

FUNDRAISING GUIDE



THANK YOU

WE'RE DELIGHTED THAT YOU HAVE CHOSEN TO FUNDRAISE FOR KIDSCAN. THE MONEY YOU RAISE WILL HELP US TO FUND RESEARCH TO FIND SAFE NEW TREATMENTS FOR CHILDREN WITH CANCER.

To help you get your fundraising off to a flying start we have put together this helpful guide! It's full of everything you need to get you started and to make your fundraising a roaring success! From fundraising ideas to social media tips and tricks we have covered all the bases!

But it doesn't stop there, if you need anything along the way, we are just a phone call, email or tweet away from helping you out.

Good luck with your fundraising efforts, and welcome to **#TeamKidscan**

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Fundraising Manager

ABOUT KIDSCAN

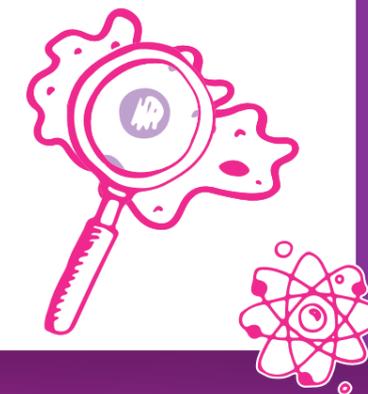
1 IN 500 CHILDREN WILL BE DIAGNOSED WITH CANCER BY THE AGE OF 14

Although advances in treatments have improved survival rates, the treatments are harsh and can cause lifelong damage to children's growing bodies. 60% of those who survive will suffer from "late-effects" of the treatments used to save their lives.

These effects are devastating and affect many parts of the body from bones to vital organs. Late-effects can include mobility issues, organ problems, psychological problems, developmental issues and in some cases - infertility.

By funding research dedicated to children's cancer, our aim is to create a world where every child diagnosed has the chance to survive and thrive without suffering from late effects. This includes improving current treatments for children with cancer to eliminate the side effects, and developing new targeted treatments to treat specific cancers.

WITH YOUR FUNDRAISING EFFORTS - WE WILL GET THERE.



WHAT'S INCLUDED:

IN THIS GUIDE:

- 4-5** Planning your fundraiser
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- 13-14** Charlotte's Sweet 16
- 15-16** It's the big day
- 17-18** And breathe - you did it!
- 19-20** Keep it legal
- 21-22** Archie's story

Plus a range of fundraising materials for you to use, from posters to invites & tickets!

PLANNING YOUR FUNDRAISER

PLANNING YOUR FUNDRAISER IN ADVANCE IS KEY TO HITTING YOUR FUNDRAISING TARGETS. WE'VE INCLUDED A HELPFUL PLANNER AND INSTRUCTIONS SO YOU CAN FIRM UP ALL THE DETAILS BEFORE YOU START PROMOTING!



NAME IT

First your fundraiser needs a name. Think of a name and then a brief description to help you advertise your event to others!

SET A FUNDRAISING TARGET

Having a clear goal in mind can help to give your fundraiser a clear focus, and can also help others see what you want to achieve. So set yourself a realistic fundraising target. Make sure you take into consideration any costs of running your fundraiser

WHAT'S GOING ON?

Whether you are planning a party, cake sale or sponsored head shave, you may want to run additional fundraising activities to boost your donations. Why not write a list of all the activities you have going on and get some ideas on page 12

SET A LOCATION

If you need to find a location, cost can be a big consideration. Try to make use of places you can find for free, or at least get a discount on. Church halls, community centres and sports halls can be good places for large events – and usually have a good following already.

SET A TIME AND DATE

If you need to organise a time, date and venue, you will need to have a good think about the right time and place! Think about who you are inviting, if its adults then a weekend is good for those who work, but if your fundraiser is for children, then the evening may be better!

Also think about what the weather will be like on your chosen date and if there are any similar events running that may be competition!

ALL SET TO GO?

Congratulations you've got yourself a fundraiser! But there's just one more step before you can start promoting your event. First decide how you want to collect donations

NEED SOME INSPIRATION?

If you're still thinking of ways to fundraise or you are looking for additional activities, why not take a look at our fundraising ideas brochure? It's full of different fundraising ideas from bake sales to shaving your hair for charity!



LET'S START FUNDRAISING

THERE ARE A LOT OF WAYS TO COLLECT DONATIONS SO TO HELP YOU DECIDE WE HAVE PUT TOGETHER A SIMPLE GUIDE. WHATEVER METHOD YOU CHOOSE, DON'T FORGET TO GIVE IT PLENTY OF TIME BEFORE AND AFTER YOUR FUNDRAISER!



SET UP YOUR FUNDRAISING PAGE

For events that are reliant on sponsorship then an online fundraising page is a must! Don't let setting up a page put you off – it's easy and we've even included a guide to get you started!

There are many different websites you can use to collect sponsorship, our favourite is Everyday Hero, but you can use JustGiving, BT Donate, Facebook & more!

USING YOUR SPONSOR FORM

An online sponsor form isn't always ideal when you are talking to people face-to-face so why not use a physical sponsor form? Printed sponsor forms are a great way to get a lot of people to pledge their support. The best part of an online sponsor form is you can print it and get others to circulate it for you!

We've included a sponsor form in this pack to help you get started, but if you have any questions - let us know!

COLLECTION TINS & BUCKETS

If you work in a busy office or your event is around a lot of people, why not use a collection tin or bucket. Having somewhere people can put their loose change is a great way of collecting extra money for your fundraiser! It's also a great way to get people talking when a purple tin suddenly appears in the office kitchen!

giftaid it

YOUR GUIDE TO GIFT AID

Maximise your sponsorship by asking your sponsors if they are eligible for Gift Aid. Gift Aid allows Kidscan to claim the basic rate of tax on every eligible pound donated – **that's an extra 25p per pound!**

To be eligible the sponsor must be a UK Income Tax and/or Capital Gains taxpayer. They also need to give us their full address and tick the Gift Aid box on a sponsor form or online donation form to allow us to claim!

Don't worry all you need to do is get their permission in their own handwriting and we will do the rest!



MY TO DO LIST

SO YOU HAVE THE BASICS COVERED - BUT WHAT'S NEXT? THIS BOOKLET IS FULL OF IDEAS TO HELP YOU PLAN AND BOOST YOUR FUNDRAISER SO WHY NOT PICK THE BEST BITS AND CREATE YOURSELF A TO DO LIST.

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SPREAD THE WORD

THE MORE PEOPLE KNOW ABOUT YOUR EVENT THE MORE CHANCE YOU HAVE OF HITTING YOUR FUNDRAISING TARGETS!

TOP TIP!

Ask us about listing your event on our website to get more exposure



GO SOCIAL!

Facebook, Twitter and Instagram are the perfect places to let people know about your event! You can set up a Facebook event page, tweet your progress and post pictures as you go! We've included some display pictures and images you can use to get you started! Don't forget to tag us or use **#TeamKidscan** so we can give you a shout out!

The more noise you make the better, so why not blog about your progress as you go along, sneak peaks and behind the scenes images are always a great way to build suspense! Make sure you always post a link to your fundraising page or details of how to pay so people know where to go to donate!

If you want more guidance on the best way to use social media to promote your fundraiser – get in touch and we will send you a helpful guide! Plus you can even join our Facebook Fundraising Group where you can share ideas and swap stories with the rest of **#TeamKidscan**

GO OLD SCHOOL

The internet may be everywhere but there's nothing wrong with a bit of old-fashioned marketing! You can use our ready-made posters to advertise your event, use our invites to boost your event numbers or use one of our ready-made flyers to raise awareness! You can target places like community halls, local shops and notice boards.

TIPS AND TRICKS

We are sure by now you're ready to shout your event from the rooftops. But why not give your promotions a little extra boost?

- See if your local newspaper or radio station would like to cover your story!
- Ask your workplace to send out an email to all employees
- Add your event to your email signature
- See if your children's school will send out a letter if your fundraiser is relevant
- Challenge your friends to bring their own friends, and give a prize for the most people brought along!

AMP UP YOUR FUNDRAISING

FUNDRAISING DOESN'T JUST HAVE TO STOP AT SPONSORSHIP AND DONATIONS, WHY NOT GIVE YOUR FUNDRAISER A BOOST BY ADDING ADDITIONAL ACTIVITIES AND FOLLOWING OUR TIPS!

DID YOU KNOW?

A **£10** donation pays for 1 hour's worth of vital research



GET BLAGGING!

Approach local businesses and tell them about your plans, they may be willing to give you a prize for a raffle or an extra donation. They may even be willing to sponsor your event or challenge!

HOLD A RAFFLE OR AUCTION

With your blagged freebies you could hold a raffle, tombola or even an auction! The more things you have for people to get involved in and win the more likely they are to spend money!

PULL IN SOME FAVOURS

From face painters to musicians, if you know a crowd of talented people then see if they will join you in fundraising for Kidscan. The less activities cost you to run the more money you can raise!

MATCH FUNDING

Tell your employer about your plans, many employers offer match funding where they will literally match whatever you raise!

PLAY SOME GAMES

Sweepstakes and guess the name of the teddy are great ways to boost your fundraiser - we've even included free templates to get you started!

BOOST YOUR CHALLENGE

Adding things to a party or event is easy - but what if you are asking people to sponsor you to run a marathon, have your head shaved or go on a hike? Well that's easy too! Why not do some themed fundraising in the run up to your challenge.

You could sell moustache cakes if you're going for the big shave, host a cycle themed quiz if you're taking on the cycle of a lifetime or create a running vest design competition if you're planning to run a marathon!

The extra hype will help to promote your challenge and boost donations!

Need help thinking of ways to boost your challenge? Get in touch with Kidscan and we will send you some fun ideas matched to your challenge!

CHARLOTTE'S SWEET 16



FOR THE LAST 4 BIRTHDAYS CHARLOTTE HAS DEDICATED HER BIRTHDAY TO RAISING MONEY FOR CHARITY, BY ASKING PEOPLE TO DONATE MONEY INSTEAD OF BUYING HER GIFTS. CHARLOTTE ALSO HOSTS A FUNDRAISING BIRTHDAY PARTY EACH YEAR - WITH HER LATEST ONE RAISING OVER £4,000 FOR TWO CHARITIES!

To raise such phenomenal amounts, Charlotte designs her nights around donations. Before the evening she sells tickets to secure donations and to confirm numbers. She then approaches businesses, entertainers and local community to secure donations of prizes, venues, DJ's, entertainment and even birthday cake!

Next Charlotte uses social media to get people excited for the night, giving them previews of auction and raffle prizes so they can start to think of items they want to bid for. She even approaches local papers and radio stations to help spread the word!

On the night, alongside a prize raffle and auction, Charlotte hosts a variety of games for all ages, from tombolas, to guess the weight of the chocolate to lucky dips! She takes plenty of photographs and makes use of social media.

At the end of the night she brings out the charity buckets to collect those last minute donations. Afterwards, she also publicly thanks all those who donated, and even gets in extra donations to top up her total!



CHARLOTTE'S TOP TIPS!

- Sell Tickets** - tickets are a great way to secure donations before your event
- Get freebies!** - many companies and businesses want to support your fundraising efforts - just ask!
- Have fun** - fundraising should be fun so take the time to enjoy your fundraiser!

IT'S THE BIG DAY!

IT'S FINALLY THE BIG DAY, ALL YOUR HARD WORK IS ABOUT TO PAY OFF! BUT DON'T STOP YET – THERE IS STILL PLENTY OF TIME TO MAKE YOUR FUNDRAISER PERFECT!



LAST MINUTE PROMO



Social media is a great way to get in some last minute promotion. You never know how many people might see your last minute tweet and decide to support you! If you're doing something awesome why not go live? Live streaming is a great way to engage with people live from your fundraiser!

DOCUMENT YOUR DAY



You have worked so hard to get to this point – so don't let your day be a distant memory! Document your day, take plenty of videos and pose for plenty of photographs. After the event you can send them to Kidscan and we can use them to help you celebrate your success! Remember, quality over quantity!

SECURE THOSE DONATIONS



Okay, so taking a bucket isn't a good idea if you're skydiving, but if there is space, a collection box can be a great way to get some last minute donations! We have included a box in your fundraising pack but if you think you could benefit from a tin – get in touch! People don't always carry cash so make sure you have the Kidscan Text to Donate number on show!

AND BREATHE!

YOU DID IT!

CONGRATULATIONS! ALL YOUR HARD WORK PAID OFF ! IT'S NOW TIME TO SEND US YOUR DONATIONS AND BRAG ABOUT HOW MUCH OF A SUPERSTAR YOU ARE! SO WHERE TO START?



CHASING THE MONEY

Asking people for money can be hard, but if they have promised to sponsor you then don't be shy about chasing them. You could even soften the blow by sending them a polite thank you for sponsoring you with a small reminder of the pay in deadline. Or you could use our handy poster – a reminder on the work fridge is always a winner!

25% of donations come through after the date of your fundraiser, so putting the extra time in really can help boost your final total!

GOT CHANGE?

If you have used collection buckets or have a large amount of change from your fundraiser, don't worry. If you can get the cash to us, we can count that for you! Simply get in touch and we can arrange the best way to get it here.

REMEMBER

We love to celebrate the success of your fundraiser, no matter how big or small. So don't forget to send us your pictures and videos! You can email, tweet or Facebook your pictures to us, or if your files are big there are plenty of online file transfer sites that allow you to send large files for free. If you need more advice just get in touch!



@Kidscan_UK



@KidscanUK

PAYING IN!

You can pay in your funds a number of different ways depending on what suits you, if you're not sure then get in touch with us and we will advise you on the best way. The best bit? Once you pay in, we will send you a certificate to treasure and show off to all your friends! You can pay in via:

Our website

Visit kidscan.org.uk and click donate. Don't forget to drop us a note to say how much you paid in and what for so we can credit you!

Bank Transfer

Ask us for our bank details and send the funds straight into our bank account

Cheque

Send a cheque made out to "Kidscan Children's Cancer Research" in the post to Alumni House, Salford University, Acton Square, Manchester, M5 4NY



LET'S KEEP IT LEGAL

FUNDRAISING SHOULD BE FUN AND EXCITING FOR EVERYONE INVOLVED. SO MAKE SURE YOU FOLLOW OUR TOP TIPS FOR KEEPING IT LEGAL!



COLLECTIONS

If you are planning to do a collection on privately owned land, you will need the permission of the landowner before you collect. If you are doing your collection in a public place however, you will need to secure a licence from your local authority.

If you are planning a collection we can give you advice on the best steps to take, and can help with any applications. We do not recommend collecting house to house or business to business due to strict regulations.

RAFFLES, LOTTERIES & PRIZE DRAWS

Raffles, lotteries and prize draws are all governed by strict regulations. This extends to any games where there is an element of luck required to win, for example a duck race. We recommend you get in touch before your fundraiser for more advice.

FOOD HYGIENE

If your fundraiser involves food, make sure you adhere to basic standards for preparation, storage, display and cooking. It's also a great idea to include an ingredients list or allergy warning with any food you serve.

INSURANCE

As the host of a fundraising event you are responsible for making sure everyone is safe. We recommend you take out public liability insurance cover for events.

DATA PROTECTION

Everyone has heard of GDPR and Data Protection. To make sure you simply don't keep people's information longer than you need, and don't share people's information without their permission. You should also keep information given to you safe and only collect the information you need.

FUNDRAISING IN AID OF KIDSCAN

We're really pleased that you're fundraising for Kidscan. We'll offer you all the support we can, however ultimately we can't be held responsible if things don't go to plan. If you organise your own event you'll be acting in your own capacity - we're sorry this sounds a bit odd - we just need to protect the charity and hope you'll understand!

ARCHIE'S STORY

HI MY NAME IS ARCHIE AND I AM AN ENERGETIC 4 YEAR OLD BUT WHEN I WAS 4.5 MONTHS OLD I WAS DIAGNOSED WITH HIGH RISK HEPATOBLASTOMA, AN EXTREMELY RARE LIVER CANCER. THIS IS MY STORY...



ON THE 29TH MARCH 2014 MY MUMMY NOTICED A SWELLING ON MY LEFT SIDE WHILST GIVING ME A BATH. THE NICE DOCTORS IN A&E EXAMINED ME AND AFTER AN MRI SCAN IT WAS THERE THAT MUMMY AND DADDY WERE TOLD I HAD STAGE 4 LIVER CANCER.

After I had my wiggly fitted (Hickman line) I had to go through 3 months of gruelling intensive chemotherapy where I lost my hair and my appetite. I had an NG Tube put up my nose and down my throat due to the amount I was being sick and the size of my tumour in my tummy. I had 3 lots of different chemotherapies and they made me feel very poorly. After being on the transplant list for 5 days, I was in theatre for 14.5 hours getting my new liver. Mummy and Daddy said it was one of the longest nights of their lives.

Although I rang the end of treatment bell on the 13th August 2014 I have been left with some not very nice side effects including high frequency hearing loss and a lack of control over my bowel or bladder so I still need to wear nappies. I am fed through a tube in my tummy for 18 hrs a day/night. I get a lot of leg pain due to hyper-mobility in my hips, knees and ankles. Just recently I have been diagnosed with adrenal insufficiency due to the steroids I have been on since my transplant, which means I get tired very easily. I have regular check-ups at the 3 different hospitals I am under and sometimes. I am not well enough to go to nursery but most of the time I am mummy and daddy's cheeky monkey.



“MUMMY, DADDY AND THE NURSES FED ME SLOWLY THROUGH THE TUBE SO I COULD KEEP MY WEIGHT UP TO FIGHT THE MONSTER IN MY TUMMY.”



Registered Charity No. 1094946 | **Tel.** 0161 2953864 | **Email.** info@kidscan.org.uk | **Web.** www.kidscan.org.uk

Alumni House, Acton Square, University of Salford, Manchester, M5 4NY



HELP ME TO FIGHT CHILDREN'S CANCER

By raising money for **Kidscan Children's Cancer Research**

MY FUNDRAISER:

I am:

On the:

At:

For more information:

THANK YOU!

FOR HELPING ME TO RAISE



for

Kidscan Children's Cancer Research

HELP ME BOOST MY TOTAL!

If you still have funds to pay in the deadline is:



GUESS THE NAME OF THE TEDDY!



For your chance to win, write your full name and contact in the box of your guess!
If you're right someone will be in touch!

ARCHIE

ARTHUR

BAILEY

BINGO

BUTTERCUP

BUTTON

CARAMEL

CHARLOTTE

COOKIE

DENNIS

DUKE

EDDY

FLETCHER

FLUFFY

FREDDIE

GEORGE

HARRY

HARVEY

ISAAC

JACKSON

LAURA

LEO

LOLA

LUCKY

MAX

MUFFIN

NANCY

OLAF

OLLIE

PATCH

RAINBOW

ROCKY

SNUGGLES

THEO

WINSTON

YOGI

YORKIE

ZEUS

ZIGGY



Emilie Austin
Kidscan Ambassador



GUESS TO WIN!



For your chance to win, write your guess, your full name and contact in the boxes.
The person with the closest guess wins!

I AM FUNDRAISING FOR KIDSCAN BY....

CAN YOU GUESS....

TO WIN A PRIZE?

Guess						
Name						
Contact						
Guess						
Name						
Contact						
Guess						
Name						
Contact						
Guess						
Name						
Contact						
Guess						
Name						
Contact						
Guess						
Name						
Contact						



Emilie Austin
Kidscan Ambassador

YOUR TICKETS

Simply cut out your tickets, fill in the details and you're ready to go! If you need more just photocopy this page!
Top Tip! Speed up the process. Our digital version let's you type in the name of the event, date, time and location before printing to save your wrist!

YOUR TICKET HERE IS YOUR TICKET FOR:

I LOOK FORWARD TO SEEING YOU!

DATE: _____
TIME: _____
LOCATION: _____



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YOU'RE INVITED!

HELP ME BEAT CHILDREN'S CANCER!

I am fundraising in aid of Kidscan Children's Cancer Research who are funding research to find safe, new treatments for children with cancer.

Join me as I host:

Date:

Time:

Location:

For more information contact:



Registered Charity no. 1094946

Visit: www.kidscan.org.uk



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