



Your fundraising guide

Thank you!

Thank you for choosing to support Children with Cancer UK.

This fundraising pack is full of tips and tricks to help you maximise your fundraising to help save young lives. We know that raising funds can be daunting at times. However, we hope our fundraising advice will help make it easier for you to reach your goals. If you need any fundraising materials, or have any queries, then please get in touch. Our contact information is at the back of this pack.

Good luck and thank you for all your support!

Children with Cancer UK

For us, it's personal.

It started with one diagnosis. Followed by another.

In November 1986, siblings Paul and Jean O'Gorman were both diagnosed with cancer, and both tragically lost their lives within months of each other.

On the day that Paul passed away, the O'Gorman family made him a promise to help other children and young people facing the same situation. Their first goal was to raise £100,000 for research and support. Since then, Children with Cancer UK has grown into one of the leading children and young people's cancer charities in the UK.

Since then, we've been working tirelessly to fund vital research, support families and raise awareness.



Our vision

A world where every child and young person survives cancer.

Where every treatment is free from toxic side effects.

Where every child and young person gets the chance to grow up and live their life to the fullest.

What we do

Children with Cancer UK works across three different areas



We fund research

We work with scientists and medical experts to develop ways to identify childhood cancers, find kinder treatments and improve quality of life.



We support families

We provide emotional and financial support, allowing families to focus on being there for their children and each other.



We raise awareness

We create awareness to empower people with knowledge and ensure that childhood cancer is always on the agenda.

We provide families with support for today and hope for tomorrow, as we fund the vital research needed to fulfil our vision.

Why we do what we do

- **Cancer is still one of the biggest causes of death in children under the age of 15**
- **Faster diagnosis of childhood, teenage and young adult cancers, and better, kinder treatments means more children will survive**
- **Building awareness ensures that, together, we never stop working to improve outcomes for any child or young person with cancer**
- **Supporting families in and out of the hospital means that they can focus on being there for their child and each other**

Bridenni's story

It started with leg pains & high temperature

Bridenni was diagnosed with acute lymphoblastic leukaemia when she was three years old in February 2020. Her mum Dee shares their story.

The early cancer symptoms we noticed

Bridenni had been getting pains in her legs, tummy, getting constipated and having high temperatures. We took her to the GP several times and we were referred to the local children's hospital where she had an MRI scan, ultrasound scans, x-rays and was started on a 10 day IV course of antibiotics for a suspected infection. She continued to get temperatures and we were in and out of hospital for three weeks.

We were told it was acute lymphoblastic leukaemia

A blood consultant wanted to do a bone marrow biopsy to rule out leukaemia. I felt gutted and cried. Bridenni was diagnosed with acute lymphoblastic leukaemia two days before her 4th birthday, and the next morning was transferred to the children's cancer ward and started her treatment.

Treatment plan

Bridenni is on a two year treatment plan classed as a non-complex leukaemia, but still 80-90% recovery chance which as a parent I tended to think what about the other 10-20%. I think watching and supporting your child through a long term illness is one of the most stressful things I have ever been through.

Dee, Bridenni's mum, November 2021



Fundraising stories

Thank you to all our amazing fundraisers. We couldn't do what we are doing without you.

Chris' challenge

Chris was diagnosed with Gastrointestinal stromal tumour (GIST), a rare type of tumour, in his small bowel. He went through surgery to remove the tumour, but subsequently found out that it was unfortunately incurable. This would be a blow for anyone, but Chris hasn't let this news stop him. Since then, he has taken on multiple challenge events for Children with Cancer UK, raising over £30,000.

"There's not a great deal I can do about my cancer, I put my trust in my amazing doctors and the medication, and otherwise try to stay positive and busy. But by raising funds now I hope I can help children and their families going through cancer treatment in the future."



Hollie's new hair

Hollie loves walking her dog, Bella, with her sisters and she is very popular at school.

Hollie has Down's syndrome and in July 2009 she was also diagnosed with Acute myeloid leukaemia.

To celebrate her 10 year all-clear milestone, Hollie decided to cut off 14 inches of her hair to raise just under £200 for Children with Cancer UK.





Our top ten fundraising tips

1 Start early – give yourself plenty of time. The sooner you start, the more you will raise.

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, 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 Remember Gift Aid: If your sponsors are UK tax payers, make sure they Gift Aid their donation. This will mean an extra 25p for every £1 they donate.

7 Organise an event: from coffee mornings to quiz nights or discos! Why not check out our A-Z of fundraising ideas.

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 to find out whether they can support you in this way.

A-Z of fundraising

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, Festive jumper day | S Sponsored silence, Sweepstake |
| G Garden party, Games night | T Tuck shop, Treasure hunt |
| H Head shave, Hair dye, Halloween party | 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, Wimbledon sweepstake |
| 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, Zip wire |



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:

- **Set a target – people will want to know what you're aiming for, and you could raise 17% more!**
- **Add a picture to your fundraising page to make it more personal, it could boost your donations by 23%**
- **Tell us your story and why you have chosen to support Children with Cancer UK – this could help you raise 65% more**
- **Self-donate to your page to get started**
- **Post updates to your page – let your supporters know the milestones you hit. On average this could get 8% more donations!**
- **Don't forget to say thank you to everyone who donates**
- **If you get close to your target you can push it up again**
- **Share your page on social media – why not post an update with a photo of your fundraising efforts**
- **Connect your fitness app to your page and raise 111% more**
- **Add your fundraising page link to your email signature**



Make your fundraising go further

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

Every donations made through your fundraising page could be eligible for Gift Aid. Your sponsors will be asked for a Gift Aid declaration as they donate. This means their donation is worth more at no extra cost to them, so do encourage everyone to tick the declaration. 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.

Keep it legal and safe

Permission

Make sure you have permission from the local authority or property owner if you are holding an event in a public place.

Insurance

If your event is for the general public, please make sure you have Public Liability Insurance. Unfortunately you can't use Children with Cancer UK's public liability insurance.

Food and drink

Make sure everyone involved with preparing and serving food has a basic understanding of food hygiene. If you plan to sell alcohol at your event, please make sure you have a licence.

Emergencies and first aid

If you are holding an event with lots of attendees, please make sure you have the right first aid support.

Handling money

Please collect cash in a secure container (we can provide collection tins), make sure there are two people around when handling and counting the money and pay it into the bank as soon as possible.

Licenses

You may need a licence from your local authority if you are holding a raffle, lottery, auction or collecting money in a public place.

Risk assessment

Remember to do a risk assessment for your fundraising event or activity. Look at the risks and how you can reduce them.

If you are under 18

Please ensure you have your parent or guardian's permission to fundraise.

Code of conduct

All supporters raising money for Children with Cancer UK should conduct their activities in such a way as not to bring our name into disrepute.

Please remember to treat the Children with Cancer UK staff with the same respect you would expect to receive.

Sending in funds

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

Bank Transfer

You can pay your funds directly into our account. Get in touch and we can 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. Our address is at the back of this pack.

By phone

You can call us on 0800 222 9000 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.





Thank you

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Registered Charity Number: 298405
Children with Cancer UK is a company limited by guarantee
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