

getting your business involved



Norfolk's
Cancer Charity
Since 1980



Everyone knows someone affected by cancer. It is indiscriminate and hits family and friends from young to old. Big C is helping those impacted by this terrible disease across Norfolk and Waveney and working tirelessly to find a cure. Supporting this wonderful charity means that by association we can together make a difference.

The Alan Boswell Group are a Norfolk based firm of Insurance Brokers and Financial Planners.

Alan Boswell,
Executive Chairman
Alan Boswell Group

 **ALAN BOSWELL GROUP**
Insurance Brokers | Independent Financial Advisers



Every year around six thousand people in Norfolk are diagnosed with cancer.

In 35 years, the vision of our founders is realised daily. Thanks to the wonderful community of supporters, individuals and volunteers who have worked and fundraised tirelessly, over £25million has been raised since 1980.

This money has been invested in diagnostic and medical equipment at Norfolk's hospitals enabling more people to be treated locally with faster, more accurate and less invasive treatments and improved care rates. Big C's support for world class research taking place across the Norwich Research Park has funded some incredible developments in cancer research.

Big C Support and Information Centres across Norfolk and Waveney are used by thousands of patients, families and carers every year. With the kettle always on, valuable information about diagnosis, treatments, side effects and recovery is provided by trained staff; as well as practical help, emotional support, complementary therapies, and more.

Big C is as ambitious as it was 35 years ago and we will continue to do our very best to improve outcomes for those affected by cancer in Norfolk & Waveney.

Benefits to a charity partnership

Whether you are a small independent business, or a county wide or national organisation, corporate partnerships and brand association is an integral part of the corporate agenda, whatever your size of business.

It contributes to profit, and also measurably influences employee, customer and stakeholder behaviour, supporting Big C can allow for:

- positive media exposure
- employee engagement
- consumer engagement
- increased brand profile

Employees derive health, wellbeing and community benefits; and are motivated in the workplace. While customers become more engaged in the products or services and the brand will gain from increased exposure through multiple challenges.

88%

of customers are more likely to buy from a company that supports and engages in activities to improve society.

The UK Small Business Consortium

“It creates a good feeling for everyone who gets involved.”

Carla Shipp is Group HR Manager of the Midwich Group, an established Norfolk based international business who chose Big C as their charity of the year, and set themselves a £10,000 fundraising target.

Their support came through staff nominating Big C as its sole chosen charity of the year, having previously backed several other charities in previous years. “For us it has a different focus and is good to pour all our energy into one concern in order to produce a really worthwhile amount.”

The company has a charity committee that suggests fundraising ideas and look to promote activities that promote fun in the business. Events have ranged from the simplest £1 dress-down day, to a directors and senior staff car wash.

“Our forecourts certainly looked better and staff enjoyed seeing the managers get involved...”

In addition Midwich also supports Big C with the donation of technology based products for raffle and competition prizes.



Carla Shipp,
Group HR Manager
The Midwich Group

The Midwich Group are a Diss based organisation of trade only distribution technology specialists.

Ways you can get involved with supporting Big C

There are lots of great ways your organisation can get involved with supporting Big C, here are just a few examples:

event sponsorship

We aim to provide an opportunity for everyone to support Big C and we achieve this, in part, through fundraising events, ranging from challenge events, concerts to the slightly more sedate Big Cuppa's. The markets we reach range from young people, professionals, older people – all dependent on the event. Your company can have a prominent part in the promotion and reach of these events.

challenge your teams

Encourage and drive your staff and colleagues to sign up to a Big C event such as a skydive, cycle ride or one of the many events we organise throughout the year.

volunteer some time to help

Over the last year our volunteers donated over 40,000 hours in support of Big C activities. Our volunteers range from helping out in the shops through to leading and driving the organisation forward as trustees. There are always opportunities available and your company can be credited as providing the in kind support.

charity of the year

Pick Big C as your charity of the year and get some fundraising ideas together to reach your target. It is documented that this raises morale amongst staff, provides positive press and brand association and encourages team working throughout the organisation. Big C can assist in developing the ideas and promoting the partnership online and through the press.

donations of goods

Through its 10 retail outlets across Norfolk, Big C is able to raise significant amounts of money through good quality donations of clothes, books, furniture, craft items and bric-a-brac. The success of the shops means that we are always in need of good quality donations. Your company could set up a regular clothes amnesty or donation station to help us.

organise your own event

A great way of fundraising is to organise your own event and donate funds to Big C. Our fundraising team can support you with materials and also publicise the support received from your company.

The C T Baker Group are committed to raising funds and awareness of local charity causes, undertaking a range of imaginative and rewarding fundraising activities to achieve their aim. This is a charity close to many of our hearts and we know that our team will approach fundraising activities with enthusiasm and a desire to make a difference.

M J M Baker
The C T Baker Group

The C T Baker Group
is a family run North
Norfolk organisation
comprising of Bakers &
Larners of Holt, Budgens
of Aylsham & Holt and
CR Baker Building
Merchants.


C T Baker Group
Established 1770

A simple a-z of ideas

To get the ideas going here are our favourite 35 things you could do to raise funds for Big C!

- 1. Abseil down a Norfolk landmark.**
- 2. Adventure of a lifetime** – whether that is conquering Mount Kilimanjaro, Inca Trail or The Great Wall of China.
- 3. Afternoon Tea** – Put the kettle on, enjoy your favourite brew and get baking. A great fundraiser and social too!
- 4. Air miles** – collect your own and then raffle them off.
- 5. Amnesty day** – donate your favourite items for us to resell in our local shops.
- 6. Arts & Craft stall**
- 7. Auction** off a valuable item and donate a percentage of the sales. Items could vary from a tractor, to a car, wedding dress, jewellery to furniture.
- 8. Bad Tie Day** – we all have one! Charge your colleague to wear their most garish tie.
- 9. Barn dance**
- 10. BBQ**
- 11. Bed Push** - Gather a team and do a sponsored bed push 35km down the Acle straight from Norwich to Great Yarmouth.
- 12. Bingo** – Can be a regular fixture, or just a one-off. Tickets charge to enter.
- 13. Blue for Big C Day** - Rather than a dress down day, dress up in blue for Big C!
- 14. Bouncy castle** – Charge a bouncing fee and keep those children (and adults!) entertained.
- 15. Bungee jump** – The ultimate rush and a sure fire way to get fundraising donations in.
- 16. Cake stall** – Make your favourite bakes and sell to your colleagues or friends and family.
- 17. Car boot sale** – Cash in your old belongings in the aid of the charity.
- 18. Charity Car Wash**
- 19. Charity Ball** – Pick your theme, pop open the bubbles and away you go.
- 20. Christmas Carol Concert**
- 21. Darts or pool tournament**
- 22. Dress down Friday** – a certified classic! £1 per person to put on your favourite jeans before the weekend.
- 23. Dry month** – It is traditionally in January, but it can be anytime of the year. Get sponsored to have a month off your favourite tippie.
- 24. Five a side football tournament** – Round up your teams, schedule some fixtures and then charge to enter in a competition for a charity cup.
- 25. Garden party**
- 26. Head shave** – No more time spent on washing and styling your hair!
- 27. Marathons** – The ultimate in physical challenge. Got sponsorship for your epic 26 mile race.
- 28. Nature sponsored walks** – Pick your beauty spot and get those walking boots on.
- 29. Paintballing** – Organise competition challenges at locally run centres, asking players to donate to charity to enter.
- 30. Parachute jump** – Our favourite way to raise money for charity. Take to the sky and get the rush of a lifetime. ([Join our 'Big Jump - big-c.co.uk/bigjump'](http://big-c.co.uk/bigjump))
- 31. Pub quiz**
- 32. Sponsored silence** – A parent's favourite! Stay silent for as long as you can.
- 33. Swear box** – Incur a £1 fine for every %*\$# uttered. Place in strategic locations whether that is in the office, or by the TV during a football match!
- 34. Wheelbarrow race** - Pimp up your barrow with competition prizes for the best dressed entry and the fastest team.
- 35. Xmas Jumper Day** – Everyone loves a silly christmas jumper in the office!

For support and guidance on fundraising, get in touch with our fundraising team on 01603 619900 / enquiries@big-c.co.uk.



Our thanks to the generous support already given to Big C by organisations across Norfolk and Waveney



Clockwise from top left:
The team from Alan Boswell Group taking part in the Tour de Norfolk, staff from Priory Dental Care fundraising for Big C, Leeds Building Society taking on the Marriotts Way and finally the team from Jarrolds in Norwich.

Remember your organisation can associate itself with Big C by supporting our work in helping those affected by cancer in Norfolk and Waveney.

Contact us today to discuss how we can work together:



www.big-c.co.uk/corporate
enquiries@big-c.co.uk
01603 619900



Big C is a registered charity (No. 281730) and a company limited by guarantee, registered in England & Wales (No. 1521441), VAT Registration No. 688 7342 76. Registered office: 10a Castle Meadow, Norwich, Norfolk, NR1 3DE

join our events

in 2017

Saturday 3 June Steeplechase Derby

The Steeplechase Derby is back for Big C this June, with over 50 obstacles. A fun 5k race, choose to run 1, 2 or 3 laps, with muddy terrain and 'water wades' the ultimate muddy challenge is back.

 www.big-c.co.uk/steeplechase

Sunday 11 June The Big Bungee Jump

Big C is bringing our biggest challenge yet – the classic 160' crane bungee jump. Take to the skies on Sunday 11 June 2017 outside The Forum in the heart of Norwich for the ultimate daredevil challenge.

 www.big-c.co.uk/bungee

Saturday 8 July Colour 5k

The Colour5K run returns to Hoveton Hall to raise funds for Big C! Take part with friends, family and colleagues - run, have fun and be part of the most colourful event for Big C this year.

 www.big-c.co.uk/colour5k

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Connect with Big C online:



www.big-c.co.uk/events

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Sunday 6 August Run Norwich 2017

Run Norwich is a 10K road race around the city centre showcasing some iconic landmarks. Some 6,000 runners, of all abilities, are due to take part this year and Big C is one the official charities you can run for.

 www.runnorwich.co.uk / www.big-c.co.uk/runnorwich

Sunday 17 September Desira Tour de Norfolk

The Tour de Norfolk is back for 2017, with four new routes starting at the Norfolk Showground heading up to beautiful North Norfolk. Choose from a 20, 40, 70 or 100 mile route and cycle for Big C.

 www.tourdenorfolk.co.uk / www.big-c.co.uk/tourdenorfolk

Sunday 24 September Sanlam Go Dad Run

Go Dad Run is a brand new 5K run for men of any age, and we hope that lots of fathers, sons, brothers, partners, friends, colleagues and teammates will join us at Eaton Park in Norwich to take part and make a difference.

 www.godadrun.co.uk / www.big-c.co.uk/godadrun

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