



World Bladder
Cancer Patient
COALITION



Guide **1**

How to raise funds
for your patient group

Why funding matters

Every patient group needs funds to keep going and to grow. Funding allows you to run activities, share information, support patients and families, and raise awareness about bladder cancer. Without a steady income, planning ahead or responding to opportunities can be hard.

The good news is that there are many ways to raise money, from simple local events to partnerships with companies. This guide will walk you through your options and help you get started.

Checklist of funding sources

You do not need to rely on just one source. Try combining different ones to help you keep more stable income if one source changes.



FUNDRAISING ACTIVITIES:

for example, organising a walk, run, or awareness event. You can also host online challenges.



CHARITABLE DONATIONS:

people may give directly or during events. In some countries, having charity status allows you to provide tax receipts, which can encourage donations.



GOVERNMENT FUNDING OR GRANTS:

local, regional, or national programmes may support non-profit organisations or their specific programmes.

CORPORATE GRANTS OR SPONSORSHIPS:

companies through their Corporate Social Responsibility programmes, or companies with more direct connection such as pharmaceutical or medical device companies – all of which may be interested and able to support your activities. You can also connect with local businesses.



MEMBERSHIP FEES:

once your group is more established, you may consider charging a small fee for members.



LEGACY GIVING: some people may choose to leave a gift in their will to support your work.





Tips for successful fundraising



Build relationships first: people and companies are more likely to give if they know you and trust your work.



Share your impact: use patient stories, data and statistics, and photos to show the difference you are making.



Use Bladder Cancer Awareness Month: May is a great time to raise funds while raising awareness.



Make it easy to donate: offer online and offline options.



Say thank you: always thank your donors quickly and sincerely and show them what you have done with the funds.

Writing a grant or sponsorship request letter

A clear and polite letter can open the door to funding from a company or organisation. Here is a simple outline:



Introduce yourself: who you are, what your group does, and why it matters.



Describe your project or event: explain what you are planning and who it will help.



Show why their support matters: connect their company's values with your cause.



Offer benefits: for example, their logo on your materials, mentions on social media, or public thank you at an event.



Ask clearly: state the type of support you need (for example, the amount of money or an in-kind donation).



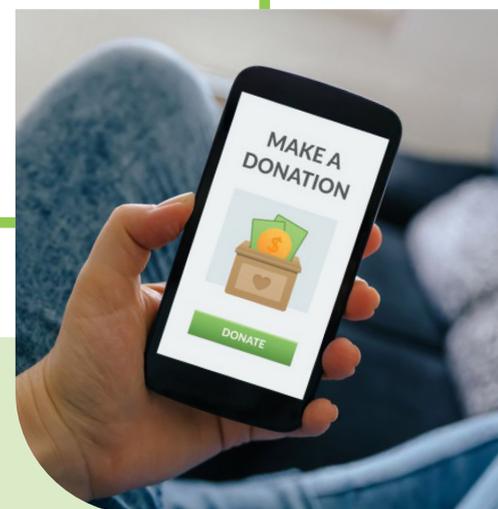
Provide contact details: make it easy for them to get in touch.

Tracking donations

Keeping good records of every donation is essential. It helps you stay organised, build trust with your donors and plan future fundraising. Donors appreciate knowing their contribution is valued, and clear records make it easier to thank them, report back on impact, and comply with any local legal requirements.

You do not need expensive software, a simple spreadsheet can do the job. Record details such as:

- **Donor name:** so you can thank them personally.
- **Contact information:** Email, phone number, or address for future updates or follow-up asks.
- **Amount donated:** helps track your progress toward fundraising goals.
- **Date:** useful for financial reporting and annual summaries.
- **Purpose of the donation:** if the donor specified a project, activity or event.
- **Thank you sent?:** mark "yes" when you've acknowledged their gift.
- **Update sent?:** mark "yes" when you've reached out to them with an update on impact of their donation.



Top tips for better tracking:

- ✓ **Keep it updated:** record donations as soon as they come in to avoid mistakes.
- ✓ **Use cloud storage:** platforms like Google Sheets let multiple team members update the file in real time.
- ✓ **Look for patterns:** tracking donations over time can help you see which activities raise the most money and who your most loyal supporters are.
- ✓ **Group your donors:** for example, identify first-time donors, repeat givers and large contributors so you can adjust your communications to each group.

Bladder Cancer Canada Walks

Launched in 2010 with just two local walks raising \$25,000, this initiative has grown into a nationwide movement with events in 20 cities, now generating nearly \$600,000 annually.

What makes it so successful is the way it combines **awareness, community, and fundraising** in one activity. Participants are encouraged to create their own online fundraising pages, making it easy for friends and family to contribute. The walks bring together patients, carers, healthcare professionals, and supporters, creating a visible show of unity and sparking conversations about bladder cancer in public spaces. The event's growth over the years shows how a simple idea, done well and repeated annually, can become a key funding pillar.



Michelle Colero,
Executive Director of
Bladder Cancer Canada

“The Walk has become so much more than a fundraiser, it is a chance for our community to connect, share stories, and show the country that bladder cancer matters. Every step we take together helps us raise both awareness and hope.”



BEAT Bladder Cancer Australia (Anna's Walk)

Held each May during Bladder Cancer Awareness Month, Anna's Walk honours the memory of Anna Lynch, who passed away from bladder cancer at the age of 45. What started as a tribute has grown into a **nationwide annual event**, with walks in multiple cities including Sydney, Perth, Melbourne and Brisbane.

Its strength lies in the emotional connection, participants walk not only to raise funds but also to share stories and remember loved ones. Social media plays a big role in its impact: photos, videos, and personal messages from participants spread the event's message far beyond those who attend in person. This emotional storytelling inspires others to get involved, donate, and keep Anna's legacy alive.



Adam Lynch, President of Beat Bladder Cancer Australia

"Anna's Walk is a powerful reminder that one person's story can inspire a whole nation. By walking together each May, we honour the lives of those we have lost, support those living with bladder cancer and spark conversations that can lead to earlier diagnosis and better outcomes."



Cancer Vessie France membership model

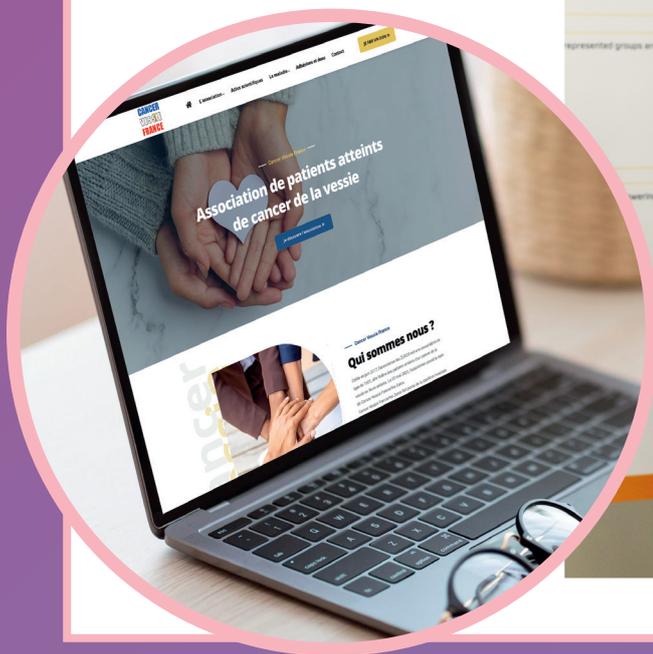
Cancer Vessie France shows how a fee-based membership scheme can become a reliable fundraising tool. Members pay 20€ per year for full membership with voting rights, and these fees account for around 15–20% of the organisation's annual income. Using a free online platform (HelloAsso) to collect payments and manage member data keeps administration simple and low-cost, making it easier to maintain this steady source of funds alongside other income streams.

At the same time, the team is exploring how to increase the perceived value of membership through benefits such as their "Petite Goutte" magazine and greater involvement in projects and events. This example highlights how membership fees can both diversify funding and deepen engagement with supporters, while Cancer Vessie France continues to offer information and support to all patients and carers, whether or not they are paid members.



*Lori Cirefice, President of
Cancer Vessie France*

"Membership fees may not be our largest income source, but they give us a stable base and show that our work is rooted in a real community of people who believe in what we do."



Fight Bladder Cancer UK Fundraising

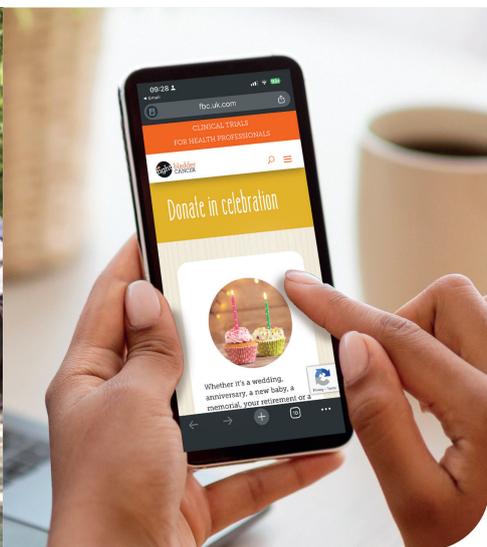
Fight Bladder Cancer UK has developed a wide range of creative fundraising activities that work for all types of supporters. Two standout examples are:

“Do a Wee Walk/Wee Run”: Supporters choose their own distance, route, and timing, so it can be anything from a gentle stroll to an ambitious running challenge. The focus is on walking or running in solidarity – patients, carers, families, friends, and professionals all taking part together. People are encouraged to set up an online fundraising page (for example, through Enthuse, FBC’s preferred platform), share it with their networks, and invite sponsorship linked to their personal goal. Some supporters choose to give a set amount per walker (often around £25), while others simply donate what they can or contribute to a central “Wee Walk” page. Branded t-shirts and vests help make the activity visible and spark conversations.

“Donate in Celebration”: People are invited to ask for donations instead of gifts for occasions such as weddings, birthdays, anniversaries, retirements, new babies, or memorial dates. Supporters create a special celebration page on FBC’s donation platform, JustGiving or Facebook, add photos and a short story explaining why they have chosen to support bladder cancer, set a fundraising target, and share the link on invitations, emails, speeches, and thank-you messages. They can also use collection tins at in-person events, organise small games or quizzes, or offer badges and wristbands as favours to encourage extra giving.

These approaches make fundraising personal, flexible and closely connected to people’s real lives, encouraging participation from those who might not join a traditional event. Fight Bladder Cancer UK supports fundraisers with practical tips, tools and visibility so that anyone can turn their idea into a successful campaign.

“We believe fundraising should be as personal and unique as the people who support us. Whether it’s a Wee Walk, a celebration donation, or a brand-new idea, our role is to give people the tools and confidence to make a real difference.”



Melanie Costin, Director of Patient Engagement & Support at Fight Bladder Cancer UK

Swedish Bladder Cancer Society membership model

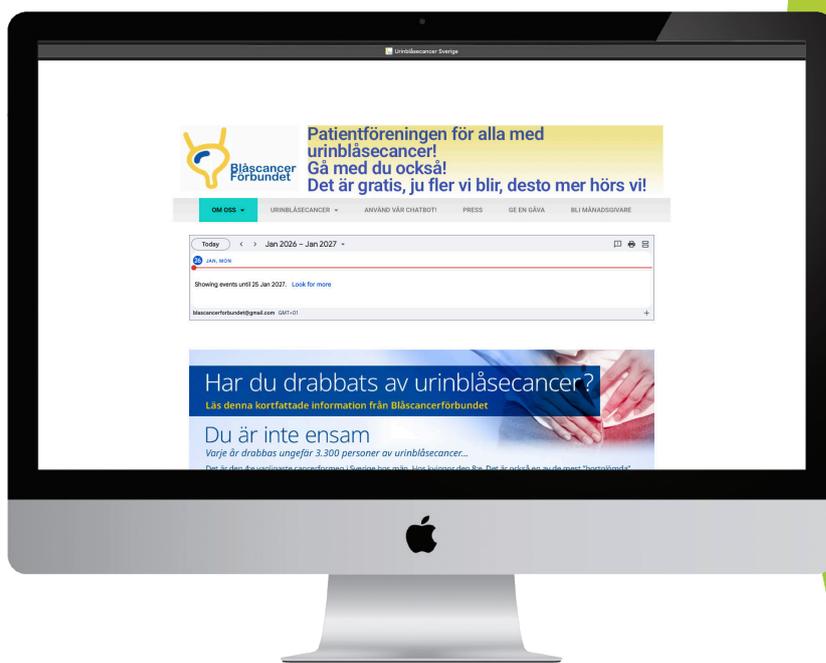
Cancerfonden, the Swedish Cancer Foundation, is a large non-profit organisation that supports many cancer-related organisations and research initiatives. Founded in 1951 as part of the wider Swedish cancer movement, Cancerfonden works to improve awareness, research, and outcomes for people affected by cancer in Sweden, including bladder cancer.

Each year, Cancerfonden supports a wide range of research projects, investing around **€100 million annually**. Most of its funding comes from private individuals, especially regular monthly donors, which provides a stable and predictable income. In Sweden, eligible donations can receive tax reductions, encouraging long-term giving. Funds are allocated and used on a yearly basis, ensuring transparency and accountability.

Cancerfonden also organises large live television fundraising events, where well-known artists perform and viewers are invited to donate from home while watching the broadcast.

Blåscancerförbundet, founded in 2020, receives annual support from Cancerfonden of approximately **€30,000–€50,000**. In addition, the association raises funds through industry support, for example during its annual **Blåscancerseminarium**, which this year is supported by seven different companies.

While Blåscancerförbundet receives yearly funding from Cancerfonden, these funds cannot be saved or reinvested. For this reason, building regular individual donations is seen as an important step toward eventually creating its own foundation. As the organisation explains:



Carl Henrik, founder of the Swedish Bladder Cancer Society

“Keeping things simple and transparent helps build trust and makes people more willing to support us over time.”



CANVES Patient Day

CANVES organised its first Bladder Cancer Patient Day in May 2025, coinciding with Bladder Cancer Awareness Month, creating a space fully centred on people affected by the disease. Healthcare professionals delivered presentations using clear and accessible language, and dedicated time was set aside for patients to share their experiences and ask questions in a supportive and welcoming environment.



Following the formal establishment of the association, CANVES focused on developing a clear and realistic project before seeking external support. The Patient Day was presented as a concrete initiative, with well-defined objectives, a draft programme, and a strong patient-centred approach. This helped position the organisation as serious, well-prepared, and credible.

CANVES contacted pharmaceutical companies with a structured proposal. In an initial phase, the overall idea and purpose of the Patient Day were presented, followed by more detailed information shared with interested companies. The support received was exclusively financial, and companies did not give presentations during the event, ensuring independence and maintaining a strong focus on patients. In addition, CANVES offered different collaboration options, allowing companies to choose the model that best suited their capacity and avoiding reliance on a single sponsor.

The success of the initiative was based on strong clinical engagement, with all members of the CANVES Board who are clinicians encouraging their patients to attend, the support of Spanish scientific societies, the quality of patient-oriented presentations, and a diversified funding model.

“From the beginning, we wanted to build something credible and truly useful for patients. Having a clear project, strong medical support, and several funding partners allowed us to keep the focus on patients and their needs.”

Laurent Gemenick,
Co-Founder of CANVES





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