



# WALKING FOOTBALL

The FA & The Bobby Moore Fund tackle bowel cancer

## Your fundraising guide

[bobbymoorefund.org](http://bobbymoorefund.org)



Registered charity in England and Wales (1089464), Scotland (SC041666) and the Isle of Man (1103).



**BOBBY MOORE FUND**  
TACKLING BOWEL CANCER



**CANCER RESEARCH UK**



# WHY MAKE BOBBY PROUD

The world's greatest footballers could not beat Bobby Moore, but sadly, bowel cancer did.

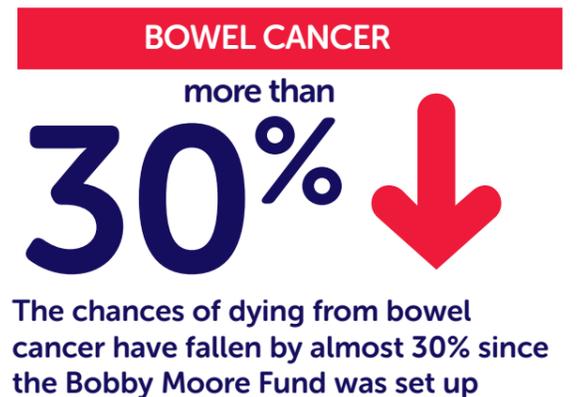
Bowel cancer is the fourth most common cancer and second most common cause of cancer death in the UK. 44 people die from the disease every day in the UK - equivalent to four football teams.

Stephanie Moore MBE established the Bobby Moore Fund as a restricted fund of Cancer Research UK in 1993. It's because of the support of people like you, that the Bobby Moore Fund is now one of the leaders in the fight against bowel cancer, funding world-class research that is helping more people to beat this disease than ever before.

Almost 42,000 people are diagnosed with bowel cancer in the UK every year, but if diagnosed at the earliest stage possible, more than 9 out of 10 people will survive for 5 years or more.

Inside this booklet, you'll find information to support your fundraising. We're also here to help you along the way, just call us on **0203 469 8170**.

If you would like to speak to someone about cancer, please call our cancer information nurses in confidence, on freephone **0808 800 4040**.



Thank you for raising money for the Bobby Moore Fund. With your support, you will help make a difference and change the odds so that even more people beat bowel cancer in the future.

# HOW YOU CAN MAKE BOBBY PROUD

Fundraising for the Bobby Moore Fund not only raises vital money to support research but can also increase awareness of bowel cancer.

Engaging your community prior to your event is a fantastic way to kick start your fundraising. To the right are some ideas to get the ball rolling.

However you decide to fundraise, you'll have an impact on our pioneering work. Thanks to the support of people like you, more than 5 out of 10 people diagnosed with bowel cancer now survive the disease for at least 10 years.



## KICK OFF YOUR FUNDRAISING

Using a CRUK Giving Page is a really easy way to pay your team's £66 entry fee, as well as any additional fundraising you do, and all the money that you raise is sent directly to us. Your County FA will have already set up a CRUK Giving Page while registering you for the Walking Football, so get in touch with them for the link!

## A TEAM EFFORT

Take on a sponsored challenge with your teammates before the event, like giving up alcohol or red meat.

## BAKE SALE

Victoria sponge, brownies or cookies? Why not compete for the title of Star Baker?

## STAY SAFE

However you choose to raise money, please make sure it's legal and safe. We've put together a simple guide to legal and safety issues for you at [cruk.org/fundraise-safely](https://www.cruk.org/fundraise-safely)

## BBQ

Host a BBQ before your event or on the day and get your friends and family to donate towards the cost of their food and drink

## GET THE BALL ROLLING

Why not share your CRUK Giving Page with your friends, colleagues and family? They could even sponsor you to compete in fancy dress.

## KEEPY UPPY CHALLENGE

Challenge your teammates for who can complete the most keepy uppies. Post your efforts on social media with #BMFWalkingFootball to encourage donations.

# GETTING STARTED

So you have your date, now it's time to spread the word



## **Kit out your page**

Our most successful fundraisers have really personal Giving Pages. Consider including the story of why you're taking part, regular updates and of course a thank you to your donors.

## **Spread the word**

Why not use your Facebook, Twitter and Instagram profiles to share your fundraising page and any photos or fundraising news?

Don't forget to include our hash tag **#BMFWalkingFootball**

Ask family and friends to share what you're doing with their friends and followers too.

## **Double your donations**

Lots of companies run a Matched Giving scheme. Why not find out if yours is one

of them and ask your employer to match the amount you raise? You could always suggest it if your company doesn't – it's tax-efficient for them and it could double your fundraising total!

## **Supporting materials**

Contact us on **020 3469 8170** if you need any additional fundraising materials to help you raise awareness of your activity and look the part on the day.

## **Need to pay in a cheque?**

Please make cheques payable to the Bobby Moore Fund and send to:

**The Bobby Moore Fund  
Cancer Research UK  
407 St John Street  
The Angel  
London  
EC1V 4AD**

# WHERE YOUR MONEY GOES

## THE LAST 5 YEARS

Together, the Bobby Moore Fund and Cancer Research UK have made great progress in understanding how bowel cancer develops. This new knowledge is improving our ability to spot the disease earlier and develop more effective treatments.

Big or small, whatever you raise, you should be proud to know that every pound will fund vital bowel cancer research that's saving lives.

**Together we will beat bowel cancer**

## READ ABOUT OUR RESEARCH

### COMPLETED RESEARCH

#### MANCHESTER

**Professor James Hill** led a late-phase clinical trial assessing the effectiveness of a stent inside the bowel instead of emergency surgery when the bowel is blocked. The results showed that having a stent before emergency surgery reduces the number of people requiring a colostomy later.

#### LONDON

**The late Professor Wendy Atkin OBE** discovered better ways to prevent and detect bowel cancer early through her research into new cancer screening and diagnosis techniques.

**Dr Jo Waller** has unpicked the psychology behind people's motivations and fears of bowel cancer screening to encourage more people to participate in the programme.

**Professor Ricky Sharma** has led a late-phase clinical trial investigating chemotherapy and selective internal radiation therapy (SIRT) for bowel cancer that has spread to the liver. SIRT uses tiny radioactive beads that travel through the bloodstream to the liver. The therapy is now available on the NHS and is helping to save lives.

#### SOUTHAMPTON

**Professor John Primrose** also led a clinical trial investigating the benefits of chemotherapy in patients with bowel cancer that has spread to the liver. His test showed the effectiveness of the drug cetuximab in addition to chemotherapy for treating patients with advanced bowel cancer. Cetuximab is now in use and is helping to save lives.

### ONGOING RESEARCH

#### LEEDS

**Professor Eva Morris** is creating CORECT-R – a huge collection of data from patients with bowel cancer from across the UK that can be used by researchers to better understand the disease.

**Professor David Sebag-Montefiore** is leading a late-phase clinical trial investigating the effectiveness of the chemotherapy drug irinotecan in helping treat patients with bowel cancer.

#### BELFAST

**Professor Daniel Longley** is exploring whether treatments that harness the power of our immune system to fight cancer could be used to treat people with advanced bowel cancer, when chemotherapy proves ineffective.

**Dr Patrick Johnston** is identifying causes of drug resistance in patients with bowel cancer to help develop more effective treatments.

#### EAST ANGLIA

**Professor Alastair Watson** is studying the link between bacteria and advanced bowel cancer.

#### BIRMINGHAM

**Professor Dion Morton** is leading a late-phase trial to investigate if having chemotherapy with the drug panitumumab before surgery helps stop bowel cancer growing or delays its return.



#### BRISTOL

**Professor Chris Paraskeva** is researching the biology behind bowel cancer to find treatments to prevent the disease from developing.

#### GLASGOW

**Professor Owen Sansom** is looking into how specific molecules inside cells control the development of bowel cancer.



## Thank you for supporting the Bobby Moore Fund



It's been over 25 years since we lost Bobby to bowel cancer. Thanks to research, more people are beating this disease than ever before. But we need to do so much more.

Bobby made the nation proud when he brought home the World Cup in 1966. Please support his legacy and one day we will all make Bobby proud and beat bowel cancer.

Thank you so much for your support,

*Stephanie Moore*