



School Fundraising Guide

Thank you for choosing to support Children with Cancer UK.

This fundraising pack is full of tips and ideas to help you maximise fundraising at your school to help save young lives. If you need any fundraising materials or have any queries then please get in touch.

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

E-mail us at fundraising@childrenwithcancer.org.uk

How can we help?

We're here to support you every step of the way . Please get in touch if you feel there is something we can do to help.

Fundraising materials

We can provide your school with materials that'll help you make the most out of your fundraising activity and reach your target.

This includes:

- Posters
- Bunting and balloons
- Information leaflets
- Collection tins and buckets
- Banners
- Flags and cheersticks



Assembly presentations

We can provide you with a digital presentation to show to your students. It will explain childhood cancer, the work we do as a charity and how the money raised by your school will help to save the lives of children with cancer. We can tailor this to fit your school's curriculum or ethos, should you need.

A special thanks

Once your fundraising is complete, we will send your school a letter of acknowledgment and a certificate as a token of our thanks. We'd also love to send a personalised video from one of our Community Fundraising team, thanking the school for raising money for Children with Cancer UK.

E-mail us at fundraising@childrenwithcancer.org.uk



School Fundraising Ideas

Orange & Purple Day

Ask students to make a donation to come into lessons wearing clothing that is orange or purple (or both!) to raise awareness of the charity.

Sponsored Walk

Organise a walk around the school and ask children to get sponsored for every lap they complete.

Talent Show

Host a talent show and sell tickets for the night. All ticket sales can go towards your fundraising. Raise extra funds by selling snacks or having a raffle.

Poetry or Art Competition

Ask students to get creative and enter some artwork or literature into a competition. You could host a fundraising exhibition to showcase everyone's work on the evening and sell the works for a donation.

School Cookbook

Students and teachers can enter their favourite recipes to be made into a PDF/printed cookbook that can be sold.

Bake Sale

Have everyone bring in their best bakes and ask for a donation per slice. Why not theme your bakes to match the Children with Cancer UK colours.

Movie Night

Organise a movie night after school using a projector and snacks and ask children to pay for the ticket as the donation.

School Calendar

Create a calendar of pupil's artwork or photography to sell, with all proceeds going to charity.

Dance Party

Host a disco and have students make a donation upon entry, Sell soft drinks and snacks to raise some extra funds.

Slipper Day

Ask students to pay a donation to get cosy and wear slippers at school.

Charity of the Year

If you would like to support Children with Cancer UK throughout your school year please get in touch. This is a great way for your pupils to gain an understanding and awareness of childhood cancers, whilst raising money for an important cause. Children with Cancer UK would support you every step of the way, offering fundraising materials, school presentations and ideas to help with your fundraising.

Selection process

We would be happy to share presentations, information leaflets or have a conversation with any of your students or staff during their Charity of the Year selection process. We're here to answer any questions, from queries about the charity to how we can support your fundraising.

During your fundraising

We want to help make the most out of your students' fundraising experiences. From offering advice on planning your events calendar to personalised fundraising materials, we will be on hand to help make their fundraising a success. We would love to work with your pupils to develop their understanding of the charity sector and offer guidance and opportunities to develop skills such as communication, planning and creative thinking.

A huge 'thank you'

At the end of your fundraising year, we would present your school with a personalised certificate and thank you video, call or visit. Children with Cancer UK will highlight how the money your school has raised will help fund life saving research and explain the benefit their fundraising will have had on increasing awareness of our charity and childhood cancers.

Fundraising materials

As well as the materials mentioned previously in this guide, we can provide bespoke PDFs for your school to print or E-mail, such as:

- Posters
- Information leaflets
- Presentations
- Fundraising target posters
- Event documents (including flyers and programmes)
- Tickets
- Certificates

If there is something not mentioned that you would like, let us know and we'll see if we are able to help!





Our top ten fundraising tips

- 1** Start early - give yourself plenty of time. The sooner you start, the more money you can raise.
- 2** Choose your activity, Pick one of our suggestions or get creative and think of your own idea. Why not ask students to give suggestions.
- 3** Create a fundraising plan so you know what you're going to do and when. It's best to confirm a date and time for your event as early as possible.
- 4** Set your fundraising target. Decide how you'd like to raise the money (e.g. JustGiving or cash donations). Having a target will keep everyone motivated.
- 5** Make sure all of your students and parents know about your fundraising in advance. Make it clear how you're choosing to collect the money too so they can be prepared.
- 6** Remember Gift Aid: If you sponsors are UK tax payers, make sure they Gift Aid their donation. This will mean an extra 25p for every £1.
- 7** Use social media to reach as many people in your community as possible - make sure you update everyone on your progress.
- 8** Market your fundraising event well in advance. Ask local businesses to sponsor your school or donate a prize that can be used at a fundraising event. Get in contact with local press to see if they can help raise awareness of your fundraising event. Encourage parents and teachers to share information about your fundraising with their contacts.
- 9** Learn some key facts so you can tell potential sponsors how their donations are going to help save the lives of children with cancer. Please ask if you need any information.
- 10** Share photos and updates during or after your event. Many fundraising challenges and events continue to receive donations after an event so don't forget to shout about your achievements, even once your event has finished.

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](tel:08002229000) and pay over the phone via debit/credit card.

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



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.



Thank you

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