



Your fundraising guide

Children with Cancer UK
Keeping families together



We're here to support you every step of the way

Every donation we receive will help us to fund more research, or find more ways to support children and families and keep them together throughout treatment. We will not stop until every child with cancer gets to ring their end of treatment bell and return home with their family.

Please don't hesitate to contact us at any point if you need anything or have any questions – we will be more than happy to help!

Thank you for being part of our family

By choosing to support Children with Cancer UK you are helping to save the lives of children with cancer.

Every day, on average, 12 families in the UK receive the devastating news that their child has cancer. Through funding vital specialist research, Children with Cancer UK has done everything in its power to give these children the best chance to survive.

With your support we are able to fund research projects across the UK, accelerating breakthroughs to help drive up childhood cancer survival rates and find kinder, more effective treatments to reduce long-term side effects. This groundbreaking research saves the lives of children with cancer and would otherwise go unfunded.

But we still have so much more to do. A single child dying from cancer is one too many. With your support, we are helping to create a future in which every child with cancer survives and experiences the life changing moment when they ring the end of treatment bell.

Thank you! Your extraordinary fundraising and sporting achievements will help extraordinary children like Phoebe below.

“

We are so thrilled that Phoebe is well and has got safely to eight, and we know that this is thanks to research funded by charities like Children with Cancer UK. ”

Laura, Phoebe's mum

Phoebe was diagnosed with Wilms' tumour, a type of kidney cancer, shortly before her second birthday.



Accelerating breakthroughs and keeping families together

Since 1988 we have actively raised money to invest in vital specialist research to help save the lives of children with cancer and keep families together.

Fifty years ago, only 30% of children with leukaemia survived and for most other forms of cancer, survival was even lower. Today, thanks to our supporters and the dedication of visionary researchers like those funded by Children with Cancer UK, the overall five year survival rate is predicted to be 84% in 2017.* However there are a number of childhood and young person cancers with a survival rate of only around 60%, so there is still much more research to be done.

Your support helps to fund high-quality research that really matters and would otherwise go unfunded.

We have funded a £3.74 million Precision Medicine Initiative that researches providing tailored treatments, which are not only more effective, but are also less toxic for the children to reduce the long-term side effects they experience.

Thanks to the visionary researchers we fund, we are able to accelerate breakthroughs. They are extraordinary people often working directly with extraordinary children and are able to find positive outcomes that can be shared globally.

Knowing treatment can be especially challenging for family life, Children with Cancer UK also helps fund patient family accommodation near hospitals so families can stay together during their children's treatment.

From trial to NHS

Thanks to supporters like you, we invested more than £3 million in researching a ground breaking test for children with Acute Lymphoblastic Leukaemia (ALL).

When children are in remission from ALL they may still have as many as one thousand million leukaemic cells in their bodies, known as minimal residual disease (MRD). Knowing how many of these cells are still present can help doctors to predict the likelihood of relapse.

After many years of research and a national clinical trial, which was co-funded by Children with Cancer UK, there was a breakthrough in a new molecular technique for measuring MRD. Doctors used the new MRD test to assess relapse risk in more than 2,500 children undergoing treatment and tailor each child's treatment to individual needs.

The aim was not only to improve the chance of curing high-risk children but also to reduce toxicity in low-risk children by not giving them more treatment than they needed.

The trial was so successful that the NHS has now adopted MRD testing as part of the standard treatment regime for children with ALL. It is thought that this innovation may continue to drive up the survival rate for childhood ALL.

How your money helps

Letting your friends and family know how their money will help should encourage them to donate more generously and feel confident that their money is helping to save the lives of children with cancer.

Deciding what fundraising target to set can be difficult, so have a read below and perhaps seeing what your donations could fund might help.

By raising...

£2,000 – You could fund MRI scans for four patients to identify high-risk tumour sub-types.

£5,000 – You could fund a year's supply of research equipment for projects that aim to improve survival rates from brain tumours.

£10,000 – You could support the cost of offering cell therapy to children who might otherwise be ineligible.

When your friends, family, contacts and clients donate...

£5 – They could fund laboratory equipment as part of vital research into the biology of childhood leukaemia.

£10 – They could fund research into understanding the genetics of heart failure after treatment for childhood cancer.

£25 – They could help fund essential blood tests to monitor the effectiveness of therapy in a ground-breaking immunotherapy trial for children with relapsed leukaemia.

£50 – They could help purchase laboratory equipment to support development of scientific techniques for the treatment of children with chemotherapy-resistant sarcomas.

£100 – They could fund a week's supply of the day-to-day research equipment for the development of a supply of donated 'ready to go' cells, for transfusion into young patients.

£250 – They could fund the development of new MRI scanning techniques for more accurate diagnosis of young patients with specific brain tumours.

“

It is due to the work they do that I am so very grateful for all those who have sponsored and supported me so generously. For that I cannot find words to express my gratitude. The research they have done has provided a cure for Isaac's condition and allows them to press on to find further cures and improve care. ”

Liz, Isaac's Mum and 2018 Marathon Finisher

The development of the MRD test Isaac had was co-funded by Children with Cancer UK.



* Survival rates are based on 5 year survival. The 84% figure for 2017 is an estimated figure by the Office of National Statistics, exact figures will be known in 2023

Getting Started

So now you are all set to begin your fundraising for Children with Cancer UK.

Here are our top ten tips to start you off:

- 1 Start early** – give yourself plenty of time.
- 2 Create a fundraising plan** so you know what you're going to do and when.
- 3 Set up an online fundraising page** – don't forget to add a profile picture and a target and let everyone know why you have chosen to fundraise for Children with Cancer UK.
- 4 Start by asking your most generous friends and family.**
- 5 Use social media** to reach as many people as possible – make sure you update everyone on your progress.
- 6 Collect donations as early as possible** – the sooner you start, the more you will collect.
- 7 Organise an event:** coffee mornings, quiz nights and discos – anything goes!
- 8 Learn some key facts** so you can tell potential sponsors how their donations are going to help save the lives of children with cancer. We've already provided some information in this pack, but please visit childrenwithcancer.org.uk to find out more.
- 9 Ask local businesses** to sponsor you or donate a prize that you can use at a fundraising event.
- 10 Encourage colleagues and your employer** to get involved – your company may have a matched giving scheme, so approach them early.

A-Z of fundraising ideas

Still not sure where to start? Everybody could do with a little inspiration or a great idea to kick off their fundraising.

Take a look at our A-Z of fundraising to see what some of our supporters have done in the past:

- | | |
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| A Arts and crafts fair, Afternoon tea party | N New Year's resolutions, Netball tournament |
| B Barn dance, BBQ | O Opera night, Olympics day |
| C Cake sale, Coffee morning | P Plant sale, Pyjama day |
| D Disco, Dinner party | Q Quit chocolate for a month, Question Time |
| E Easter egg hunt, Exhibitions | R Race night, Raffle |
| F Fashion show, Fun day | S Sponsored silence, Sweepstake |
| G Garden party, Games night | T Tuck shop, Treasure hunt |
| H Head shave, Hair dye | U Uniform dress up, Unwanted present sale |
| I Intellectual quiz, Ice skating party | V Village fete, Villains and superheroes night |
| J James Bond evening, Jumble sale | W Wine and cheese party, Weight of the cake |
| K Knitting, Kids fun day | X Xmas hampers, Xmas card sale |
| L Lunch party, Lawn mowing | Y Yacht race, Yo-yo competition |
| M Matched giving, Music concert | Z Zumbathon, Zoo themed fancy dress |



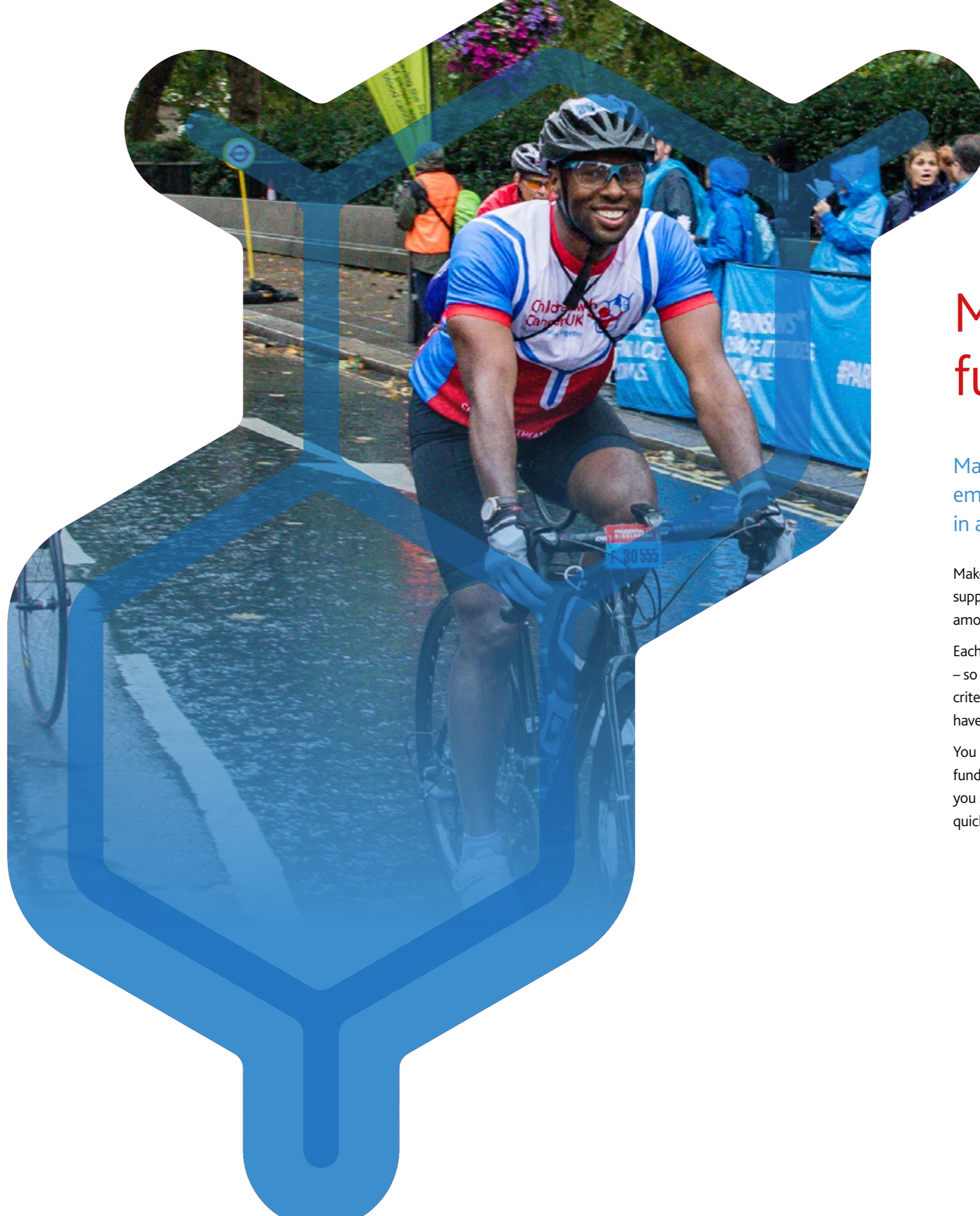
Raising money online

Don't forget to set up your online fundraising page to start your fundraising as soon as possible.

This is a great way to make fundraising quick, easy and fun!

Top Tips:

- Make sure you set a target on your page – people will want to know what you're aiming for!
- If you get close to your target you can push it up again.
- Make sure you add a picture to your fundraising page so people know it's you.
- Share your page on social media – why not post an update with a photo of your fundraising efforts?



Matched funding

Many employers support their employees' fundraising activities in a matched giving scheme.

Make sure you ask your employer if they can support you in this way as it could double the amount you raise.

Each employer will have their own set of rules – so find the right contact and check out the criteria. Some will match £ for £ and some will have a ceiling amount they are prepared to give.

You may need to register your chosen fundraising activity with your employer before you start to fundraise, so it is important to act quickly and speak to them first.

Gift Aid

For every £1 donated by a UK taxpayer, Gift Aid enables Children with Cancer UK to claim an extra 25p from HM Revenue and Customs at no extra cost to you or your sponsors.

Sponsor forms

In order to make a Gift Aid claim, we need the following details on your paper sponsor form:

- Full Name. This must include the donor's first initial or forename, and surname.
- Address. Only use a home address, including door number and/or house name and postcode.
- The amount donated must always be written.
- The donor must tick to confirm they are a UK taxpayer.

Online giving

When you have an online fundraising page, all your sponsors will be asked for a Gift Aid declaration as they donate. The claim is then made automatically on those donations.

Your fundraising totals

Gift Aid is not added to your individual fundraising total. This is because sometimes we receive Gift Aid from HMRC many months after the original donation has been made.

Sending in funds

There are lots of ways for you to send us the funds you have raised. Take a look below:

At your local NatWest or via a Bank Transfer

You can pay your funds directly into our account at any branch of NatWest or via BACS. Please just ask us to send you our bank details. Don't forget to reference your name and the event, so we know it is from you.

Online giving

All funds raised through your online fundraising page will come directly to us. This will also include Gift Aid, where applicable.

By post

You are welcome to send in cheques by post – cheques should be made payable to: Children with Cancer UK.

Please don't forget to reference your name and the event when sending anything to us by post.

By phone

You can call us on 020 7430 7788 and pay over the phone via debit/credit card.

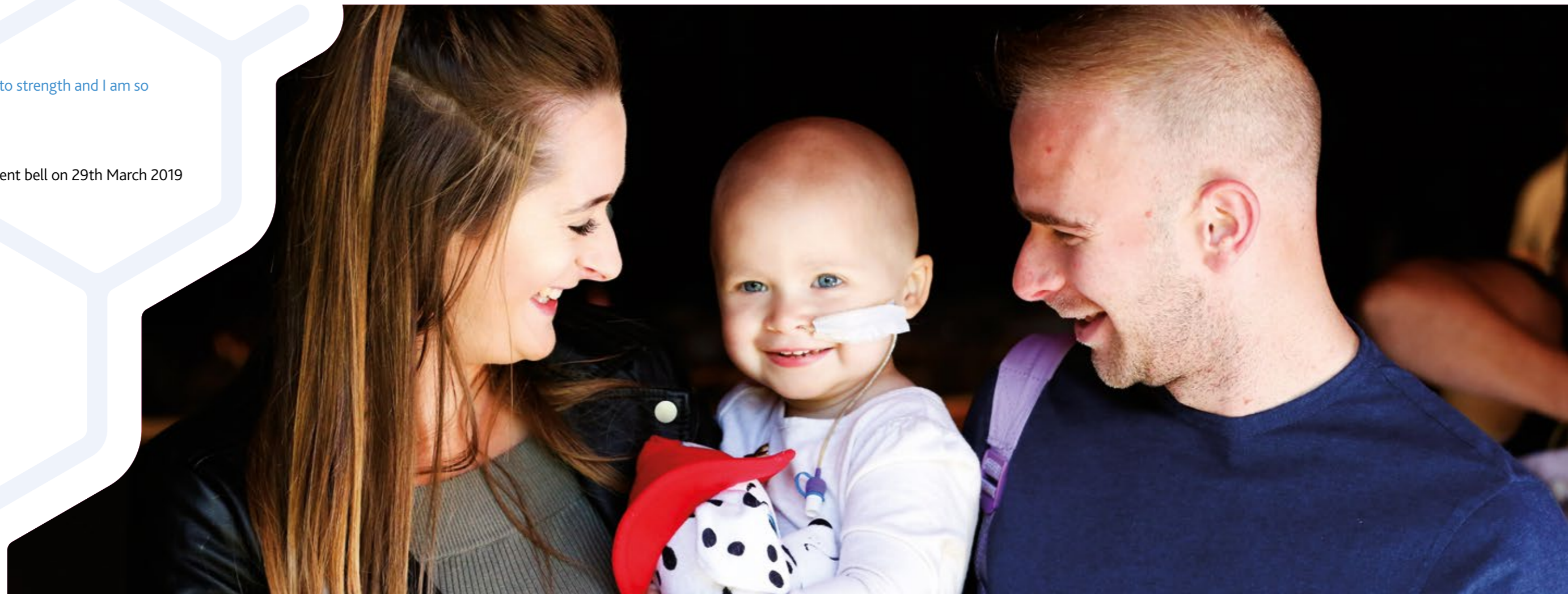
Please let us know when you have finished fundraising, so that we can send you a huge thank you and your well-deserved certificate.

“

Bella is going from strength to strength and I am so proud of her. ”

Lisa, Bella's Mum

Bella rang her end of treatment bell on 29th March 2019





Thank you for helping
more children with
cancer ring the end
of treatment bell

020 7430 7788

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 ChildrenwithCancerUK

 @CwC_UK

 ChildrenwithCancerUK

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Registered Charity Number: 298405
Inaugurated by Diana, Princess of Wales.