



# Making Music Care

Making fundraising a resounding success



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*Making Music is proud and excited to be in a partnership destined to benefit so many people in a positive way. We hope that this collaboration will inspire our musical societies into creating many new and unique events as well as building on their own tried and tested concerts.*

**Robin Osterley, Chief Executive,  
Making Music**



*The Making Music Care partnership offers tremendous scope and potential, and the year ahead looks exciting.*

*Thank you so very much for your support - here's to raising a wonderful amount of money, through as imaginative and musical a partnership as possible.*

**Thomas Hughes-Hallett, Chief Executive,  
Marie Curie Cancer Care**



# Welcome

Welcome on board, as we embark upon the exciting new partnership, *Making Music Care*. This guide provides you with all the information you need on how to get involved in the *Making Music Care* events and activities and how to raise valuable funds through this worthwhile partnership. Most of all, its aim is to give you a wonderful experience through your fundraising endeavours. As you do what you love doing, and what you do best, you'll be raising valuable funds for both cancer care, and musical societies across the country.

Learn about the different ways you can get involved, and please take the time to visit our dedicated web pages about this partnership.

[www.mariecurie.org.uk/makingmusic](http://www.mariecurie.org.uk/makingmusic)

Please know that your support for *Making Music Care* is most valued, and your commitment – no matter how big or small – is greatly appreciated. As a reward for all your efforts, we want to make sure you have a memorable time fundraising for *Making Music Care*, and we want to let everyone know what you are doing, by publicising your efforts and *singing* about your successes. And you will have the support of a Making Music Regional Committee, and a dedicated *Making Music Care* Champion to support and advise you in all you do.

A sincere thank you, on behalf of everyone at Marie Curie Cancer Care and Making Music. With your support, we really can make this partnership a **resounding** success.



**Thomas Hughes-Hallett,**  
Chief Executive,  
Marie Curie Cancer Care



**Andrew Potter,**  
Chairman,  
Making Music

# Why being at home makes all the difference – Sally Adams' story

Marie Curie Nurses helped PE and science teacher, Sally Adams, 24, to spend her last weeks at home with her family.

Sally was diagnosed with breast cancer and received treatment in 1999. She later completed her university degree in education, achieving a 2:1 honours degree. At Easter 2002, doctors discovered the cancer had spread. Sally spent weeks at a time in hospital before finally coming home to Melton to be with her family. Mum, Marian Adams, said: "It came to a point when we had to decide where Sally was going to spend her last weeks and I couldn't bear the thought of her not coming home. We needed to show we had enough support to care for Sally at home. This was provided by the District Nurses who in turn organised the care from the Marie Curie Nurses.

"The first couple of weeks were marvellous. The fact that the nurses were there enabled us to be more positive, and we were able to do loads of things: a bonfire party, an early Christmas and firework display, even a VIP Formula 1 racing day at Donnington's Auto Italia championships.

"It was like magic when the Marie Curie Nurses came into the house. It was like an angel had come; they

were really marvellous. Mick and I were getting so tired. We were taking it in turns to stay with Sally downstairs and when the Marie Curie Nurses came in, we could at least rest our bodies if not our minds. Sally was really grateful too. She could tell them things she couldn't say to us.

"Looking back, it was hard work and stressful, but I wouldn't have had it any other way."

*"It was like magic when the Marie Curie Nurses came into the house. It was like an angel had come; they were really marvellous."*

Marian Adams, Sally's mum



Sally Adams

## Marie Curie Cancer Care

Most of us know of someone with cancer. In the UK alone, 150,000 people die of cancer each year, making it the UK's single biggest killer. Put another way, cancer is the cause of a quarter of all deaths in the UK, and around 40 per cent of us will be affected by cancer during our lifetime. One million people currently have cancer, and this figure is expected to double in the next 20 years. Fundraising is a great way to honour the precious memories of your loved ones, and help today's cancer patients.

Marie Curie Cancer Care has been helping cancer patients and carers for more than 50 years, providing high quality nursing totally free, to give terminally ill people the choice of dying at home in familiar surroundings, supported by loved ones.

The charity's research shows that 75 per cent of people would rather be cared for in their final days at home – at present, only 25 per cent achieve this wish.

What does the future hold? In 2006, the charity hopes to care for around 25,000 terminally ill patients in the community and in our hospices. The plan over the next five years, is to spend almost £250 million on providing hospice care and nursing in the community. Every hour of every day, the charity is making a real difference to the lives of people with cancer and their families across the UK – but we can only continue to do this with the support of wonderful people like you.

For more information, please visit:  
[www.mariecurie.org.uk](http://www.mariecurie.org.uk)

## Making Music

Making Music represents and supports voluntary music groups of all genres throughout the United Kingdom. It provides a comprehensive range of artistic and administrative services, and development and training opportunities. Making Music also lobbies on behalf of its members to national and local government and other agencies.

With over 2,300 member groups, it represents over 150,000 musicians and music lovers throughout the UK. Collectively, their members present over 8,000 concerts each year to an audience of 1.5 million people. They spend £8.9 million per year on professional artists, just under £1 million with music publishers, as well as employing composers, venues, designers, staging suppliers and instrument manufacturers. Making Music's proudest boast is that in many communities, a Making Music concert is the only form of live music.

Over the next five years, Making Music will be working hard to ensure that its members flourish and continue to find success at what they do: artistically, organisationally and in their relationship with their local community, and in particular, young people. When their goals are achieved, Making Music will help them maintain their success by providing the best possible support and advice.

More information can be found at  
[www.makingmusic.org.uk](http://www.makingmusic.org.uk),  
or please contact Making Music Central Office on  
**0870 903 3780** or [info@makingmusic.org.uk](mailto:info@makingmusic.org.uk)

## Trumpeting in... *Making Music Care*

*Making Music Care* is a true partnership in every sense of the word. The funds raised will be split (80 per cent to Marie Curie Cancer Care; 20 per cent to Making Music and its member organisations), so that musical societies up and down the country will also benefit from fundraising efforts. *Making Music Care* was officially launched in April 2006.

This partnership will, it is hoped, boost the activities of Making Music societies, enabling them to reach new audiences.

There is also enormous scope for raising substantial funds through this worthwhile partnership.

In order to enjoy a truly successful partnership, each of the 12 Making Music Regional Committees will be provided with a special *Making Music Care* Champion – a musical volunteer who will act as main liaison point for the Making Music and Marie Curie Cancer Care partnership.

These people will sit on the Making Music Regional Committees as an additional resource. A list of the *Making Music Care* Champions can be found in the contact directory opposite. Initially, this partnership will run for one and a half years, and if successful, it is expected to last for much longer.



# Contacts directory - *Making Music Care* Champions

## Scotland

Hazel Simpson  
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## Northern Ireland

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## North

### North West

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### North East

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## London

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## South East

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## South West

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## Midlands and Anglia

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### East Midlands Region

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### West Midlands Region

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# Getting involved in... *Making Music Care*

There are various ways your music society can get involved. As well as continuing to do what you do best – putting on concerts – you can also get involved with Marie Curie Cancer Care's existing events, offering your music society new opportunities for performance and promotion. This will, in turn, help boost your audiences.

Listed on these pages are a number of inspiring ideas for your involvement in the partnership.

## Putting on concerts

Concerts present the perfect opportunity to raise funds – from ticket sales, or from a charity collection following the musical performance. Marie Curie Cancer Care's nationwide network of 50 local Community Fundraising Managers will be happy to work with their local music societies, Making Music Regional Offices, and *Making Music Care* Champions, to maximise fundraising opportunities on the back of existing concerts, and to help with ticket sales, enabling Making Music to reach new audiences.

Similarly, Marie Curie Cancer Care Fundraisers have the option to take on the organisation of their own, new concerts, and involve Making Music's local societies for musical performance, ticket sales etc.

## Marie Curie Cancer Care special events

Marie Curie Cancer Care regularly organises local events such as balls, gala dinner dances, fetes and fairs across the UK, often inviting celebrity guests, after-dinner speakers and local dignitaries.

Many of these take place at prestigious venues such as the House of Lords, Highgrove, Cardiff Castle, Alnwick Castle and various stately homes around the UK. In addition, beautiful Marie Curie Cancer Care Fields of Hope (fields and gardens of golden daffodils) are planted every autumn, and bloom each spring around the country, whilst in March, the month of the Great Daffodil Appeal, street collections take place across the UK.

Musical performance is always wonderful on such occasions. Please prepare to be contacted by a local Marie Curie Cancer Care fundraiser regarding musical performances at events.

Though these events are themselves fundraising events, there are often opportunities for donations, from the audience, to be made to the music society involved, as well as excellent publicity and the opportunity to forge relations with completely new audiences.

## Hospice events

Marie Curie Cancer Care operates 10 hospices in the UK where groups are regularly received to give performances for the patients. In these circumstances, music has a therapeutic effect which is extremely rewarding for all involved.

## Street collections

Marie Curie Cancer Care recognises that live music greatly increases income raised at a street collection. Street collections form the main part of the Great Daffodil Appeal's activity, and collections take place not only outside, but also in shopping centres and supermarkets across the country. The addition of live music and performance makes for a carnival-like atmosphere, attracting donors and greatly increasing proceeds.

The Great Daffodil Appeal takes place every March, and is Marie Curie Cancer Care's flagship campaign: its biggest and busiest event. All over the country,

thousands of people take to the streets to hand out daffodil pin badges in return for donations.

Street collections can present good opportunities for musical societies, offering you the occasion to promote forthcoming concerts and to recruit new society members from the passing audience.

To give you an idea of the exciting potential, in March 2005, there were 2,500 Marie Curie Cancer Care street collections across the country.

## Hold your own street collection

The Great Daffodil Appeal only lasts until the end of March, but collections go on all year round. Making Music's membership could take part in the charity's year-round program.

Simply pick an area you would like to collect in and speak to your Making Music Champion, who will put you in contact with your local Marie Curie Cancer Care fundraiser who will give you all the information and support you need. Consider other places to collect – sports grounds are often very popular and good places to collect, as are supermarkets, shopping malls and train stations.

Marie Curie Cancer Care will provide you with the necessary street collection permits, collecting tins and buckets, stickers and sweatshirts. We will also ensure that a Marie Curie Cancer Care representative will meet and support you on the day.

# Singing about... your successes

The best event in the world can fail if no-one knows about it. This is obvious, but can be easily forgotten in all your preparations.

After all your hard work, you'll definitely want to attract people and make your efforts worthwhile, so speak to your local Marie Curie fundraiser, who will help by providing posters and other promotional tools like banners, bunting and display boards. Posters and flyers distributed and displayed well, and a good story in your local newspaper, are worth much more than an advertisement – and publicity costs nothing.

Your local Marie Curie Cancer Care fundraiser will be happy to help you with getting press coverage on your local radio station, arranging a photo call with your local paper before and after the concert or event.

Your local fundraiser can prepare posters and invitations or tickets for you, given sufficient notice. There are also a number of generic Marie Curie Cancer Care leaflets and posters available for you to use with your fundraising. If you want to produce and print the materials yourself, please speak to your local fundraiser about the charity's corporate identity, as the charity needs to maintain a distinctive visual style. This relates to colour, font and position of logo and strap line. All printed materials must adhere to these guidelines and your local fundraiser will be happy to guide you through the requirements.

## Working with the media

Local newspapers and always on the look out for good stories, but competition is fierce, so you need to make your event stand out. Journalists will be looking for interesting hooks, so consider the following:

- Does your concert or event celebrate a milestone?
- Is it marking a 10/25/50 year anniversary? If so, you can make something special of this.
- Is it visual? Eye-catching props can be an effective way to launch or conclude an event, and photo calls tend to be more successful if held outdoors. For example, if your musical society is accompanying one of the Marie Curie Cancer Care events with a musical performance, you will probably be able to attract photographers, though this can never be guaranteed, so take your own photos.
- Press releases are the best way to tell your local media about your event. Please speak to your local Marie Curie Cancer Care fundraiser, who will provide you with a list of local newspapers covering stories in your area, and, if you like, will also be happy to help you in putting together a press release. The same goes for photocall notices. Please ask for any support and help you need from your local fundraiser.

## Other things to think of...

- Display posters wherever you can – church halls, doctors' surgeries, the local library, schools, theatres, cinemas, notice boards, supermarkets, gym notice boards, companies, newsagents... the more eyes that see it, the better.
- Promote your event through email and text your friends and family – get them to help you network and reach a larger target audience.
- Contact local listing publications: community notice boards, magazines etc.
- Sell tickets at other local events – recruit your friends and colleagues to form a ticket sales committee, if you like. Remember – there is strength in numbers. Consider offering a prize to the person who sells the most tickets. Don't forget to keep a record of tickets sold to ensure accountability.
- Keep track of everyone who helps you – even in the smallest way. Thanking all helpers will ensure their loyalty for your next concert or event.



This booklet is full of great ideas to get you involved in fundraising through the *Making Music Care* partnership. We hope you enjoy the read and we wish you the very best in your fundraising endeavours and in making this partnership the **resounding** success it deserves to be.

## Work in harmony with us



"We are delighted to be involved in *Making Music Care*. It represents the ideal combination of musical activities and charitable work, and it is really good to see Marie Curie Cancer Care and Making Music working together in this way.

There is an enormous number of voluntary music groups in this country, putting on over 10,000 concerts a year, and the idea of harnessing their energies to raise money for such a good cause is an excellent one. We hope and trust that the partnership will be as successful as it deserves."

Sir James and Lady Galway



This booklet was written by Anna Roche with Making Music. For more information please contact:

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