

GET INVOLVED!
Lots of great fundraising ideas inside!

Your guide to

Fundraising



THANK YOU

FOR CHOOSING TO FUNDRAISE FOR AMMF

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Welcome to your AMMF Fundraising Guide!

AMMF is the UK's **only** charity dedicated to cholangiocarcinoma. With cases rising each year and younger individuals being affected, we are committed to raising awareness, providing vital information, and supporting specialised research teams in their fight against this challenging cancer.

In this pack, you'll find plenty of **tips** and **tricks** to kick-start your fundraising, including:

- Important **information** on keeping your fundraising legal
- How to **get in touch** with your local press
- Frequently asked **questions**
- How to have **fun** with it!



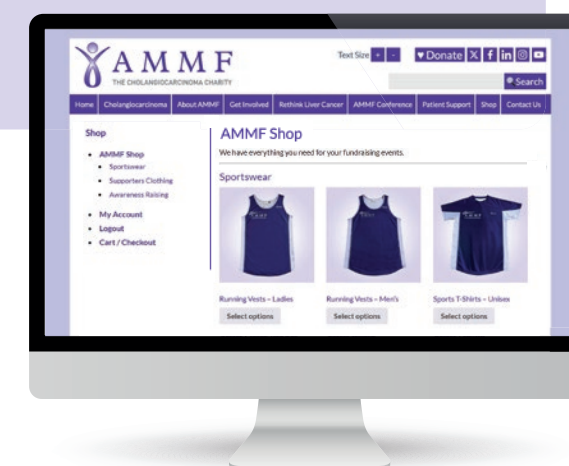
We love to hear about all our fundraisers, no matter how big or small they are, and we're here to provide support to make your fundraiser as successful as possible!

To get in touch with the fundraising team, please email fundraising@ammf.org.uk



From sportswear to collection devices, we have you covered for all your fundraising needs in our AMMF shop! Visit our shop page at www.ammf.org.uk/ammf-shop

Be social – Don't forget to follow us, tag us and promote your fundraising on social media. You'll find AMMF on:



About AMMF

Founded in 2002, **AMMF is the world's first charity dedicated exclusively to cholangiocarcinoma** (CCA; bile duct cancer), one of the main primary liver cancers. As the pioneering organisation in this field, AMMF has been at the forefront of awareness raising, advocating for improved treatment options, and driving research to better understand this often-overlooked cancer.



AMMF's Mission and Impact

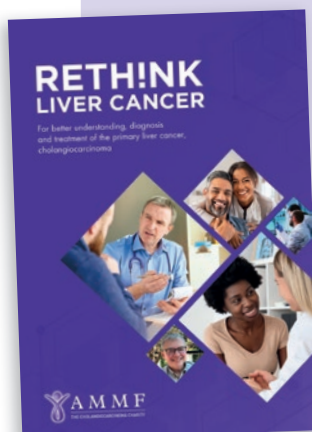
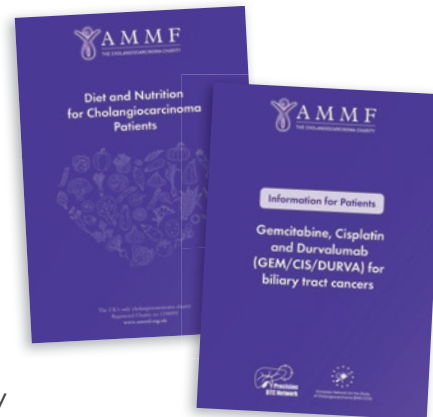
AMMF is solely focused on CCA, which places us in a unique position to lead efforts to improve outcomes for patients. Our work has made a significant impact in raising the profile of CCA globally, ensuring both healthcare professionals and the public recognise its growing prevalence. We are committed to improving diagnosis, treatment, and patient care across the UK and Europe, working towards transforming the landscape of CCA treatment.



Raising Awareness

Despite its increasing prevalence, CCA remains largely unknown to many, even among medical professionals. AMMF is working tirelessly to fill this critical gap in healthcare by:

- **Raising awareness** for earlier diagnosis and improved treatments
- **Funding pioneering research** to enhance early detection and discover more effective treatments
- **Offering direct support to patients and families** through educational resources and a supportive community



AMMF's ground-breaking data project

AMMF funded a ground-breaking, four-year study – the first of its kind – using data from over 50,000 biliary tract cancer* patients within the NHS in England. This research, conducted in collaboration with Imperial College London, NHS England, and Health Data Insight CIC, provides critical insights into improving CCA diagnosis and treatment. The findings are detailed in our white paper, **Rethink Liver Cancer**, which advocates for urgent healthcare reforms to address this aggressive cancer more effectively. This work is a vital step forward in understanding CCA and driving improvements in care and outcomes for patients.

*Biliary tract cancer: cholangiocarcinoma; gall bladder cancer; ampullary cancer

Supporting Research

AMMF is proud to support specialised research teams across the UK and internationally. Through funding, we are advancing efforts to uncover the causes of CCA, develop earlier diagnostic methods, and discover effective treatments. These grants enable impactful work, paving the way for innovative breakthroughs in the battle against CCA.

For more on the research projects we support, visit AMMF's web page, Grants for Research.



AMMF's Annual European Conference

AMMF's flagship event is its annual European 3-day conference, which unites leading experts in CCA from around the world. This dynamic event focuses on the latest research, advancements, and clinical practices, fostering collaboration and knowledge-sharing among healthcare professionals and researchers. It plays a pivotal role in **advancing** progress in the fight against CCA.

Learn more about AMMF's Annual Conference here: www.ammf.org.uk/ammf-conference-2025.

How your donations make a difference

AMMF cannot achieve its mission without the generosity of our supporters. Your donations directly fund research, awareness campaigns, and patient support initiatives.

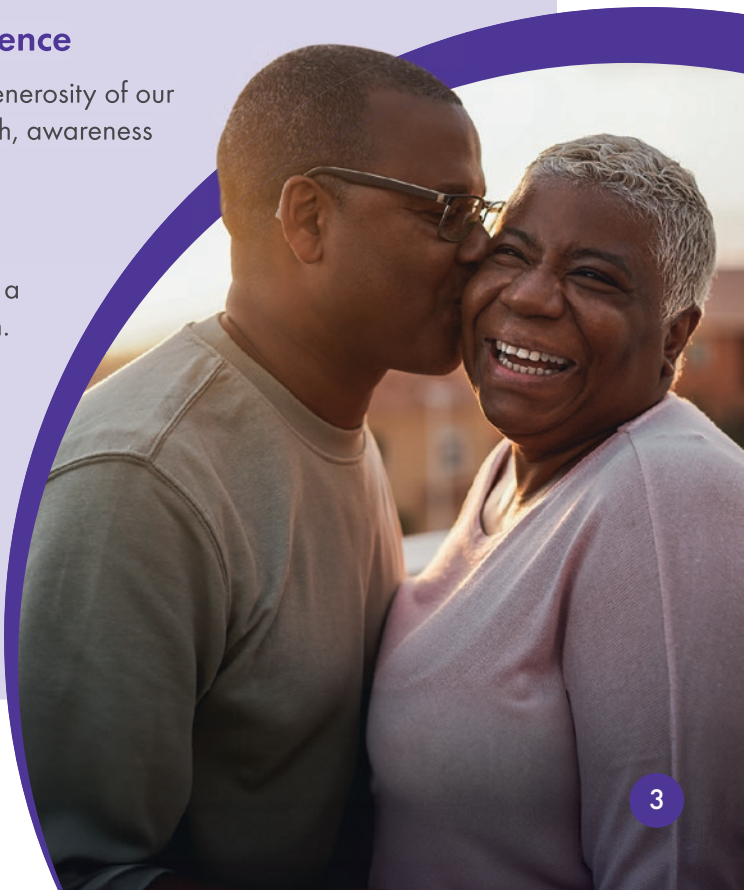
Here's how your contribution can help research:

£15 could fund collecting and storing a biofluid sample for CCA research.

£50 could help fund research into new biomarkers for early diagnosis.

£100 could help develop innovative treatments to combat CCA.

**Every donation makes a difference.
Thank you for your support!**



Fundraising Top Tips

Once you've chosen your fundraiser, it's time to start organising! Decide how much money you want to raise and how big you would like your event to be.

If you're planning a big event, get your family, friends, neighbours and colleagues involved. Together you'll be surprised at how much you can all achieve.

Remember, we're here to help!



Contact us:

Let us know that you are taking part in a challenge and raising money for us. We are **truly grateful** for your support and want to offer the best advice and assistance we can to make your event as successful as possible.

To get in touch with the fundraising team, please email fundraising@ammf.org.uk.



Set up an Online Fundraising Page:

Fundraising pages such as **JustGiving**, enable you to fundraise quickly and simply, with the money raised going directly to AMMF. Ask your donors to **add Gift Aid** to their donations, raising your total even more!

giftaid it
Make your gift
go even further



Use social media:

Share your story on social media – people love to hear good news stories. It's a great way to spread the word about taking part in a fundraising challenge. Also, send out an email to your contacts too, just to make sure you don't miss anyone out. Don't forget to tag **team_ammf**.



Tell your story:

Let people know why you are fundraising, who you are fundraising for and why it's important to you. Informing people of where the money raised will go will make them more likely to donate.



Hold a charity event:

Get creative! Why not hold a charity event to raise extra funds? Organise a bake sale, dress down day or pub quiz and **get everyone involved!**



www.ammf.org.uk



Get support from your workplace:

This might include sharing your story in weekly **newsletters**, on a **staff notice board** or in your **email signature**. Your workplace may even want to match your fundraising total – which is a great way of doubling your sponsorship quickly.



Keep people updated:

Keep your friends, family and AMMF **updated** on how your fundraising or training is going in the lead up to your challenge, and how far off your fundraising target you are. And if you reach your target before your event, why not raise it! Once you have completed your challenge let everyone know how it went.



Share it:

Don't forget to send AMMF your pictures, **we love to see and share our fundraisers' photos** and there's always time for some last-minute donations!



Tel: 01279 661 479
Email: fundraising@ammf.org.uk
Website: www.ammf.org.uk

Frequently asked Questions



If you've got a question about fundraising for AMMF, check here first – we may be able to answer it for you! If you don't see your the question below, then call our fundraising team on **01279 661 479** or email us: **fundraising@ammf.org.uk**



How do I set up an online Fundraising page?

The easiest way to start your fundraising is to open a **JustGiving** page. This will give you the opportunity to briefly explain on the page why you are undertaking this event. Plus, you can add photos, updates and set the target amount you are aiming to achieve. Don't forget to **include** the name of the person you are fundraising for, as this helps us to attribute your donations.



To set up your fundraising page, just go to **www.justgiving.com/ammf**, click on the 'Fundraise for us' bar at the top right, and then follow the instructions.

Once your page is set up, you can email the link to everyone you think will support you, and it is simple for them to donate and leave a message for you. You can also share the link to your page on WhatsApp, Facebook and other social media channels to let everyone know about your challenge.

Why not share your page on pay day or on your birthday to encourage sponsorship? The sooner you set your page up, the more donations you are likely to receive.

Don't leave it until the last moment!



How can I order merchandise for my event?

We have a range of AMMF branded sportswear, including running vests and sports t-shirts, plus a wide range of other AMMF merchandise.

You can purchase everything you need to make your event a success from our online shop, **www.ammf.org.uk/ammf-shop**



Can I use AMMF's logo on any posters or other fundraising materials that I produce for my event?

We have several versions of our logos that we can **send to our supporters** to use on fundraising materials, which include our registered charity number and website address.

Email **fundraising@ammf.org.uk** with details of your event and we can send you the appropriate logo.

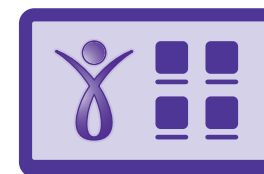


How do I obtain raffle prizes?

Before organising a raffle, please make sure you read our 'Keeping it Legal' factsheet, as there are very strict and complex laws relating to raffles and lotteries and the information in the sheet will ensure that you are doing things properly. Your local community is likely to be most generous when you are looking for raffle prizes. Contact your local businesses, theatres and cinemas to ask for donations. You can also approach local shops as they may be willing to support a local event.

It may be that you have friends who work in companies that would be generous in supporting an event they are involved in. Don't be afraid to ask, you may be pleasantly surprised!

We can provide a **Letter of Authority** for you to show companies to prove that you are fundraising for AMMF, contact the fundraising team on **fundraising@ammf.org.uk** for further details.



AMMF merchandise

We have a variety of merchandise available through our online shop, **www.ammf.org.uk/ammf-shop**



Keeping it legal

Organising your own event:

If you are organising a small event, for friends and family, this is considered a private event and the information in this sheet does not apply.

When it comes to **bigger** fundraising events and activities for the public, there are various rules and regulations which apply. You will be responsible for ensuring that your event complies with the law. We suggest you look at the comprehensive information and advice at **Direct.Gov** at the following link: www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events

Also:

- Seek advice from your local council about licensing, trading standards and health and safety issues
- Check with your local police if you are planning an event in a public place
- Or, ask us!

Please be aware of the following:

- **Insurance:** If you organise an event that involves the public in any way, you will need to ensure that you have **Public Liability Insurance**. This can be purchased from an insurance company or broker. The owners of your venue, where you are holding your event may have suitable insurance that would cover your event, so it is always worth checking. If sub-contractors or facilities (bouncy castles, caterers, furniture etc.) are used, make sure that the staff and companies provide proof of their own insurance cover by providing a copy of their insurance certificate.
- **Stay safe:** Make sure that everyone is safe and having fun while raising funds for AMMF. AMMF cannot be held responsible for accidents, so make sure that your event is safe for all concerned. The Health and Safety Executive (HSE) is a great source of information and advice. They recommend that event organisers carry out a careful assessment of anything related to your event that could cause harm, to make sure that no-one is fundraising, working or spectating in an unsafe environment, and ensure that risks are minimised to an acceptable level. You can also obtain useful advice from **St John's Ambulance** about what First Aid is necessary.
- **Raffles and lotteries:** There are very strict and complex laws relating to raffles and lotteries. Raffles can be held in your workplace or local club with no problem, or within a group of friends or family. Likewise, you are complying with the law if the sale of tickets and the draw are carried out on the same day and at the same venue as part of an event (e.g. a pub quiz or fête). If you are holding a lottery or raffle under any other circumstances, such as selling tickets in advance or at a different venue, please contact us for advice.
- **Street and house-to-house collections:** You will need a **license** from your local authority to collect funds in a public place.
- **Food and drink:** If you are selling food and drink to the public at your event then you must ensure that you follow **food safety laws**. You can obtain guidelines on these from your local environmental health department. If you are selling alcohol then you will need an additional licence unless the venue already has one that will cover your event.
- **Children:** While we welcome under 16s fundraising for AMMF there are legal restrictions as to what they can do. Under 16s can be sponsored to take part in an event, or help organise an event or collection, but there must always be an adult present and in charge to deal with all handling, counting, and physically collecting the money raised.

Can we help? If you would like any more information or advice contact the fundraising team at fundraising@ammf.org.uk or call **01279 661 479**.

Sending or transferring funds to AMMF



There are several ways of getting funds from sponsorship or other cash/cheque donations to AMMF.



JustGiving/Facebook Fundraising:

If you already have your own **JustGiving** event page or you have raised money online, don't worry, you don't need to do anything. The funds will be sent direct to AMMF.



Cheques:

Please ensure that cheques are payable to AMMF and send them to: **AMMF, Enterprise House, Bassingbourn Road, Stansted, Essex, CM24 1QW.**



Cash:

If you have collected cash, you can write a personal cheque to AMMF for the cash amount, keeping the cash as your reimbursement, and send it to: **AMMF, Enterprise House, Bassingbourn Road, Stansted, Essex, CM24 1QW.** Don't forget to **add Gift Aid**. Download your form here: www.ammf.org.uk/wp-content/uploads/2017/01/Gift-Aid-Dec-Form-2017.pdf



Bank transfer:

Make an online direct bank transfer to AMMF's account – again keeping the collected cash as reimbursement. (Please email the fundraising team for AMMF's bank details). Or, pay the amount online to AMMF's JustGiving site: www.justgiving.com/ammf. Again, of course, keeping the collected cash as reimbursement.

Don't forget to include the full name of the person that the funds were raised for, your name and a return address, so we can say THANK YOU!

Whichever route you choose, please let us know by emailing info@ammf.org.uk



Please note: Following banking regulations which came into force in September 2019, cash **cannot** be paid direct into AMMF's bank account.



Let your community know!

Share the details of your event with your local newspaper or radio station.

Tips when contacting the Press

When you contact the press, include information about cholangiocarcinoma. AMMF's website (www.ammf.org.uk) can help get valuable information to people who need it and may not be aware of AMMF.

Your draft can be emailed to the Press Office, including a simple title in the "subject box", hand delivered or posted, just make sure you speak to someone first and include their name. And make sure to include your contact details if not emailed.



Information and notes for editors:

About AMMF – The Cholangiocarcinoma Charity (Registered charity no: 1198095)

- AMMF is the **only** UK charity dedicated to cholangiocarcinoma;
- Cholangiocarcinoma is the **second** most common primary liver cancer in the world;
- It's **difficult to diagnose** early and accurately;
 - Surgery is currently the only potential cure but requires **early diagnosis**;
 - The incidence is increasing and affecting **younger people** and **we don't know why**.



AMMF is the UK's only cholangiocarcinoma charity, working throughout the UK and Europe and collaborating globally to:

- Raise the awareness of cholangiocarcinoma
- Provide information to those who need it
- Encourage and support research

If you need further help and would like to contact AMMF's media team please email us at info@ammf.org.uk



Press release template

Below is a press release template you can use to get you going. Include a photo where ever possible to give the article a personal touch.

For further information contact the fundraising team at AMMF on **01279 661 479** or fundraising@ammf.org.uk



[Insert where you live and date]

[Insert your full name] from [where you live], is getting ready to take part in the [event name]. On [event date], [insert first name] will not only [what is the activity i.e. run 13 miles], but will also raise much needed funds for AMMF, the UK's only cholangiocarcinoma (bile duct cancer) charity.



[Insert first name] has chosen to raise money for AMMF because [insert your reason here]. [Pronoun] comments, "[Your quote is an opportunity to say why you think it is important to raise money for AMMF – The Cholangiocarcinoma Charity and explain what your personal connection is to the disease – if you feel comfortable doing so]."

Cholangiocarcinoma is the 2nd most common primary liver cancer in the world, the incidence is increasing and it is affecting younger people. In 2020, in England alone, 2,706 people were diagnosed with cholangiocarcinoma, and only 8% of people will survive three years from their diagnosis.

[Name], Fundraising Support at AMMF, comments, "We are delighted [insert your name] is taking part in [event name] and that [Pronoun] has chosen to support AMMF. The money raised by [insert your name] will go towards helping us to fight this terrible disease through providing information via our website: www.ammf.org.uk and support to patients and their families, campaigning, and in funding research."

If you would like to support [insert your name] and make an online donation, you can do so here [JustGiving.com](https://www.justgiving.com)



AMMF's A-Z of Fundraising Ideas

A

- Abseil
- Aerobics
- Auction
- Apple-bobbing
- Assault course



B

- Bake-off
- Barn dance
- Bingo night
- Bazaar
- Bridge tournament

C

- Cabaret night
- Car boot sale
- Cake sale
- Car wash
- Cycle ride



D

- Dog walk
- Dress-down day
- Darts marathon
- Dance event
- Disco



E

- Eating contest
- Egg & spoon race
- Exercise class
- Easter egg hunt

F

- Fishing competition
- Fun run
- Fancy dress
- Fashion show
- Football tournament



G

- Golf day
- Garden party
- Garage sale
- Go Karting

H

- Halloween party
- Head shave
- Handicraft sale
- Hiking day



I

- Ice skating
- Irish night
- Indoor games
- It's a Knockout

J

- Jumble sale
- Juggling marathon
- Jazz evening
- Jogging

K

- Karaoke night
- Keep fit



L

- Lunch party
- Line dancing night
- Leg wax

M

- Mile of coins
- Music night
- Murder mystery night
- Mad Hatter's tea party
- Marathon



N

- Name that tune
- Non uniform day
- Netball tournament
- Nearly-new sale

O

- Open gardens
- Overseas trek
- Obstacle course
- Opera night



P

- Pancake race
- Pub quiz
- Parachute jump
- Pitch & Putt
- Picnic

Q

- Quiz night
- Question of sport



R

- Raffle
- Rowing race
- Race night
- Rugby night

S

- Sponsored swim
- Sponsored silence
- Silent auction
- Sport day
- Skydive



T

- Teddy bears picnic
- Tombola
- Talent contest
- Treasure hunt

U

- Unwanted gift sale
- Used book sale



V

- Volleyball
- Variety show
- Vegetable-growing competition
- Victorian day

W

- Window cleaning
- Wellie throwing competition
- Wine tasting

X Y Z

- Xmas jumper day
- Yogathon
- Zzzzz! (Sponsored Sleepathon)

THANK YOU FOR CHOOSING TO FUNDRAISE FOR AMMF

“

Without awareness there is no funding,
Without funding there is no research,
Without research there is no cure.

Helen Morement CEO of AMMF

”



www.ammf.org.uk

AMMF – The Cholangiocarcinoma Charity,
Enterprise House, Bassingbourn Road, Stansted, Essex CM24 1QW
Tel: +44 (0)1279 661 479 Email: info@ammf.org.uk



Follow us on Twitter, Facebook, Instagram, LinkedIn and Bluesky –
[@CharityAMMF](#) and [@team_AMMF](#)

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