise awareness of prostate cancer and disease

#### Support

- Providing an award winning state of the art interactive website.
- Producing regular newsletters, information and advice.

#### Advance

- Working with and lobbying government and NHS to keep prostate cancer and disease high on the agenda
- Collaborating with other organisations to further work on prostate cancer and disease issues
- Researching into future services and treatment needs for men with prostate cancer and disease.
- Working to support the availability of latest treatment and equipment for prostate cancer and disease – this included our recent successful Blue Horizon Robot Appeal which raised close to £3m to help bring robot assisted prostate cancer surgery to Scotland. To date over 450 men with prostate cancer have had access to this most advanced surgical treatment.

Our Board of trustees is made up people with personal knowledge and experience of prostate disease, as well as some of the leading medical experts on prostate disease and on cancer in Scotland. Since our establishment we have concentrated on developing awareness of the disease across Scotland. We have an award-winning interactive website,

with information about the range of prostatic diseases and about how and where to get treatment. You can find it at [www.prostatescotland.org.uk](http://www.prostatescotland.org.uk)

As a small charity we rely both on people giving up their time to help us, and donations. We aim to spend as much of our income as possible directly on our core work of combating the effects of prostate disease and prostate cancer - last year only 17% of our income went on administration and support costs. The vast majority of our funding comes from voluntary sources, either in the form of donations from individuals, from fundraising events or from trust and foundations or community groups. We were proud and humbled to be awarded Health Charity of the Year in November 2017 in the Charity Champions Awards.

### About our initiative

Our current initiative is called "Pull your finger out" – we are asking you to help us to help others by raising awareness of prostate disease.

### Here are some examples of how you could "Pull your finger out" to help raise awareness:

- Talk about our campaign with the men in your family
- Share a link to our website [www.prostatescotland.org.uk](http://www.prostatescotland.org.uk)
- Wear our wristband, badge or t shirt
- Hand out our [awareness and information leaflets](#)
- Put awareness posters up in the toilets at your workplace, or sports or social club
- Organise [an awareness and information talk](#) in your workplace
- Follow and like our Facebook page: [Prostate Scotland Fundraisers and Supporters](#) or our Twitter page [@prostatescot](#)
- If you would like awareness literature, such as our Brief Guide to Prostate Disease or our information leaflets and booklets you can order them online at <https://www.prostatescotland.org.uk/resources> or by writing to us [info@prostatescotland.org.uk](mailto:info@prostatescotland.org.uk) or by post at Prostate Scotland, 14 Torphichen Place EH3 8DU.

You may be thinking about fundraising in aid of Prostate Scotland, in which case we are delighted!

### Here are some examples of how you could "Pull your finger out" and fundraise:

- Take part in an [organised event](#) e.g. running, cycling or walking in established events such as the Glasgow Marathon, Pedal for Scotland Cycle Challenge or the Kiltwalk and ask friends and family to sponsor you. Click through to our website for more details.
- Organise **your own event** in aid of Prostate Scotland – such as a more leisurely walk, or sponsored cycle ride, and again ask friends and family to sponsor you.
- Organise a **social event** - such as a coffee morning, or quiz night.

### How your fundraising will help us:

Your fundraising will help us in our work to raise awareness of and to provide information to men and their families about prostate cancer and disease and also in our research work into the future treatment needs of men with prostate cancer and disease.

**Our current research project** is aimed at looking at the future services and treatment needs of men with prostate cancer and disease in Scotland, in view of the projection by the Health Service in Scotland of a 35% growth in the occurrence of prostate cancer over the next 10 years in light of demographic changes. The project is involving men and clinicians from

right across Scotland and we hope will offer significant insights into the support, services and treatments that men with prostate cancer in Scotland need and help offer some potential solutions to future services developments.

**We are continuing our work to ensure that men have access to the latest treatments, as well as treatment information.** A recent key task which we completed was a successful £2.8m appeal to help enable the introduction of robot assisted prostate cancer surgery for men with prostate cancer in the south, east and west of Scotland. To date over 400 men with prostate cancer have had access to this most advanced surgical treatment.

**We have recently developed new information guides for men with prostate cancer** including on radiotherapy, minimally invasive surgery, brachytherapy chemotherapy, hormone treatment as well as on bone pain. These booklets are now available in the vast majority of hospitals in Scotland. Last year we distributed nearly 11,000 detailed treatment guides, in addition to tens of thousands of more general awareness booklets and leaflets.

**Our multifunctional website, which provides information on prostatic disease, is constantly updated with changes and advances in treatments.** Last year, our website was selected by panellists at Feedspot as one of the top 50 Prostate Cancer websites in the world - out of thousands on the web.

**We are continuing to deliver an Initiative on prostate disease information in the workplace** to increase awareness reaching people right across Scotland – and over the past year ran awareness workshops in businesses and organisations from Elgin to Campbeltown. We are also working in partnership with charities and health organisations to encourage the inclusion and adoption of greater treatment provision for prostatic disease in Scotland.

Think you'd like to know more about fundraising?

## Tips and ideas for Fundraising

Here are some tips to help you with you fundraising. Whilst it may sound daunting, fundraising can be fun but requires a little time!

- **Read our website, Facebook page and our Prostate Scotland A-Z of Fundraising Ideas at the end of this pack.** This will help you get some ideas to get started.
- **Set yourself a target** – this can help as it can be fun to see how you move towards that target- think of it like a running a long distance race – every step is getting you that bit closer to where you want to get to e.g. number of participants at a dance event.
- **People like to give** - one of the important things to remember about fundraising is that it is actually more straightforward than you think - many people are usually very pleased to be asked - and whilst not everybody can afford to make large donations, supporting you for a few pence/pounds per day soon adds up - and by sponsoring you they feel part of what you are doing. It can make people proud to think they have contributed!
- **Tell them why you are doing it** – it can be worth remembering also to tell them why you are doing it – people often like to know about the good cause they are giving to, and often they will mention it to someone else, who might just sponsor you as well. Also it can be worth remembering just a few key facts as to why the cause is worth supporting - we have included a sheet with a few facts about prostate disease and Prostate Scotland in this pack to help you.

- **Make it easy to give** - another key tip is to ensure that you make it easy for people to sponsor you - it may not always be the quite the right moment for them to fill in your sponsor sheet - but they might do so online later on- so it is worth setting up an on-line process whereby people can sponsor you. It also has the added advantage that it makes it easier for friends or family who are far away to also support you. The best such systems enable people to donate directly online saving you the hassle of having to collect in all that cash.
- **Justgiving** - A very simple and free way of doing this is through an organisation called *Justgiving* - which is straightforward, and saves you a lot of time and with whom we at Prostate Scotland have worked for a while now. Justgiving enables you very quickly to set up you own site and with your own details, enabling you to see who has sponsored you, and even for you to have a special automatic thank you facility to any donors who sponsor you, and a means for them to leave you a message. This site enables people to donate there and then and also add any Gift Aid (see below) directly. Justgiving can be found at [www.justgiving.com](http://www.justgiving.com) and Prostate Scotland's site on it is at <https://www.justgiving.com/prostatescotland>
- All it takes is a five step process to set up your very own page and receive your own web address. At the second stage you will be asked for your chosen charity (Prostate Scotland) and all you have to do is select it from the list and click on it - then it will set up payment facility to your Justgiving account directly. This will then inform us that any monies raised have come from you, without you having to make time consuming transfers.
- We also have a site at **Virgin Money Giving** which is similar to Justgiving and also enables you to set up a fundraising page quickly and easily, allowing friends and family to sponsor you. Go to <https://uk.virginmoneygiving.com/giving/> and search for Prostate Scotland.
- We also have a site at **BT MyDonate**, which is similar to Virginmoneygiving and Justgiving, please go to <http://www.btplc/mydonate/charities/prostatescotland> to set up a page.
- **Use social media** – you can tell your fundraising story on your social media accounts, and paste a link to your online page. You can also include a link to the Prostate Scotland website if you wish. Please get in touch with us if you would like us to post news of your fundraising or awareness raising activity on the Prostate Scotland website or Facebook page (search for Prostate Scotland Fundraisers & Supporters), or on the Twitter page @prostatescot. Social media is a helpful tool in raising awareness of our cause and you can help us do this by not only liking our posts but also following and liking our pages too.
- **Leaflets** - we have leaflets available in case you wish to hand them to any of your supporters or make them available in your school, college, workplace or community centre, or place of worship. Don't forget if you are placing them somewhere to attach a form or a note to say that you are seeking sponsorship so that they know how and who to support.
- **Use notice boards or meetings** - sometimes it can be a bit daunting to ask everyone individually – find out if it can be mentioned at a team meeting, or departmental gathering or if a college or School at Assembly – or ask the office staff if there is a notice board on which you can post a notice and sponsorship form, or even better have it mentioned in a newsletter if there is one -people often like to know what their friends and colleagues are doing. Maybe there could be permission given for a Tannoy announcement.



- **Mention it to colleagues, friends and parents-** Perhaps photographs could be taken for the College /School notice board, or put in your organisation's the magazine. Also does your company/organisation/ college/school have a website/intranet – if so could you get your fundraising efforts mentioned on this?
- **Gift Aid** – did you know that the taxman can add an extra 25% onto a donation, if the person is a UK resident and taxpayer and will be paying at least as much tax as they are likely to reclaim from their donation . All they need to do is to confirm that they are a taxpayer and agree that they wish their donation to be eligible for Gift Aid and contribute their name and home address and tick to acknowledge that they agree to Gift Aid applying to their donation. In return the amount they have sponsored you for goes up by a just over quarter.  
To help you we have included a sample declaration on the sponsorship form we are providing in this pack, which simply involves a person confirming that they would like Gift Aid to be claimed. It would be helpful for our records in reclaiming the tax if you would return the completed forms to us.
- **Fundraising materials-** we have leaflets and posters and other promotional materials that we are happy to provide for awareness purposes. If you are producing your own materials please note that all your fundraising materials should make it clear that you are fundraising in our aid but that you do not represent the charity.
- **Events** - Sometimes direct sponsorship may not always the best way or the most fun away to get people to support your efforts – you could try a sponsored evening or quiz with the proceeds going towards supporting your cause. Think up your own theme that fits your circumstances best, as if it has your imprint on it - it will feel more personal and more fun.

However it is important that that whatever event you organise that you **consider safety** issues – don't choose something that could lead to someone getting hurt, or if you are under 18 make sure that there is an adult aware of your activity and you have your parents'/guardian's consent.

- Consider if you may need to carry out a risk assessment, and if people participating might need to sign disclaimer forms accepting that they undertake the activity at their own risk, and/or if they might need insurance. We have disclaimer forms available. If the event is taking place in a school remember to check that you have the school's/college's permission.  
*Prostate Scotland regrets that it cannot be held responsible for fundraising activities that are organised in its aid and which the charity is not directly organising.*
- Ensure participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviours expected.
- Ensure that your event is properly and adequately supervised. Where children are included this includes:
  - Providing adult supervision
  - Checking that the child's parents/guardians have given their permission for their child to take part
  - Carrying out appropriate background checks if adults are to have unsupervised access to children
- Check whether you need any special licence: e.g. a public entertainment licence or licence to sell alcohol
- **Public Collections** - Please note that if you are thinking of carrying out a public collection that under Charity Law there are special rules about this (to protect

individuals and charities) and public collections such as going house to house or in a public place require the permission of the local authority and a special licence and you must obtain these before undertaking a collection. If you are collecting on private property it is always best to seek the permission of the person or organisation whose property it is.

- **Lotteries and raffles** - A raffle is known in legal terms as a lottery and all lotteries are governed by the Lotteries and Amusements Act 1976, but a raffle held as part of an 'exempt event', such as a pub quiz or community fete, usually does not require a licence. The Gambling Commission states that incidental and non commercial events 'at such events where any money raised is not for private gain, you can run an incidental non-commercial lottery without a licence. All tickets must be sold at the location and the draw must take place during the event, which may last more than a single day. The promoters of the lottery may not deduct more than £100 from the proceeds in respect of the expenses incurred in organising the lottery, such as the cost of printing tickets, hire of equipment and so on. No more than £500 can be spent on prizes (but other prizes may be donated to the lottery) and the lottery cannot involve a rollover of prizes from one lottery to another'.

It should be noted that there are strict and complex laws relating to lotteries and raffles and we would ask that you consult us before organising a lottery or raffle in aid of Prostate Scotland which is not part of an 'exempt event,' as it may require you getting permission from the local authority or Gambling Commission. These should also not be considered by anyone under 18. Some further information is provided below as an annex. There is also some very helpful information about organising a raffle at the website from the Institute of fundraising at <https://www.institute-of-fundraising.org.uk/home/> There is also helpful information from the Gambling Commission about licensing and lotteries, with a section specifically on fundraising at <https://www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising/Fundraising.aspx>

- **For your safety** please try to keep any funds raised in a safe place and please do not put yourself at risk by carrying them around. Many offices have safes/lockable cabinets where funds can be kept safely overnight. If you are fundraising in a school/college you may want to ask the college or school office to look after them, or a teacher to look after the funds for you after you have collected them.
- **Lastly** do remember once you have completed your fundraising to tell your supporters/sponsors of your achievement – they will be pleased to know and gently ask them, if they haven't already, to give you their sponsorship donations. Tell them how much you have raised and send it and any sponsorship forms to Prostate Scotland (though please do not send cash through the post as it might get lost- please ask someone such as your finance office, or a teacher if they might instead send a cheque or postal order for the same amount to Prostate Scotland for you). Our address is 14 Torphichen Place Edinburgh EH3 8DU. Alternatively if you prefer to send the money electronically via a bank transfer our details are:-

○ Name of Account	Prostate Scotland
○ Number of Account	08044600
○ Sort Code	83-91-35
○ Bank	Adam and Company, 25 St Andrew Square, Edinburgh, EH2 1AF

Please keep in touch with us at [info@prostatescotland.org.uk](mailto:info@prostatescotland.org.uk) to let us know how it's going!

**Thank you – and good luck!**



## Information regarding lotteries and raffles

A raffle is known in legal terms as a lottery and all lotteries are governed by the Lotteries and Amusements Act 1976, but a raffle held as part of an 'exempt event', such as a pub quiz or community fete, does not usually require a licence.

<https://www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising/Fundraising.aspx>

The following information is taken from the Gambling Commission's website to people running fundraising lotteries and raffles. They also produce a helpful leaflet about running a lottery and raffles, tombola's sweepstakes etc.

### Small society lottery

The society in question must be set up for non-commercial purposes eg sports, cultural or charitable. Proceeds must not exceed £20,000 for a single draw and aggregate proceeds from lotteries must not exceed £250,000 in any one year. If you belong to a society or club that wants to run regular lottery draws or raffles, you can register with your local licensing authority to run a small society lottery. A fee will apply.

### Incidental non-commercial lottery

These are held at non-commercial events, such as school fetes etc. At such events where any money raised is not for private gain, you can run an incidental non-commercial lottery without a licence. All tickets must be sold at the location and the draw must take place during the event, which may last more than a single day. The promoters of the lottery may not deduct more than £100 from the proceeds in respect of the expenses incurred in organising the lottery, such as the cost of printing tickets, hire of equipment and so on. No more than £500 can be spent on prizes (but other prizes may be donated to the lottery) and the lottery cannot involve a rollover of prizes from one lottery to another.

### Private society lottery

Any group or society, except those set up for gambling, and where the proceeds of the lottery go to the purposes of the society. If you run or are a member of a private society, as long as that society has not been formed for gambling, you can run a lottery or raffle for the benefit of that society without an operating licence from the Gambling Commission. Tickets can only be sold to members of the private society or guests on the society's premises. They publish further information such as [Organising small lotteries - November 2009](#) contains in-depth guidance on the rules for private society lotteries.

## Work, residents' and customer lotteries

### Work lottery

These can only be run and played by colleagues at a particular place of work, but this type of lottery cannot make a profit so is unsuitable for fundraising. You can run a lottery for your employees at a single set of work premises without an operating licence from the Gambling Commission, unless your workplace is subject to a gambling premises licence. All of the proceeds from ticket sales must be spent on prizes and expenses.

[Organising small lotteries - April 2016](#) contains in-depth guidance on the rules for work lotteries.

### Residents' lottery

These can only be run and played by people living at a particular address, but this type of lottery cannot make a profit so is unsuitable for fundraising. You can run a lottery for the

residents living in a single set of premises without a Gambling Commission licence. All of the proceeds must be spent on prizes or expenses.

## Prostate Scotland A – Z of Fundraising Ideas

- Aerobathon
- Afternoon Tea
- Antiques Roadshow
- Apple dunk.
- Arts and crafts fair
- Arm Wrestling
- Auction
  
- Bake off
- BBQ
- Barn Dance
- Bad Tie day
- Bag packing
- Battle of the bands
- Beat the goalie
- Bring and buy sale
- Bike ride
- Beard Grow and Shave
  
- Carol Service
- Christmas cards
- Colour theme days
- Cake sales
- Coffee Morning
- Collections
- Cooking Competition
- Concert
- Cricket match
- Car wash
- Chocolate ban
- Conga
  
- Diet
- Dooks/Dooking
- Danceathon
- Dress down day
- Doughnut sale
  
- Enterprise Days
- Eco day
- Eating baked beans with a cocktail stick
- Egg and spoon race
- Egg painting competition
  
- Fancy dress
- Five a side competition
- Film night
- Fashion show
- Face painting competition
  
- Game show
- Garage sale
- Garden party
- Garden Opening
- Glamorous Gran
- Go Kart Grand Prix
- Golf Day
  
- Guess the number
- Guess the name
- Guess the weight
- Guess the taste
- Guess Who
- Gunge Tank
- Give it up
  
- Hula Hoop Contest
- Hair braiding and plaiting
- Halloween party
- Head shave
- Hook-a-duck
  
- Indoor games
- International evening
- Indoor market
- It's a knockout
  
- Jailbreak
- Jazz festival
- Jumble sales
- Jewellery making/selling
- Joke-athon
  
- Kite flying
- Karaoke
- Knitting competition
- Knees competition

Line dancing  
Line of coins  
Litter picking  
Left-handed day

Money boxes  
Mile of coins  
Musical evening  
Mini Olympics  
Medieval Evening

New year resolutions  
Nearly new sale  
Name the teddy  
Netball tournament

Open garden  
Opera night  
Ornament sale  
Outward bound

Paintballing  
Pancake race  
Pantomime  
Parachute jump  
Pet show  
Plant sale  
Playstation competition  
Play your cards right  
Pop concert  
Postage stamps  
Pub games night  
Puppet show

Quizzes

Race night  
Raffle  
Raft race  
Recipe book

Recycling  
Ride the Bronco  
Rollerballing  
Roll-a-coin  
Roll the dice

Safari supper  
Shoe shine  
Sit in a bath full of...  
Skittles  
Skydiving  
Slimming contest  
Slippery pole  
Sponge throwing  
Sponsored silence  
Sponsored Shave  
Swear box  
Swimathon

Tablet sales  
Talent competition

Ten-pin bowling  
Tombola  
Toy sale  
Treasure hunt  
Tuck shop

Underwear party

Variety show  
Vehicle rally  
Virtual Events

Water sports  
Waxing  
Welly throwing  
Windscreen wash  
Wine & cheese party  
Wine tasting  
Woodcutting  
Wood working

Name .....

Address .....

.....

Postcode .....

**Sponsorship and Gift Aid declaration form**



**Please sponsor me**

(Name of Participant).....

To run/cycle/walk/other ..... in aid of **Prostate Scotland**

on.....(**Date of Event**) at the.....(**Name of Event**)

If I have ticked the box headed 'Gift Aid? ', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income/Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of my donations to charity and Community Amateur Sports Clubs it is my responsibility to pay the difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Full name	Home address (Not your work address)	Postcode	Amount £	Date paid	GiftAid? ( <input checked="" type="checkbox"/> )
<b>Total Donations:</b>					
<b>Total Gift Aid:</b>					
<b>Date Donations Given to Prostate Scotland</b>					

Please return to Prostate Scotland 14 Torphichen Place, Edinburgh EH3 3DU

Registered Office: Princes Exchange, 1 Earl Grey St, Edinburgh EH3 9EE. Registered Scottish Charity No. SC037494 Company No. SC306268

Registered Office: Princes Exchange, 1 Earl Grey St, Edinburgh EH3 9EE. Registered Scottish Charity No. SC037494 Company No. SC306268