



THE **FUNDRAISING** PACK

Welcome to our family, where you
can build friendships, we show
understanding and pride ourselves
in promoting a safe space.



www.ccpa.org.uk



[ccpauk](https://www.instagram.com/ccpauk)



Childhood cancer parents alliance



[ccpacharity](https://twitter.com/ccpacharity)



THANK YOU



Thank you Childhood Cancer
Parents Alliance for making
magical memories



A safe and understanding place
which knows when it's families
need a pick me up or extra
support

We are so pleased that you have chosen to fundraise for
Childhood Cancer Parent's Alliance.

Our mission is to fund special treats & help with financial grants
for our families who have been faced with the devastating news
their child has been diagnosed with cancer....

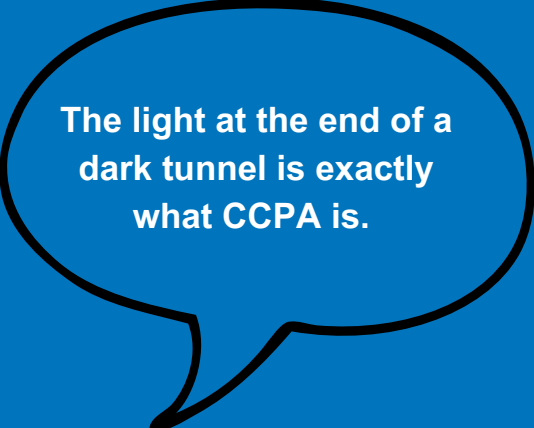
To help you decide on your plans, we have developed this guide
to give you lots of ideas and tips to kick start your fundraising.

Thank you again and good luck!

We couldn't do it without you.

Don't forget to tell us what you are up to – send your stories and
photos to

s.brown@ccpa.org.uk



The light at the end of a
dark tunnel is exactly
what CCPA is.



HOW WILL YOUR MONEY MAKE A DIFFERENCE?

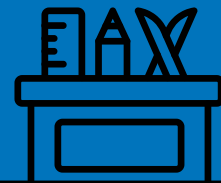


Last year supporters like you raised over **£45,000** to support our vital work....

Please help us smash that total this year, so we can do even more for children with cancer.

Here are some examples on where the money is spent for our families.

MONTHLY CRAFT SESSIONS
£25



PARENT ART THERAPY 3 WEEK COURSE FOR 2
£120



FAMILIES DAY OUT
£800



FIRST THINGS FIRST

Creating a fundraising event can be really fun



THE EVENT

Decide what you want to do and think about who you know and what they would be interested in - a black tie gala dinner, a five-a-side footie match, a pub quiz, bucket collection or cake bake?



THE LOCATION

Where are you planning on holding your fantastic fundraising event? Could you host your event at home or at work, or at a local hotel or community centre?



THE DATE

Have a think about which date will be best for highest attendance - will you have your event at the weekend or during the week? Make sure you consider other events and special dates such as national holidays or sporting fixtures which may clash with your event and give yourself enough time to plan and prepare.



THE FUNDRAISING

How are you going to raise the most money? Will you hold a raffle or auction on the day? Will you be selling cakes, drinks and gifts? Will you charge for attendance? Set yourself ambitious but achievable targets. See pages 6 to 9 for lots of fundraising inspiration.



SPREAD THE WORD

Make sure everyone knows about your event. Using poster templates, sponsorship forms and leaflets about the charity can help with your fundraising so please contact Sian on s.brown@ccpa.org and we will be happy to send you some materials across. Ask your local shops, restaurants, pubs, gyms, hotels and leisure centres to display your poster. Make sure you carry some with you and email them out where possible to save on printing costs.



MORE IDEAS



THANK
YOU!



6

THE PUBLICITY

Contact your local newspaper, radio and TV station to tell them what you're doing and why. For more PR tips see page 11 of this pack and to receive a press release template please email s.brown@ccpa.org.uk

7

THE SUPPORT

Get in touch with local restaurants, hotels and shops to see if they will donate any prizes for your raffle or auction. See if you can get your venue or catering for a discounted price (or even better, for free) as it's an event in aid of charity. Get your friends and family involved and divide the tasks between everyone - you'll be surprised at how many people are willing to help when it's for a good cause. You can contact the fundraising team for a letter of authority by email s.brown@ccpa.org.uk

8

THE ONLINE PART

Make sure you use Facebook and Instagram to tell people about your event. Don't forget to set up your online sponsorship page and share this too! If you tell us about your event we will try to share it with our supporters on our Facebook and Instagram pages. The internet is an amazing promotional and fundraising tool - make sure you use it.

9

ON THE DAY

We can provide a range of merchandise for you to use at your event. If you're looking for collecting tins or buckets, banners or leaflets, just email the fundraising team and they will be delighted to help: s.brown@ccpa.org.uk

10

TELL US ABOUT IT AND SEND IN THE CASH

Once your event has finished, collect in the money you have raised, send us the money via online bank transfer or cheque for the proceeds along with any empty tins or buckets. We love hearing all about what you've been up to, so please send any news or pictures to our fundraising team at s.brown@ccpa.org.uk and we will try to feature as many as possible in our newsletters, on our social media pages and on our website.



THE IDEAS...

The colour run is a brilliant event and so much fun. It was healthy for us and we got so covered in colours and got to cover each other too, even the adults!

We have been learning about the importance of supporting charities and exploring different ways we can help other people so we chose CCPA because our parents explained what cancer is and we wanted to let the children know we are here to help them. We are proud of ourselves for completing the challenge and raising money to help.



LYLA, FRANKIE, CLARKE AND IMOGEN.

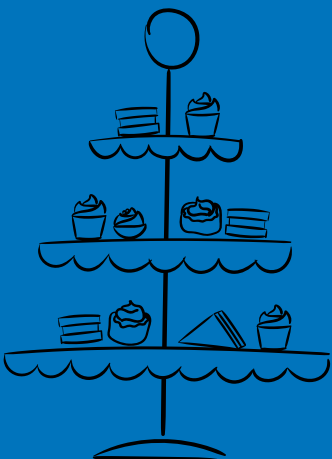
Here are some ideas that supporters have organised or taken part in:

- Football Tournament
- Fancy Dress Party
- Dog Show
- Concert
- Skydive
- Running event
- Fashion Show
- zumbathon
- Tapathon
- Bike Ride
- Street Party
- Karaoke Night
- Dress Down Day
- Sponsored Walk
- Music Festival
- Car boot Sale
- Abseil
- Tea Party



TOP TIP

Don't be frightened of asking. Once people know why you're fundraising for Childhood Cancer Parents Alliance, you'll be surprised at how generous they can be.



Why not try an idea from the previous list or choose to start with a simple fundraising idea, which can involve all of your family and friends, like these:



THE QUIZ NIGHT

Grab your thinking caps and organise a quiz. Invite your friends and play quiz master in your living room, or have a chat with the landlord of your local pub to see if you could hold it there. Charge an entry fee and you could also hold a mini raffle.



THE CUPCAKE CHALLENGE

Simple really – to make and bake delicious cupcakes and challenge yourself to raise funds and awareness. You can take up the Cupcake Challenge in whatever way suits you! Take cupcakes to work or school to sell, hold a traditional tea and cake afternoon at home for friends or dress up in fancy dress and sell cupcakes on a stall at a local fête. Have fun whilst raising vital funds for our work.



THE COMPETITION

Get your friends over for a Wii Sports tournament. There are plenty of games and sports to choose from, from tennis to bowling, so ask your guests for a donation and offer a small prize for the winner.

ANY HELP OR ADVICE PLEASE CONTACT SIAN:
S.BROWN@CCPA.ORG.UK
07488363229



FUNDRAISING...

AT WORK

1

OFFICE OLYMPICS

Become an office champion in speed typing or letter franking, bin basketball or relay chair racing!

2

DRESS DOWN DAY

Ask your colleagues to ditch their suits and jackets for jeans and t-shirts in exchange for a donation.

3

COLLECTION TINS

Put them in your reception or canteen and let your colleagues know that they are there!

4

LEG WAXING

Get your male colleagues to take up the challenge and get their legs waxed for sponsorship money.

5

MAKE THE MOST OF INTER-DEPARTMENTAL RIVALRY.....

and organise a football, netball or rounders game. Ask players to donate to enter.

6

MATCHED GIVING

Some organisations offer matched giving to employees, meaning you could double your fundraising total! Don't forget to ask if they will make us their Charity of the Year.



Impel UK: Christmas Jumper day
2024



FUNDRAISING... IN THE COMMUNITY

1

BAG PACKING

Speak with the manager at your local supermarket to see if you can offer your bag-packing services to members of the public in exchange for a donation.

2

CAR WASHING

Recruit some willing friends and family, wrap up warm and get car washing in your local community. Charge £5 for a wash and wax and watch the pennies come rolling in!

3

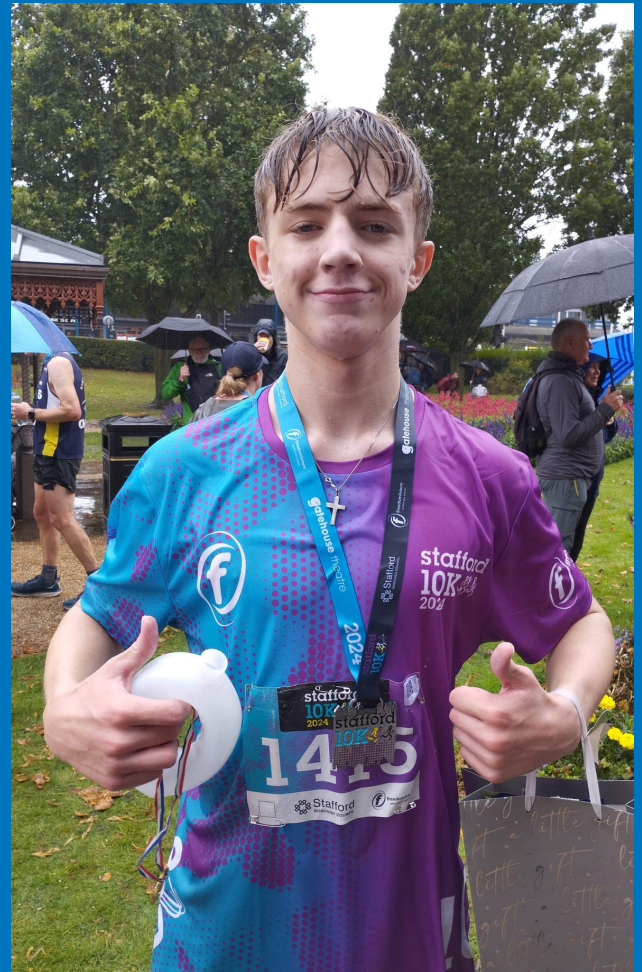
YOUR LOCAL ROTARY, ROUND TABLE, W.I. AND FAITH GROUPS...

Get in touch with local groups and see if they can support you. You could offer to talk about the charity and your fundraising and ask for a donation.

4

SEASONAL FUNDRAISING

Organise an Easter egg hunt, Pancake Day, Halloween Disco or Carol Singing service to raise funds for our families.



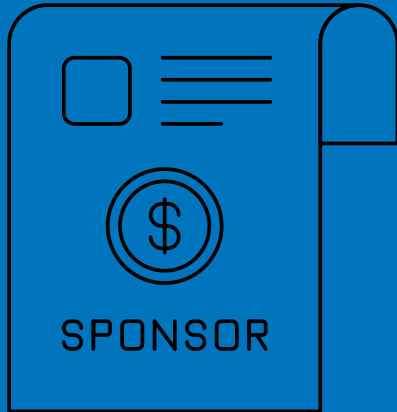
Gabe: Stafford 10K

Contact Sian for some useful templates and forms, which can help you talk about the work we do for our families here at CCPA to support your fundraising.

To enquire about anything fundraising or how to donate to our charity please get in touch with Sian at s.Brown@ccpa.org.uk for further information



THE SPONSORSHIP

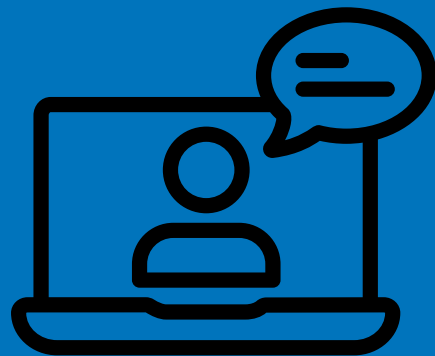


Sponsorship is a great way to raise funds and get family, friends and colleagues involved in what you are doing. You can do this online or offline, or a combination of both. Just make sure you let everyone know what you are doing and why. Sharing your personal story can really encourage people to get behind you. You'll be amazed at how supportive and generous people can be.

THE ONLINE PART

Within a few minutes you can create a personal online fundraising page. Email the links and share on Facebook and Instagram with all of your friends, family and colleagues for immediate donations!

We recommend JustGiving as this is a platform we are familiar with but please feel free to use any other donation pages you are most comfortable with. They are all easy and safe to use and offer a great way to quickly and easily collect donations. Just make sure you click to say you are raising funds for Childhood Cancer Parents Alliance (CCPA). With JustGiving you also have the opportunity to allow your friends to donate via text.



THE OFFLINE PART

If you've got friends and family who aren't online, or you're going to an event where you know you can ask people to sponsor you, you can also raise money offline. Please call or email us and we will be happy to post the form to you. If you raise money offline, please refer to page 14 to find out how to return the money to us.

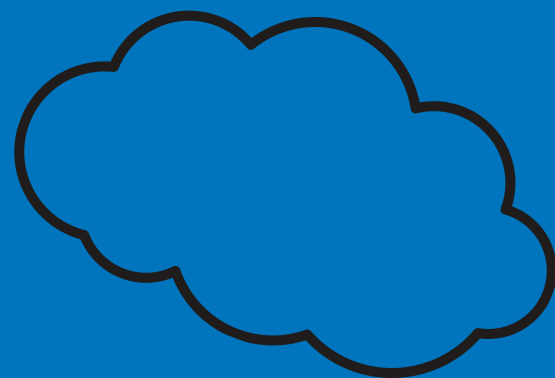


THE PROMOTION

Spread the word! Gaining publicity for your event or challenge will help you raise funds, whilst raising awareness of childhood cancer and the fantastic fundraising that you are doing.

THE SOCIAL SIDE

- Use your Facebook profile to post regular updates about your progress and tell everyone how it went afterwards! You can also set up a community page or an event and invite people to 'like' your page or 'join' your event.
- Take some video footage of your event / challenge and post it to YouTube – then share this on Facebook and Instagram.
- Post a link to your online sponsorship page regularly, reminding all your contacts why you're fundraising for us. You can do this before, on the day and after your event – this will boost your fundraising.



THE LOCAL PAPER

Your local paper will be interested in your fundraising and why you're doing it (your personal story), especially if you're doing something unusual or quirky. Your story has a greater chance of success if it's sent with a picture, so ask friends and family to take high quality pictures on the day - pre, post and during your event.

**Don't forget to tag us
in any of your social
media posts and
remember to use
hashtags**



THE LEGAL PART...

It's important to make sure that your fundraising event is safe and legal as well as fun and successful! We don't want to make it daunting, but here are a few things you need to know.

Your Responsibilities

In law, you will be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to Childhood Cancer Parents Alliance. You must inform potential donors if any of the funds you raise will not be paid to the charity. Please understand that if you do something that threatens or damages the name or reputation of the charity we will ask you to stop fundraising.

Food and Alcohol

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit food.gov.uk for more details. If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

LOTTERIES AND RAFFLES

The legislation surrounding lotteries and raffles can sometimes be confusing. Make sure you check the latest information and advice at gamblingcommission.gov.uk. If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets, which must have certain details on them. Please contact our fundraising team for help with this.

Health and Safety

Ensure you have adequate first aid cover available for your event – take advice from a voluntary first aid organisation such as St. John Ambulance or the British Red Cross when deciding the type of cover you will need. Some things to consider:

- Location and type of event
- Size of audience
- Proximity of medical facilities
- Duration and timing of event

Useful contact information:

British Red Cross

0344 7288144

information@redcross.org.uk

St Johns Ambulance

0370 0104 950

www.sja.org.uk



Make sure you conduct a risk assessment to identify any risks at your event. A risk assessment does not have to be a complicated task. Remember – a hazard is anything that causes harm and the risk is the chance, high or low, that someone could be harmed by the hazards, together with an indication of how serious the harm could be.



WHAT'S THE RISK?

Insurance

If your event involves the public you will need public liability insurance. Your venue may already have the insurance you need – remember to check with them. If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

Licences

Some activities require a licence, including:

- Providing alcohol or live music
- Holding a collection
- Holding a raffle or lottery

Please check with your local authority to see if you do require a licence for your activity (this is not an exhaustive list).

Publicity Material

When you are writing about your event you need to say it is being held 'in aid of Childhood Cancer Parents Alliance. Please contact us if you wish to use our logo on your own materials. Please also include our charity number using these words: Registered Charity no. 1090871

Collections

Visit institute-of-fundraising.org.uk for the most up-to-date information on collections.

When organising a collection please make sure that you have written permission from:

- The local authority when collecting in the street
- The person responsible for private property, for example, a supermarket or train station
 - Collections in pubs, factories or offices are counted as a house to house collection, so you will need a permit for them
- Collections can only be done by people aged 16 or over collection boxes and buckets must be clearly labelled with the charity's name, address and charity number and must be sealed.

Under 18's

If you are under 18, your parent/guardian is responsible for you – please show them this pack and make sure they are happy with what you've chosen to do.

If you need any help or advice please contact
Sian: s.brown@ccpa.org.uk
07488363229



THE MONEY...

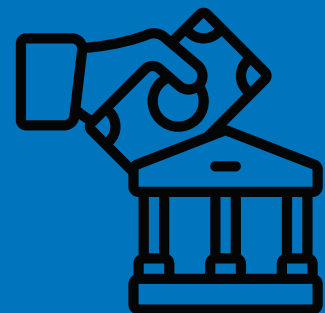
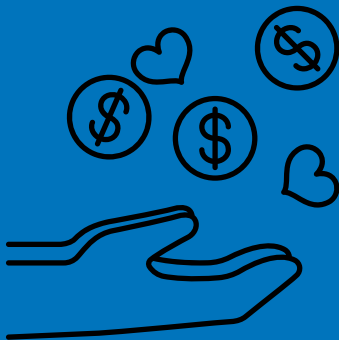
So you have held your event – we hope you enjoyed it! The hard part is now done. Now you just need to pay in your hard-earned money to Childhood Cancer Parents Alliance.

Send a Cheque to our office
made payable to:
Childhood Cancer Parents Alliance
New Beacon Group, Stafford
Enterprise Park,
Weston Road, Stafford, ST18 0BF



We ask once your event is completed please make contact with us within 4 weeks to make payment. We can then share our details with you...

Pay directly into our bank



giftAid

Please encourage your eligible sponsors to make Gift Aid declarations (using their home address).

We can then claim an extra 25p for every £1 donated.



OTHER WAYS YOU CAN GET INVOLVED

VOLUNTEER WITH US

From becoming part of our cheer squad or being a fundraising ambassador, to volunteering in the shop or becoming a Community Champion, the opportunities are endless. Please contact s.brown@ccpa.org.uk for more details.

CHARITY SHOP

You can also help by donating any unwanted items or gifts to our charity shop based at Beaconside Business Village in Stafford.

THANK YOU!

Every single person who fundraises for us is invaluable – thank you for everything you're doing. Please send us an update and pictures after your event so we can shout about it. We feature as many as possible on our social media pages, website and in our newsletters, which can inspire others to get involved too.

Don't forget to let us know what you're planning to do next!





We adhere to the Institute of Fundraising's Code of Fundraising Practice and follow all best practice guidelines. We also operate a complaints handling procedure if you are ever unhappy with any of our services.

Registered Charity Number
1090871