



Challenge  
yourself in  
February

## 14 Dips in February Challenge

### Your fundraising guide

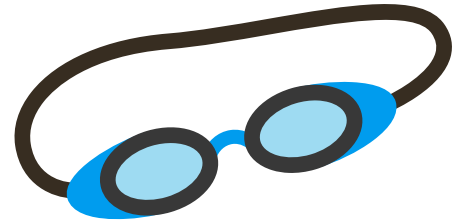


CANCER  
RESEARCH  
UK

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Together we are  
beating cancer

# How to complete your challenge



It doesn't matter if you live near open water or if you'll be taking part from the comfort of your home, there are lots of ways to complete the challenge and raise money to help life-saving research.

## Plunge into a paddling pool

Summer seems like a lifetime ago, but you can still put that paddling pool to good use by filling it with cold water.

## Take a dip in the sea

Find your swimming hat and brave the sea. Don't forget to follow our cold water safety tips below and check the weather forecast to make sure it's safe to swim on the day.

## Have a cold shower

Commit to 14 days of cold showers, or on the days you can't make it to open water, turn that dial on the shower right down.

## Visit your local lake or loch

Get your household or group of friends together and immerse yourself in your local area – quite literally!

## Run yourself an ice bath

Grab the ice and fill your bath with cold water. Remember to ease in gradually to acclimatise to the cold and don't stay in too long.

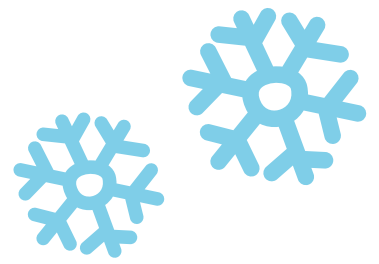


Please read our **cold water safety tips** before completing your challenge.





# 14 Dips in February Challenge tips



If you're new to dipping into cold water, or even taking a cold shower, these top tips will help you with your 14 Dips in February Challenge.

## Go with a friend

If you're taking the plunge in open water and you're not a strong swimmer, take a friend along with you. If you feel nauseous, disorientated, dizzy or faint, seek help immediately.

## Wear the right kit

Immersing yourself in cold water can be a shock to the system, so wear the correct kit to prepare yourself, including your challenge bobble hat. Goggles are also pretty handy and we recommend brightly coloured clothing that's easy to see.

## DIY dips

If you can't make it out to open water, take a cold shower or run yourself an ice bath to complete your dip.

## Plan every plunge

Use our calendar included in your pack to jot down when and where you'll take your 14 dips to keep you on track.

## Have fun

Get your friends and family involved and share your videos and selfies on our Facebook group to show off your progress. Don't forget to celebrate every fundraising milestone too!



## Take it slow

Acclimatise to the cold by getting in gradually. Don't jump straight into cold water. If you're not used to immersing yourself in cold water, we recommend 10-20 seconds initially.

## Warming up

It's important that you warm up gradually after your dip by wrapping yourself in warm layers and having a hot drink. Avoid standing around or jumping into a hot shower immediately after.

## Do your research

Be safe and check local advice when choosing swimming locations. If you're heading out to open water, check the current and gauge the depth before you take the plunge.



# Fundraising ideas

You're ready to take the plunge to power progress.  
What's next?



## Make the first donation

Show potential supporters that you're committed and kick off donations with a contribution to your own fundraising page.

## Promote yourself online

Whether you're getting into a lake, loch, the sea or taking a cold shower every day, let everyone know about your challenge. Share your fundraising page and official challenge badges across your social networks for instant results.

## Create your challenge team

Encourage your friends to sign up too and help motivate each other to brave the cold and raise money for life-saving research.



# Fundraising boosters



## Take a selfie

Snap a selfie in your challenge bobble hat, and share it across social media to let friends and family know why you're supporting Cancer Research UK.

## Film a video

Film a video of yourself taking a dunk and share it across socials with a link to your fundraising page to encourage donations.

## Clear out the old

Why not have a clear out and sell your pre-loved clothes. Donate the profits to your fundraising page.

## Ask your employer

Ask your workplace if they'll support your challenge by matching the funds you raise or making a donation.

## Host a quiz

Host a quiz and throw in some swimming or chilly water questions to keep everyone focused on the cause!



# 14 Dips in February Challenge Totaliser



Name

.....

is taking the  
plunge into  
cold water for 14  
days this February  
to support  
life-saving  
cancer research.

Donate to their online Giving  
Page to help them smash  
their target.

Your online Giving Page URL

.....

Visit [cruk.org/14dipsfeb](https://cruk.org/14dipsfeb)

Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247).

Target

£ .....

Total

£ .....

Week 4

£ .....

Week 3

£ .....

Week 2

£ .....



Week 1

£ .....

# 14 Dips in February Challenge Calendar

Keep track of your progress and  
tick off the days after each dip.



Are you ready to brave the cold?							
1	2	3	4	5	6	7	
8		9	10	11	12	13	14
15	16	17	18	19		20	21
22	23	24	25	26		27	You've done it! Run yourself a nice warm bath! 28



Visit [cruk.org/14dipsfeb](https://cruk.org/14dipsfeb)



Together we are  
beating cancer

# 14 Dips in February Challenge

# Pledge card

Add your story of why you're taking part and share across socials with your online Giving Page.



I'm taking  
on the 14 Dips  
in February  
challenge  
because...





# I'm fundraising for Cancer Research UK

Challenge  
name

14 Dips in February

When

Information



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Together we are  
beating cancer

# Congratulations

# 14 Dips in February

# Challenge

## Finisher 2026



This February

Your name

braved the cold 14 times  
and raised

Fundraising total

for Cancer Research UK

### Thank you for your support!

Every pound raised will help bring about a world where everybody lives longer, better lives, free from the fear of cancer.



# 14 Dips in February Challenge Sponsorship form



Please make sure to fill out each section accurately and in full.

If any of your sponsors would like to add Gift Aid to their donation, please encourage them to donate online, where they'll be given the option to include Gift Aid during the process.

Your details are safe with us. Check out our Privacy Policy at [cruk.org/privacy](https://cruk.org/privacy) for more details.

## Your details

Title:	First name:	Last name:
Address:		
Postcode:		Telephone:

Please use blue or black pen and write in CAPITAL letters. All fields are mandatory.

Title	First name	Last name	Postcode	Home address – not your work address (This is essential for Gift Aid)	Amount	Date collected
MISS	ANNE	EXAMPLE	ABI 2CD	12 EXAMPLE TERRACE, LONDON	£20.00	DD/MM/YYYY
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /
					£	/ /

I've raised a total of £ .....

## Next steps

- Collect your donations from your sponsors and send this sponsorship form, along with a cheque made payable to Cancer Research UK, to: Cancer Research UK, PO Box 1561, Oxford, OX4 9GZ (please don't send cash).
- Please don't photocopy this form. If you need additional forms please print separately.

Visit [cruk.org/14dipsfeb](https://cruk.org/14dipsfeb)

Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247). Registered address: 2 Redman Place, London, E20 1JQ. © Cancer Research UK 2025.





# Thank you for powering progress

Thanks to the generosity of supporters like you, over the past 50 years, our work has helped double cancer survival in the UK.

We're the world's leading cancer charity, dedicated to saving and improving lives with our research. Our vision is a world where everybody lives longer, better lives, free from the fear of cancer. And, backed by your support, step by step, our researchers are making this vision a reality.

More than

# 8 in 10

people who receive cancer drugs in the UK receive a drug developed by us or with us.\*

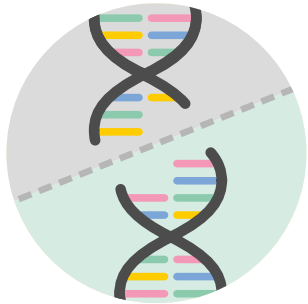
# 1 million

Thanks to progress in cancer prevention, diagnosis and treatment, more than **one million lives have been saved** from the disease in the UK since the mid-1980s.\*\*

# x2

Over the past 50 years, our work has helped **double cancer survival** in the UK.

## The difference your money makes



### £65

could buy special restriction enzymes

These act like molecular scissors to cut up the long strands of DNA in our cells, helping us to learn about more than 200 types of cancer.



### £170

could fund one day of the ABC-07 clinical trial

This is testing innovative radiotherapy techniques for treating people with rare bile duct cancer.



### £250

could fund our team of nine cancer nurses for one hour

Our expert team of cancer information nurses are on hand to offer confidential support and guidance to people affected by cancer.

\*Estimated based on Cancer Research UK analysis of England data

\*\*[cruk.org/millionlives](http://cruk.org/millionlives)

Visit [cruk.org/14dipsfeb](http://cruk.org/14dipsfeb)

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