



LET'S GO GREEN

2ND TO 10TH
FEBRUARY
2019

EVERYTHING YOU NEED TO GET
READY & GO GREEN TO
TRANSFORM CANCER CARE

[#LETSGOGREEN](#)



THE CLATTERBRIDGE
CANCER CHARITY

Welcome to

LET'S
GO
GREEN

Thank you ...

... for signing up to **GO Green** for The Clatterbridge Cancer Charity this February. It's simple to take part, whether you work in an office, shop, factory or anywhere - you can join in and help to transform cancer care for countless lives in the future.

This pack is bursting with ideas to get you started, but you can **GO Green** your way!

It all makes a huge difference to people with cancer right across our region.

Did you know that one in two people will develop cancer over their lifetime and in Merseyside and Cheshire the occurrence of many cancers is far greater than anywhere else in the UK.



All the green-spiration you'll need...

DRESS GREEN ...

... The easiest way to Go Green is keeping it super simple. You and your colleagues could wear an item of green clothing for the day and throw in a donation to The Clatterbridge Cancer Charity.



3-2-1 RUN GREEN ...

... Why not take it one step further. Go Green in fancy dress and fill your office with Dinosaurs, Tinkerbells, Ninja Turtles, Aliens and Hulks. The greener the better!

GET FANCY ...

... Why not take it one step further. Go Green in fancy dress and fill your school with Dinosaurs, Tinkerbells, Ninja Turtles, Aliens and Hulks. The greener the better!

TURN GREEN ...

... It's easier than you think to turn the outside of your workplace or building green... especially if you have floodlights in place. Just add a green filter to your lights for the week and help us to turn the region green!



Or try these **green-spired** fundraising ideas...



PLAY GREEN ...

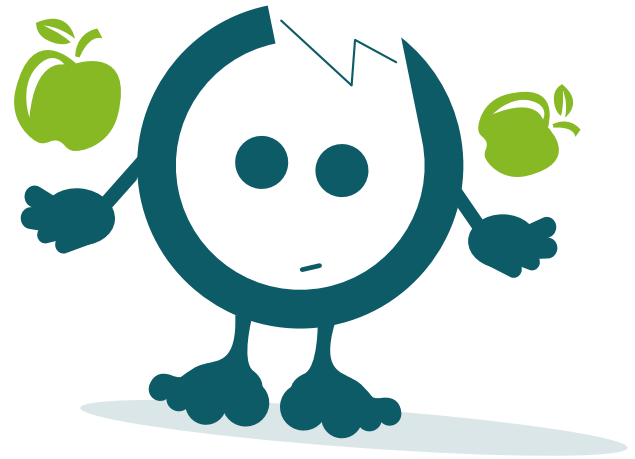
Apple Juggling!

Green raffle!

Sprout eating contest!

Count the peas in the jar!

... Whether you have all week, or just a spare lunch break, there's a game to get everyone involved and raise some cash. Why not award an early finish to the winner, or a week of brew-rounds to the loser?



EAT YOUR GREENS ...

... Forget the sprouts now, we are talking CAKE. A splodge of buttercream, a dash of food colouring, some retro angelica. Everyone loves a bake sale, so this is the perfect opportunity for the Star Bakers and Masterchefs to get in the kitchen.



GET GUNGED ...

... How much would your colleagues sponsor you to see a bucket of gunge, mushy peas or jelly poured over your head? Take the green gunge challenge for Clatterbridge!



LET'S
GO
GREEN

2ND TO 10TH
FEBRUARY
2019

Whether it's our Centres in Wirral & Aintree, our blood cancer unit at the Royal, or one of our clinics across the region, the chances are that if you live in Merseyside & Cheshire then you know someone who's experienced the outstanding care given by The Clatterbridge Cancer Centre. With 1 in 2 of us now developing cancer in our lives, we know there's more to be done, which is why we are working to transform cancer care for everybody. Building a brand new cancer hospital in the heart of Liverpool is part of that journey. It's through your amazing support for campaigns like Let's Go Green, that we can build the best hospital possible, a hospital that we believe the people in our area need and deserve.

Together, we could help save the lives of another 700 people every year.

With your help, we can transform cancer care for people across our region, by investing in our Wirral site and building a new cancer hospital in the heart of the city.



Tilly & Georgia's story

Once dubbed 'Liverpool's kindest teenager', Georgia Gibbons, along with her brave mum Tilly, have endured a whopping six challenges to Go Green for Clatterbridge.

The number of events taken on by the pair have a special meaning too, as they matched the number of chemotherapy treatments received by Tilly after she was diagnosed with breast cancer.

She was treated at The Clatterbridge Cancer Centre in Wirral and wanted to do something to help other patients, and say thank you to staff.

Georgia, from Birkenhead who has also lived with nemaline myopathy since she was six, is no stranger to fundraising for the charity, having raised thousands over the years after her granddad was diagnosed with prostate cancer.

One of their fab challenges included a bucket of green gunge, willingly tipped over their heads by dad James, and brother, also called James!



Tilly says: "I was diagnosed with stage three breast cancer and underwent a lumpectomy in 2016, before coming to The Clatterbridge Cancer Centre for chemotherapy. "When I was diagnosed, Georgia and I decided straight away that we wanted to do some more fundraising for Clatterbridge. I can't thank the staff enough.

I hope the money we raise helps other people going through the same to also receive the outstanding care me and my dad have had."

It's thanks to Tilly, Georgia and to you that we can do incredible things for people with cancer, right across our region, for years to come!



GET SOCIAL

#LETSGOGREEN



Share your selfies using the hashtag #letsgogreen. We want to see a sea of green faces sweeping across Facebook, Twitter, Instagram and Snapchat.

You can even add our special Facebook profile frame. Simply choose 'Add Frame' and search for Clatterbridge, then add it to your profile pic.

clatterbridgecc.org.uk



Every selfie or photo helps us to reach more people, so start sharing! You'll find more online resources in our Social Media toolkit on our website. From cover photos, suggested posts, tweets and images, download yours today!



SHARE YOUR STORY

If there's a special reason why you're going green, your passion and story will be a real inspiration to others to get involved!

LOOK THE PART

Green is the new black. Pick up your green outfits and accessories in our online shop, or from our charity office! Just visit clatterbridgecc.org.uk

SET UP A FUNDRAISING PAGE

Visit justgiving.com or virginmoneygiving.com to set up an online donation page. It's simple to do and you can spread the word through your own social media!

GIFT AID IT

Make your money go even further at no cost to you! Simply tick a box on the sponsorship form or online, and if you're a UK Taxpayer, every pound you donate can be worth £1.25 to us. See your sponsorship form for details.

DOUBLE YOUR MONEY

Lots of companies run a matched funding scheme, so it might be worth seeing if yours does too! It could give your fundraising a huge boost. It can also help to get the whole workforce behind our aim to transform cancer care.

DIG OUT YOUR ROUND POUNDS

The old pound went out of circulation in October, but our charity can still bank them! Get everyone to check their piggy banks and down the back of the sofa. They may be of no use to you anymore, but to us they can help fund the best cancer care!

GIVE YOUR FUNDRAISING A BOOST!



LET'S THE GO GREEN CHECKLIST

We hope you're full of ideas and raring to Go Green, so here's our useful checklist to make sure you're ready...



PLAN YOUR EVENT

decide what you're doing and what you need to make it happen. Set a date: choose a day when there'll be lots of people around who are keen to Go Green!



TELL EVERYONE

Use posters, staff intranets, social media and the local press to spread the word!



DOWNLOADS

Visit our website to find useful tips like sample press releases, social media resources or hints on 'keeping it legal'



BUILD THE EXCITEMENT

Encourage friends and colleagues to get behind Let's Go Green and raise lots of cash in the process!

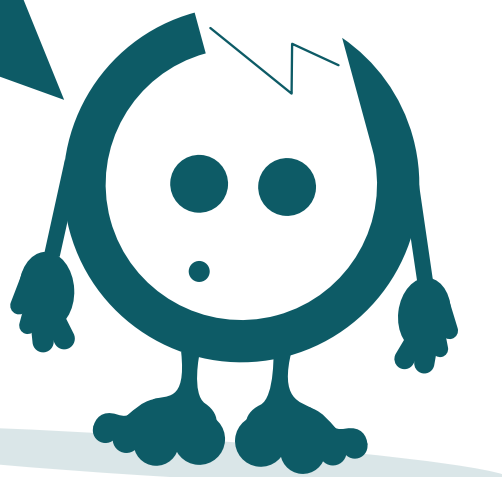
GO GREEN
AND HOWEVER YOU DO IT, THANK YOU!



The opportunity to build a cancer hospital in Liverpool and transform cancer care will only happen once in our lifetime, thank you for taking part in Let's Go Green.

LET'S
**GO
GREEN**

Your support
will make
a huge
difference.



**THE CLATTERBRIDGE
CANCER CHARITY**

**Charity Office, The Clatterbridge Cancer Centre,
Clatterbridge Road, Wirral, CH63 4JY**

Call: **0151 556 5566** Or visit **clatterbridgecc.org.uk**