



**look good feel better**  
FACING CANCER WITH CONFIDENCE



# Supporter Pack

Facing cancer together



Visit our website  
[lookgoodfeelbetter.co.uk](http://lookgoodfeelbetter.co.uk)

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# Look Good Feel Better help people with the physical effects of cancer treatment.

We run free workshops across the UK, led by expert volunteers from the beauty and wellbeing industry, which give practical advice and support to people living with cancer.

Every workshop offers an invaluable opportunity to talk to others in a similar situation, whilst helping support people with their changing appearance.

People leave our workshops feeling empowered, motivated and less isolated – allowing them to look good and feel even better.



# Meet Zara, a beneficiary

Zara Barton was just 19 when she received her diagnosis of Stage 3 Hodgkin Lymphoma, a type of blood cancer.

When she started her treatment, Zara (pictured far right) was signposted to Look Good Feel Better's support resources and workshops by her teenage cancer nurse and attended one of our Young Adult Virtual Skincare & Makeup Workshops.

"My confidence was significantly impacted following my diagnosis. Chemotherapy had a huge impact on my appearance due to the hair loss it caused, which made me extremely self-conscious, and I always felt down about myself. I found it difficult because although I felt like myself on the inside, the physical effects of chemotherapy meant that others could see I was unwell.

I attended an online Teenage and Young Adult Make Up and Skincare workshop. Although I was feeling quite unwell on the day of the workshop, having just completed a chemo session, I was still able to take part and really enjoyed it.

Look Good Feel Better helped me by introducing me to other people of a similar age who were going through the same experience.

They also equipped me with the right beauty products to help me during and after my treatment. Overall, my experience with the charity was extremely beneficial and gave me a real boost at a time when this was much needed."

Zara is now giving back to the charity and recently took to the skies for the Look Good Feel Better Summer Skydive.

"The money I have raised means that more people are able to access the same brilliant services and support from Look Good Feel Better that I did and will help the charity to achieve its long-term goals.

When a loved one gets a cancer diagnosis, it's sometimes difficult to know who to turn to for advice and support. Look Good Feel Better is a charity that is experienced in what they do, and really make a difference in helping people look good and feel better during the most challenging of times, which is why it is so important to give your support to this charity. Thank you."



**"It was extremely beneficial and gave me a real boost at a time when this was much needed."**



Zara

Online Teenage and Young Adult Make Up and Skincare workshop

# How we help

Since the charity's inception in 1994, our work and our mission is as important and relevant today as it ever has been as we continue to see a rise in newly diagnosed cancer cases, each year, across the UK.



For many, facing cancer and undergoing cancer treatment is a life-changing event that often has a significant impact on a person's health, physical appearance, and wellbeing. Often people isolate during this time, feeling that they have lost their identity and all self-confidence, sometimes being afraid to leave the house or to speak to family and friends.

We are committed to helping anyone facing cancer to build back their self-confidence, make friends, gain skills and knowledge to help them on their cancer journey and most of all, to look good and to feel better.

As a national cancer support charity, deeply rooted in local communities, we want to help more people, in more places, in more ways. Our services remain free and open to anyone facing cancer and our aim is to become an integral part of a person's cancer treatment and recovery journey.

We want to remove barriers, deliver an inclusive and impactful service to those needing support and to ensure our services are accessible by local communities, nationwide.



**All of this is only possible with your support.**

Look Good Feel Better is 100% self-funded and does not receive any government funding, NHS funding or have any funding contracts to provide financial stability in these challenging times. The charity is reliant on our loyal supporters to raise and donate the funds that we need to allow the charity to deliver its charitable mission.

# Your impact

**With 393,000 people newly diagnosed with cancer every year in the UK, demand for Look Good Feel Better's specialist services continue to rise.**

Currently, Look Good Feel Better services only reach approximately 10% of those who need and could benefit from our support.

Your fundraising and donations help us run more workshops, in more communities across the UK, taking us a big step closer to being there for anyone, anywhere, living with a cancer diagnosis.

**£5**

Helps fund essential hygiene items which are required at our workshops.

**£10**

Helps fulfil and distribute gift bags to beneficiaries who attend our workshops.

**£20**

Helps towards recruiting and training a volunteer, essential for the running of our workshops.

**£50**

Provides a place for someone living with cancer to **attend and benefit from a face-to-face workshop in their local community.**

**£100**

Helps fund a virtual workshop session, enabling people to access our support from the comfort of their own home.

**£500**

Funds an entire workshop session for up to 10 people living with cancer.



# Fundraising support

There are so many ways you can support and fundraise for Look Good Feel Better.

No matter what you choose to do, our experienced Fundraising Team will be able to support you every step of the way and ensure you get the most out of your fundraising experience.

We have an array of handy fundraising and awareness materials available for you to use including posters, invitations, leaflets and sweepstakes. We also have branded items such as t-shirts, banners, collection boxes, bunting and balloons.

Simply get in touch by emailing or calling our Fundraising Team.

✉ fundraising@lgfb.co.uk

☎ 01372 747500

🖱 [lookgoodfeelbetter.co.uk/raise-funds/fundraising-downloads](https://lookgoodfeelbetter.co.uk/raise-funds/fundraising-downloads)



PICTURED  
Shiseido at Beauty Goes Nuts Challenge



PICTURED  
Brighton Half Marathon



# Fundraise your way

Here are some suggestions to get you started...

## Celebrate with us!

Whether it's your birthday, wedding, anniversary or any other special event, you can enjoy your big day knowing you'll be helping thousands of people face cancer with confidence.

- ✔ You could set up a personalised online fundraising page via Enthuse, Justgiving or Facebook where friends and family can donate in lieu of a gift.
- ✔ A special Wedding Favour that Look Good Feel Better can help provide.
- ✔ Place donation envelopes / collection tins at your event.

## Let's Go For Brunch

Take time to reunite with friends, relax and refresh yourselves. Whether you host it during our dedicated week, or at any time during the year, this special brunch can be held at home, in a local venue or at work. **Request your fundraising pack from our website.**



## bags of confidence

A simple, sustainable, and social fundraising idea to help grow Look Good Feel Better in your local community.

- ✔ Gather donations of pre-loved handbags, and set up a 'pop-up' stall.
- ✔ Promote the event to include light refreshments and raffle (Look Good Feel Better can help with prizes)
- ✔ Donations are raised from the tickets / refreshments, bag sales and raffle.

## Gift Fairs

Host a stall at your local school or community gift fair to sell our seasonal **Goodie Bags**. We can provide you with everything you need, including prizes if there is the opportunity to run a raffle alongside.

## Got your own fundraising idea?

**We've seen our supporters do some pretty amazing things to raise money for Look Good Feel Better.** From skydives to dance-a-thons, pub quizzes to gala dinners, coffee mornings to head shaves, raffles to product sales, you can do just about anything to raise money and show your support for people living with cancer.

Our experienced and enthusiastic team of fundraisers will help make it simple and fun for you to turn your idea into a successful fundraiser – with top tips, support, and encouragement every step of the way. **Request your fundraising pack today.**

*"For the past few years, I've organised a Winter & Summer ball at Burton Town Hall for my dance studio 'Want2Dance'. We love coming together as a community to dance the night away but also raise funds for Look Good Feel Better and their local workshops in Derby. With many of our members either directly or indirectly being affected by cancer, we all understand the importance of their services and are thrilled that to date we've raised over £3,000 since 2021."*

Victoria Neale

Want2Dance Studio



# Take on a challenge

You can sign up for one of Look Good Feel Better's listed challenges or come up with your own. Set yourself a challenge and get active. Run, walk, cycle, kayak, swim. Choose whatever suits you. Get ready, set, GO!

## Listed challenges

We have guaranteed charity places in challenge events across the UK and Europe including marathons, half marathons, shorter distance runs, cycling events and treks. We work with only the best event organisers to ensure you have a fantastic experience taking part and fundraising for us. Visit our website to find out more.

 [lookgoodfeelbetter.co.uk/events](https://lookgoodfeelbetter.co.uk/events)

## Already registered for a challenge event?

If you've already secured your own place in a challenge event and would like to support Look Good Feel Better, simply get in touch with our team on [fundraising@lgfb.co.uk](mailto:fundraising@lgfb.co.uk) and we'll send you a dedicated challenge pack filled with advice and tips on maximising your fundraising and preparing for your chosen challenge. We'll also provide you with branded kit to wear so you look the part!

## Your challenge, your way

### If you don't fancy signing up to one of our listed challenges, why not organise your own?

Whether it's a sponsored walk with your local community, a competitive rounders match with colleagues or a virtual half marathon where you set the route - whatever gets you motivated and excited, creating your own challenge is a great way of raising funds and getting everyone involved. We can help provide you with lots of advice and guidance around organising such an activity.



PICTURED



Keith  
Coomber

# Advice and guidance

It is important your event or activity is safe for you and anyone else involved. Here are some things to consider.

## Safety check

A risk assessment will help keep your event safe. Check the venue and look for potential hazards. Contact the Fundraising Team if you need any advice on writing a risk assessment.

## First aid

Large events may need a first aider, so check with your local authority. The usual ratio is one first aider to every 50–100 guests. Some venues may provide this service.

## Raffles

You don't need a licence if you're only selling tickets at your event and drawing the raffle on the same day. If you're planning a larger raffle or want to sell tickets online or to the public in advance of the event, you may need a licence and there will be ticket printing costs. Find the regulations at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

## Public collection

Holding a collection in a public place can be a great way to raise funds and awareness. You'll need permission from either the local authority or land/venue owner before you can begin your collection. We can provide you with proof that you're collecting for us, along with collection buckets. Please keep a record of what you've collected in case you're asked for the accounts.

## Cash Collections

For your own protection, ensure that you count the money raised with another person present and ask them to verify the total amount. Keep it in secure place and bank it as soon as possible.

## Food

If you're preparing food, be aware of hygiene regulations. For more info, search [food.gov.uk](http://food.gov.uk)

## Alcohol licence


Most venues will already have a licence to sell or supply alcohol. If not, you may need a Temporary Event Notice (England and Wales) or Occasional Licence (Scotland) from your local authority. Search [gov.uk/guidance/alcohol-licensing](http://gov.uk/guidance/alcohol-licensing) for further information.

## Insurance

If you're organising your own fundraising event, you are responsible for making sure the event has sufficient insurance. Your event may require Public Liability cover. In the first instance check with your insurer, or venue's insurer about suitable cover. If you are not already covered by this, you will need to source your own Public Liability Insurance. A simple search online will give you lots of results of insurance companies for you to approach.

**If you need more information, please get in touch with our Fundraising Team.**

 [fundraising@lgfb.co.uk](mailto:fundraising@lgfb.co.uk)

 01372 747500

# Special events

Throughout the year Look Good Feel Better organise a number of special events and campaigns that you can get involved with.

Over the years we've produced some amazing events working in partnership with many leading brands and companies to create unforgettable experiences. From in-store shopping nights to ladies' polo days, fashion shows to gala dinners.

## Christmas Concert

**Our annual Christmas Celebration Concert has been going for over 25 years** and offers the opportunity for hundreds of people to come together and mark the start of their festive celebrations. Our venue provides the perfect setting for a magical evening of festive entertainment, moving stories and light refreshments.

## Netball Tournament

**Working in partnership with England Netball we deliver an annual netball tournament with a difference**, perfectly geared for teams of all abilities. This is a fantastic opportunity for like-minded teams from across the UK to battle it out on the courts whilst also raising funds and awareness for Look Good Feel Better.

**If you are a company or organisation who would like to discuss co-hosting an event, please get in touch with our Fundraising Team.**

✉ [fundraising@lgfb.co.uk](mailto:fundraising@lgfb.co.uk)

☎ 01372 747500



PICTURED



Annual netball tournament



PICTURED



Our 2023 concert

# Other ways to support us

## Visit our online shop

Visit our online shop to buy gifts, charity cards, wedding favours and Look Good Feel Better branded merchandise. From beauty goodie bags offering huge discounts on products, to home, beauty and fashion products that give back every time you buy.

 [shop.lookgoodfeelbetter.co.uk](https://shop.lookgoodfeelbetter.co.uk)



## Make a regular monthly donation

It's super easy to set up and you can donate as much or a little as you like each month.

When you sign up as a monthly giver and become a friend of Look Good Feel Better we'll send you some exclusive friend goodies including a Welcome Pack, monthly e-newsletter and annual goodie bag and thank you letter.

 [lookgoodfeelbetter.co.uk/become-a-friend](https://lookgoodfeelbetter.co.uk/become-a-friend)

## Leave a gift in your will

We know including us in your will is a big decision but all gifts make a huge difference and have a significant impact on what we can achieve and the number of people who benefit from our support.

We are incredibly grateful to everyone who includes a gift in their will to us. We simply couldn't do our vital work without this support.

If you have any questions or want to talk to someone about how your gift will help please email us.

 [fundraising@lgfb.co.uk](mailto:fundraising@lgfb.co.uk)



look good feel better


**LOTTERY**

## Lottery & Raffles

Sign up for the Look Good Feel Better lottery for just £1 per week and be in with the chance of winning £25,000 whilst also making a positive difference for people living with cancer. It takes just 2 minutes to register!

 [lgfblottery.co.uk](https://lgfblottery.co.uk)

Alternatively, you can take part in our online raffles which take place a couple of times a year. For just £2 an e-ticket you can be in with the chance of winning some incredible prizes from short-breaks to spa days, luxury gift sets to designer handbags. Details of our raffles will be shared via our website and social media.

Players must be 18 or over and physically located in Great Britain. Please gamble responsibly. 

**GambleAware**

Look Good Feel Better  
Supporter Pack

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# Partner with us

We have an outstanding track record of successful corporate partnerships, working with companies of all different sizes and sectors.

Our highly experienced Corporate Partnerships Team will work closely with you to create a truly successful, bespoke partnership, delivering shared values and impact. Partnering with Look Good Feel Better helps your business to:

- ✔ Increase employee engagement.
- ✔ Increase customer loyalty.
- ✔ Attract, motivate and retain staff.
- ✔ Elevate brand awareness.
- ✔ Generate sales by associating new products and services with a worthy cause.
- ✔ Help integrate local communities with our brand and yours.



**PICTURED**  
The Perfume Shop Belfast in store event

**PICTURED**  
KGA at our annual netball tournament



Some of our current partners include

<b>AVON</b>			<b>KGA</b> <small>KENNETH GREEN ASSOCIATES</small>	<b>SHISEIDO</b>
<b>benefit</b> <small>SAN FRANCISCO</small>	<b>PUIG</b>		<b>THE PERFUME SHOP</b>	
<b>ELEMIS</b> <small>LONDON</small>	<b>ESTÉE LAUDER</b> <small>COMPANIES</small>	<b>L'ORÉAL</b> <small>UK &amp; IRELAND</small>	<b>REVLON</b>	
<b>COTY</b> <small>BEAUTY. LIBERATED</small>	<b>Orveon</b>	<b>Grape Tree</b> <small>Feel Good Foods</small>		

# How your company can support us

Here are just some of the ways your company can support us...

## Sponsor a campaign or event

We are delighted to offer a variety of sponsorship opportunities that can be tailored to suit your business objectives, from special events to national campaigns.

## Employee volunteering and fundraising

There are many ways to put your staff right at the heart of our mission. From hosting fundraising activities in your workplace to signing a team up for a challenge event, raising awareness or volunteering there are lots of ways for your staff to get involved.

## Make us your chosen charity

If you choose Look Good Feel Better as your Charity of the Year, you'll receive a bespoke calendar of engaging events that have been tailored to help meet your business goals and corporate social responsibility needs. We will work closely with you to create fun and successful employee and customer engagement programmes, to build a unique and mutually beneficial partnership.

## Payroll Giving & Matched Giving

Payroll Giving is a simple way for your employees to make regular donations straight from their salary. Matched Giving is when your company matches the amount of fundraising an employee/s does for a charity up to a pre-determined level.

## Cause related marketing campaign

Donate a % of your sales or a fixed amount of money against the sale of a particular product. Our fundraising team can support small- and large-scale CRM campaigns. Research shows that 86% of consumers are more likely to buy a product when it is associated with a cause!\*

## Product Donations

If you are a beauty brand or manufacturer, then an effective way of supporting us is through product donations.

Every year, the charity receives over 250,000 units of donated product which is gifted to our beneficiaries during their workshop. We have also created initiatives that turn product donations into vital funds for the charity. There are several benefits to our partners in donating product:

- ✔ Reduce your stock holding of unsaleable product.
- ✔ A cost-effective sampling opportunity for your product or brand.
- ✔ Reduce the amount of unwanted product going to landfill.

To discuss how your company can get involved and support Look Good Feel Better, please email our team.

 [fundraising@lgfb.co.uk](mailto:fundraising@lgfb.co.uk)

\*(The Winning Game Consumer Research, BITC).

# Case study Benefit

## Watch on YouTube



Scan the code to watch Sarah Harbon talk about why companies should partner with Look Good Feel Better.

## Look Good Feel Better and Benefit Cosmetics have been partnering on the 'Bold is Beautiful' campaign since 2015.

This is an annual campaign that runs for a full month, during which time Benefit donates £5 on each and every brow wax sold in that month. The total raised is then shared equally between their chosen two charities. In addition, Benefit encourage their staff to undertake their own fundraising activities both within their communities and instore/on counter to boost the donation pot further.

As of January 2024 the total raised for Look Good Feel Better since 2015 is in excess of £900,000 – this has allowed us to offer more than 18,000 places at one of our face-to-face Skincare & Makeup workshops!

**"We've been in a position to support Look Good Feel Better for a number of years now and I'm really, really proud of that.**

**We try to make our support as diverse as possible so everyone across the organisation can get involved but we also try to make our support not just financially driven, but also trying to really think about how we be a part of their mission."**

**General Manager for Benefit  
Cosmetics UK & Ireland**

**Sarah Harbon**



# Share your fundraising

**From writing a captivating story to using social media, check out our tips and make sure everyone knows about your charity fundraiser whether you're an individual, community group or corporate partner.**

If you're organising a fundraiser for Look Good Feel Better, you'll need to shout about it to everyone you know to have the most impact. It's also helpful if you tell us what you're planning so our team can support you by providing handy advice and materials to promote your activity.

**Because every pound raised, will help ensure many more people can face cancer with confidence and that's worth shouting about.**

## Top Tips

### Social networks

Facebook, TikTok and Instagram are a great way to spread the word. Set up an event page and invite your friends to attend. Keep everyone updated by posting photos, updating your status and linking to your online fundraising page. There are some handy tips below on how to use social media effectively on the next page.

### Use the power of email

If you send lots of emails for work or socialising, use your email signature to remind people about your event and include a link to your online fundraising page.

### Done some newsworthy fundraising?

The media love to hear about fundraising heroes in their local communities. We have some template press releases for you to use and we can offer advice on approaching your local media. Contact us for more support.

 [communications@lgfb.co.uk](mailto:communications@lgfb.co.uk)

### Put up posters

You don't have to be there in person to promote your event – use one of our poster templates and ask if you can put them up in your local shop or church. Your venue may also be able to display a poster, or you could promote your event on their website.

### Be creative

It's important to get people's attention. Use unusual promotional strategies to stand out from the crowd, such as competitions to win tickets, taking out an advert in your local paper and contacting community groups that are relevant to your event – this could be sport groups, parental groups or social clubs.



# Tips for using social media

**Social networking sites are brilliant tools when it comes to promoting a fundraising event. You can use Facebook, Twitter, TikTok, Instagram and other platforms to showcase your hard work and help spread the word about your fundraiser.**

If you talk about Look Good Feel Better UK on your social media, be sure to tag the correct accounts on each platform, which means we can see your posts and others can easily find us.



**@LGFBUK** on Instagram



**@LookGoodFeelBetterUK** on Facebook



**@lgfbuk** on TikTok



**@Look Good** Feel Better UK on LinkedIn

Add links to the LGFB website, or your fundraising page when posting on social media. You can do this directly on platforms like Facebook and LinkedIn, but for Instagram, you need to add the link to your profile bio or you can add a link on Stories.

Utilise hashtags, particularly if you are posting on Instagram, TikTok or Twitter. This will help your posts be seen by more people, spreading the word about LGFB!

Make sure the images you post are high-quality photos/not blurring/pixelated or use graphics from our resources on the website.



**[lookgoodfeelbetter.co.uk/resources](https://lookgoodfeelbetter.co.uk/resources)**

As an extra pointer, on social media in general images of people are usually the more engaging than sharing graphics, so if you feel comfortable doing so then we would recommend sharing your lovely face where relevant but don't feel pressured to!

Use our website 'about' section to help you write about the charity and explain it to others.



# How to pay in donations

Once you've finished fundraising, it's important you get your donations over to us as soon as possible so we can start using those funds to make an impact.

## Online

You can make a donation or pay in any fundraising via the donate page on our website

 [lookgoodfeelbetter.co.uk/donate](https://lookgoodfeelbetter.co.uk/donate)

Please email us once you have done so, so we can make sure your payment is tracked.

If you have used an online fundraising page to collect donations, such as Enthuse or Justgiving, then you don't need to do anything, these funds will be automatically transferred to us and once received we will send you an official thank you.


## Cash

The safest way to pay in cash donations is by using the paying in slip found in your fundraising pack or by requesting a paying-in slip via email and taking this, along with the funds, into your nearest Barclays Bank.

 [fundraising@lgfb.co.uk](mailto:fundraising@lgfb.co.uk)


## Cheques

Please make cheques payable to '**Look Good Feel Better**' and send to us at our head office address along with a letter detailing who the cheque is from. Please include any sponsorship forms.

 **FAO Fundraising Team,  
Look Good Feel Better, West Hill  
House, 32 West Hill, Epsom KT19 8JD**

## Over the phone

You can make a donation over the phone using your debit or credit card.

 **01372 747500**

## Paying In Details

Payments can be made direct to our charity account at Barclays Bank plc. If the account name 'Look Good Feel Better' is not recognised then please try using our company name as stated below:

### Company name

Cosmetic, Toiletry & Perfumery Foundation

### Account number

90283843

### Sort code

20-67-83

### Bank name

Barclays Bank plc

### Bank address

82-84 High Street, Epsom, Surrey KT19 8BH

### IBAN

GB27 BUKB 2067 8390 2838 43

### SWIFTBIC

BUKGB22

# Volunteer with us

## Volunteering with Look Good Feel Better is an amazing way to support the cancer community.

Giving your time and skills will not only help Look Good Feel Better achieve its mission but will also have many positive benefits for you as an individual or business.

Whether it's minutes or months, hours, or days; the time you give will enable us to host free wellbeing workshops and classes to help people with cancer to manage the visible and emotional effects of treatment.

For full information on our volunteering opportunities and roles, please visit our website

 [lookgoodfeelbetter.co.uk/volunteer](https://lookgoodfeelbetter.co.uk/volunteer)

### Workshop Volunteers

To become a workshop volunteer, we need you to have a professional qualification (NVQ level 2+ or equivalent), or work for a cosmetic brand, and 1+ years' hands on experience in skincare and make-up application.

You will also need plenty of enthusiasm, a positive attitude and the desire to make a difference. We will provide you with training and the opportunity to watch what we do first at a workshop, before deciding if volunteering for us is the right fit for you.

### Community Volunteer

Community Volunteers are a team of supporters from across the UK helping to raise funds and awareness across their local community.

This role is based in the community away from the workshop setting, so you don't have to be beauty trained but you do need to have the passion to positively represent Look Good Feel Better amongst your local community.



**“I knew straight away that this was a charity I would love to be involved with.”**

**“I wanted to give something back and help others going through the devastating effects of cancer treatment. As soon as I had completed my treatment I became a volunteer, starting in November 2018.**

**I am now a lead co-ordinator of the workshops in Sheffield and find it so rewarding when the ladies say how much they have enjoyed it, and how much they have learned from the workshop.”**

Beneficiary & Workshop Volunteer

**Rachel Hunter**





**look good feel better**  
FACING CANCER WITH CONFIDENCE

# Each year around 393,000 people will be given a cancer diagnosis.

Whether you're an individual, a business or a community organisation, however you choose to support us, you'll be helping ensure Look Good Feel Better can be there for thousands more people living with cancer. Our services have been a lifeline for people for the past three decades and with your support we can continue to be there when people need us most.

**Thank you for joining our mission.  
Together we can face cancer with confidence.**

Statistic from Macmillan  
[www.macmillan.org.uk/about-us/what-we-do/research/cancer-statistics-fact-sheet](http://www.macmillan.org.uk/about-us/what-we-do/research/cancer-statistics-fact-sheet)

For more information please contact

**[fundraising@lgfb.co.uk](mailto:fundraising@lgfb.co.uk)**

**01372 747500**



Visit our website

**[lookgoodfeelbetter.co.uk](http://lookgoodfeelbetter.co.uk)**

Registered Charity 1031728

