



Welcome to the

# CLIC Sargent Challenge Events Team!

Fundraising Pack

[www.clicsargent.org.uk](http://www.clicsargent.org.uk)



# Introduction to fundraising



Thanks for giving up your time to take part in a CLIC Sargent challenge event and raise vital funds for children and young people with cancer – we really appreciate it.

This fundraising pack has been designed to get you started and help you in your fundraising. From traditional and wacky event ideas, details of how other challengers have raised their sponsorship to tips on staying safe and useful legal information and guidelines – you'll find it all here!

As well as this starter pack, you'll also get:

- ▶ Monthly e-newsletters packed full of fundraising ideas and training tips
- ▶ Regular contact and support from a dedicated Fundraising Support Manager
- ▶ Fundraising materials, sponsor forms, collection ID badges and more!

Whether you work on your own or in an office, you're a student, retired or a full time parent or carer, we'll help you find ways of raising sponsorship that work for you.

This could be your first or your 100th challenge for CLIC Sargent but we're here to help you, every step of the way.



Got a question?  
0117 311 2635

# Tell us all about it!

We love hearing all about why our challengers have signed up, how they raise their sponsorship and any personal goals they've achieved along the way during their training.

Your fundraising tips and stories can be inspirational to other challengers so get in touch and we could feature you in one of our challenge e-newsletters, on our website or use some of your tips in future fundraising packs!

Email your stories/photos/tips to [kerry.timbrell@clicsargent.org.uk](mailto:kerry.timbrell@clicsargent.org.uk) or alternatively send them to the team: **Challenge Events Team, CLIC Sargent, Abbey Wood Business Park, Filton, Bristol BS34 7JU.**



# PR and celebrities

If you want to try and gain support from your local newspaper, to publicise your challenge or promote a fundraising event you're organising, we can:

- ▶ Provide you with a PR template to fill in and send to your local paper
- ▶ Give advice on what can make a good story or 'hook'
- ▶ Not all stories are guaranteed to be featured – it often depends on other news stories that come up so don't be disappointed if it doesn't happen first time

Some challengers want advice or help with approaching 'celebrities' to support their fundraising event. Please let us know before you approach anyone/their agent, as it's essential that CLIC Sargent's key messages are conveyed and the right information given across.

With our own CLIC Sargent Celebrity Management team in contact with several celebrities about supporting us, it's important to avoid multiple approaches at any one time from too many sources so let us know who you want to approach and we can talk you through it from there.



# CLIC Sargent's A-Z of fundraising ideas

**A** Ask your local gym for sponsorship.

**B** BBQ, Bake-off, Bar Quiz – something the whole family and friends can join in!

**C** Count the pennies you raise by packing bags at a local supermarket or doing a collection.

**D** Dress down day. Everyone loves a wacky or themed dress down day at work.

**E** Enthusiasm and determination will help you reach your goal.

**F** Five-a-side Footie night – a great excuse to get the lads or ladies round.

**G** Girls or Guys Night In. Charge entry for a night in with a movie, popcorn and glass of wine or a beer.

**H** Home-made cake sales at work. Get friends who are good cooks to contribute delicious cakes and biscuits.



**I** Investigate holding your own event, rather than just asking for sponsorship from people. Start off with something small and try something bigger when your confidence grows.

**J** Just ask. Remember the old saying, "if you don't ask – you don't get".

**K** Kick start your fundraising as soon as you sign up – the more time you give yourself the easier it will be to fit in with everything else you have going on in your life.

**L** Ladies who Lunch. Get the girls round for lunch and sell handbags/ jewellery/clothes you no longer want.





Got a question?

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**M** Marathon exercise bike cycle in your local supermarket, get in shape and raise cash!

**N** Never forget how much your sponsorship will help children and young people with cancer and their families in the UK – every penny counts.

**O** Online sponsorship. Quick and easy to set up, our preferred partner is [www.virginmoneygiving.co.uk](http://www.virginmoneygiving.co.uk). Virgin Money Giving doesn't charge charities to claim Gift Aid which means more of the money you raise comes to CLIC Sargent.

**P** Pub quiz or race night at your local pub.

**Q** Question of Sport Night at your local pub or club. All men love to show how much they know about it!

**R** Raffle at either local pub or show.

**S** Sponsorship from local companies, can add to your fundraising total and we can help you get local PR for them.

**T** Take a sponsor form with you to events and shows – you never know who you could get to sponsor you.

**U** Utilise all your friends, family and colleagues and ask them if they would like to help think of ideas or organise and help with an event.

**V** Visit your local pubs and see if they will let you come along with a group of friends and family, maybe in fancy dress, and do a pub collection.

**W** Write to companies, industry magazines and local press to see if they can help and highlight your fundraising.

**X** 'Xtra xtra read all about it' – get your local press involved and mention your Justgiving page for people to donate online.

**Y** Yikes! Head shaves and body waxes may sound extreme but can generate a lot of sponsorship and they're a really fun event.

**Z** Zzzzzzzzzzzzzzz – after all your hard work fundraising, you deserve a rest!

# Fundraising ideas here, there and everywhere

## At work...

**Cake sale:** Valentines cookies, Easter cakes, St George's Day cupcakes or Friday treats! Fire up your oven and sell baked creations at work, university, the staff room, wherever there's a sweet tooth. Cakes can be raffled, auctioned, decorated or simply sold - you could even get competitive with an office bake off!

**Lunchtime bingo:** Organise a monthly Bingo session in the office meeting room, charge players per game and see if you can get local companies to donate prizes for the winners. Altogether now.....House!

**Matched funding:** Don't forget to ask your workplace if they can help! Many companies can give in a tax effective manner, by matching what you raise or what each employee in the company donates.

## At home...

**[www.virginmoneygiving.com](http://www.virginmoneygiving.com):** This is a really effective fundraising tool and by setting up your own online page, your supporters can donate securely, quickly and easily with a credit or debit card online and it's free to set up!

**Garage/plant sale:** A great excuse to clear out the attic, cupboards and garage and sell on unwanted items. Green-fingered fundraisers can make the most of their garden by selling cuttings and young plants.

**BBQ:** Invite friends, family and neighbours round for a sizzling night out! Charge an entry fee, charge corkage for any bottles and you're on to a winner. You could theme the evening and make lots of cheap, filling salads and rice/pasta dishes to keep costs down.

**Night in:** Whether it's the Eurovision Song Contest or the Grand National, get a sweepstake going amongst friends, family and colleagues and ask them to come dressed as their country or horse's name!

66

My online sponsorship page was easy to set-up and use – I didn't have to chase for sponsorship as it was all collected online for me. It was my main method of fundraising for my China Cycle Challenge.

””

# Fundraising guidelines

## Is it legal?

Some methods of fundraising are restricted by law and if you're unsure or would like advice, please contact your Fundraising Support Manager, whose contact details are at the bottom of your welcome letter.

### Collections

You must have a licence or permit from your local authority if you want to hold a street collection, house-to-house collection, or any other collection in a public place. Collections in pubs, factories and offices are counted as house-to-house collections, so you also need a permit for them.

### Raffle/lottery

If your raffle or draw is held within a 24-hour period, in one single venue, and is part of another event, you can use cloakroom tickets. Tickets should never be sold for more than £1 each. If your raffle lasts longer than 24 hours you will need to get printed tickets, and there are a number of things that must legally be printed on each ticket.

### Selling alcohol and other forms of entertainment at events

In general, for any charitable events to which the public is invited, a premises licence is required. For advice and help on this please contact CLIC Sargent.

### Food

When ever food is sold at events there should be adequate facilities to prepare and serve food safely and food handling procedures should avoid exposing food to risk of contamination, food handlers must also receive adequate training, instruction or supervision – for more information please contact CLIC Sargent.

### Correspondence and publicity material

When you're writing to anyone about your event or producing any publicity items as part of your fundraising, please remember to include CLIC Sargent's registered charity number. Please use these exact words: Registered charity number 1107328 and registered in Scotland (SC039857).

## Our logo

If you want to use our logo on any printed materials, please contact your Fundraising Support Manager for a hi-resolution copy. It's really important that our logo is re-produced in the correct colour/shade, that it isn't blurred and that it follows CLIC Sargent's brand guidelines.

## CLIC Sargent materials and support

We'll supply you with whatever you need to help you raise your sponsorship but bear in mind when ordering t-shirts, buckets etc, that these cost CLIC Sargent money to produce. Please only order what you know you will use and ensure that you return all buckets, tins and unused materials to us, so that we can pass them on to the next fundraiser.

## Is it safe?

### Health and safety at fundraising events

CLIC Sargent really appreciates everything you do to raise money for the charity, but we want you to do this safely. It is with this in mind we advise you to identify any potential accidents or hazards before you decide to hold the event by completing a risk assessment.

It's a good idea to consider first aid facilities as part of the risk assessment process. These may range from having a first aid kit on hand at small events to having a person available with a formal first aid qualification or 'partnering' with a voluntary first aid organisation.



## Useful contacts:

**St John's Ambulance**  
27 St John's Lane  
London  
EC1M 4BU  
Tel: 08700 10 49 50

**British Red Cross**  
UK Office  
44 Moorfields  
London EC2Y 9AL  
Tel: 0870 170 7000

The Health and Safety Executive provide some excellent free resources on Health and Safety including their guide 'Five Steps to Risk Assessment' and a template for you to use. You can download these resources from: [www.hse.gov.uk/risk/fivesteps](http://www.hse.gov.uk/risk/fivesteps)

Always plan an event carefully and well in advance. Remember, your fundraising idea doesn't have to be complicated to be successful, but it should always be fun!

Make sure your venue is safe and decide whether you'll need crowd control measures.

- ▶ Consider carefully what security arrangements you'll need, particularly if you're carrying money around or if there will be large amounts of money at the event.
- ▶ Do you have the right insurance cover?
- ▶ If your event includes the supply of food to participants please ensure that those supplying or preparing the food are correctly qualified.

We are also obliged to tell you that CLIC Sargent recommends that persons undertaking fundraising events take out appropriate Personal Accident and Public Liability Insurance. CLIC Sargent cannot accept responsibility for claims, of whatever nature, that may arise from an event which is outside our control.





## Collecting boxes

The law requires that boxes should be sealed and numbered. This is to reassure people making donations that their money will find its way to the intended charity. Boxes without seals, or with damaged seals, also look extremely unprofessional and do not reflect well on CLIC Sargent. If you need replacement seals, contact your local CLIC Sargent fundraising team. If you need to open a collecting tin, please make sure at least two people are present while the tin is opened and the money is counted and recorded, using a CLIC Sargent Counting Form.

As a children's charity, we take child safety very seriously. If children are going to take part in your fundraising event, there are some things that we would like to bring to your attention for their safety and your protection.

“

You are all amazing;  
thank you so much for  
all of your support.

”

Heidi,  
CLIC Sargent supporter

Do not hold an event which specifically encourages children to attend without their parents. If children may attend your event you need to make sure the environment is safe for them. Think about cars, equipment, doors, toilets and facilities for lost children. If you plan to hold a crèche or supervised play area for children you need to seek advice from your Local Authority Social Services Department. If you have asked other adults or organisations to provide a service for children at your event, eg Punch and Judy, bouncy castle etc, please check their insurance safety certificates and ask for references and their Criminal Records Bureau check.

- ▶ Do not take photographs of children without their parent's agreement.
- ▶ Do not allow children to enter raffles, competitions or games where the prize is alcohol.



# How your sponsorship helps

Every penny of sponsorship you raise will help to make a real difference to the lives of the 10 children and young people diagnosed with cancer in the UK every day. Here are just a few examples of what your sponsorship could fund.

**£1.50** could pay for a set of colourful storybooks for a child under 10, putting cancer and leukaemia into words and illustrations they can relate to. These are an important way of helping children understand and cope with what's happening to them.

**£15** could pay for some toys to create a fun, comfortable environment for children in one of our Homes from Home, which offer families free self-catering accommodation close to the main children's cancer centres. The atmosphere is relaxed and non-clinical, friendly and welcoming.

**£32** could pay for a day's meals for a family of four staying at Malcolm Sargent House – our holiday home on the Ayrshire coast. The house offers family centred breaks and specialist weekends for young people, siblings, and bereaved families. Everyone there is in a similar situation, making it easy for them to share their feelings and experiences.

**£50** could pay for a CLIC Sargent Social Worker to be there soon after diagnosis, talking to a family one-to-one. Every family is different, so the social worker will assess their individual needs, and offer them appropriate support and services.

**£100** could pay for a benefits adviser to help several families apply for state benefits. Cancer can have a huge effect on a family's finances, but the benefits application process can be lengthy and complex, putting an extra strain on the family's relationships and ability to cope at a very difficult time.

**£250** could pay for a day's professional training for two of our care staff. This will ensure that they are equipped with the right skills, knowledge and understanding to help children and young people with cancer and their families, whatever it takes.

**£400** could pay for accommodation for a family at a CLIC Sargent Home from Home for a fortnight. Here they can stay together within walking distance of the hospital where their child is being treated, which is often many miles from their own home. If they are well enough, the child can stay there too.

**£780** could pay for a CLIC Sargent youth support worker for a week. They help young people maintain a sense of normality, acting as a link with school, college and work. They also plan activities to build young people's confidence and help them live life to the full.

**£950** could pay for a specialist break for a bereaved family, allowing them to spend time together and with other bereaved families. Talking to people who understand, in a sensitive, supportive environment can provide real comfort.



For more details of what CLIC Sargent could fund with higher sponsorship amounts, just ask us or visit [www.clicsargent.org.uk](http://www.clicsargent.org.uk)

# Where to send your sponsorship

You're gathering in sponsorship from friends and family, maybe you've done a supermarket bag pack or held a themed disco night – so what do you do now?

We recommend sending us your sponsorship in regular batches, as cheques can go out of date (and they're easy to put somewhere 'safe' – until you forget where that safe place is!).

When sending us your sponsorship money and forms, please make sure you:

- Write your full name, event name and event year on all cheques, correspondence and sponsor forms
- Please use the enclosed paying in slips when sending any cheques to CLIC Sargent, to ensure they are recorded against your event and added to your total.

## We're getting greener

To help reduce postage costs and the amount of paper we use, you'll receive thank you emails when we receive sponsorship money from your events.

If you don't have an email address or would prefer to have a paper copy instead, please contact the Challenges team on **0117 311 2635** or **kerry.timbrell@clicsargent.org.uk**.

## Gift Aid

Gift aid is a simple scheme that enables charities to claim an additional 25p from every £1 donated by UK tax payers. It doesn't count towards your event's minimum sponsorship, but it does help us make more of your total donations.

Always ask your sponsors to fill out a CLIC Sargent sponsor form for any donations they give you no matter how small because, if they are a tax payer, CLIC Sargent can claim Gift Aid on that money.

It's really important to make sure that each sponsor's full address, including their house number/name and postcode is there. We can't claim Gift Aid on their donation if those details are missing so it's vital to include everything.

# Useful facts



The following are some useful facts about CLIC Sargent, to help you explain what we do while you're fundraising for us.

## What is our aim?

CLIC Sargent has one simple aim: to ease the burden of childhood cancer on children, young people and their families.

## What do we do?

CLIC Sargent helps children and young people with cancer, and their families, from the point of diagnosis, through treatment and beyond.

## Why we need your support

Today another 10 children and young people will hear they have cancer. We want to reach as many as possible, and with your help we can do this.

## How does CLIC Sargent help everyday?

### Homes from Home

Children are treated in specialist cancer units, often miles away from home. CLIC Sargent's Homes from Home offer families somewhere comfortable to stay for free, close to their child.

### Nurses

CLIC Sargent Nurses care for children on the ward and, when children leave hospital, this specialist care continues at home.

### Social Workers

CLIC Sargent Social Workers are there from the moment of diagnosis, helping ease the emotional and financial strain on families.

### Services for Young People

CLIC Sargent has been working with young people with cancer for over 20 years, and we have developed a range of services and activities to meet their specific needs.

# The experience of your life!

Taking part in a challenge event is an amazing, life-changing experience but don't take our word for it, here's what some of our challengers have to say:

“

Every challenge I've taken part in for CLIC Sargent has left me with amazing memories and a huge feeling of achievement. The team spirit and supportive group helps make these trips so special. Sign up and be part of a CLIC Sargent challenge – I promise you won't regret it!

Karen, CLIC Sargent  
'serial' Challenger”

“

I loved every minute of my 3 Peaks Trek. A fantastic way to meet new friends and do something for a great cause.

Henry, CLIC Sargent Trekker”

“

My skydive was amazing! Not only did I achieve something I'd always wanted to, but I raised lots of money for a charity that helped my family when they needed it most.

Steve, CLIC Sargent Skydiver”

You're doing something amazing to help children and young people with cancer and we really appreciate you giving up your time to fundraise and train.

Good Luck with everything and remember we're here to help and support you every step of the way so if you need anything, just ask.

Thank  
you

Call: 0117 311 2635

Email: [kerry.timbrell@clicsargent.org.uk](mailto:kerry.timbrell@clicsargent.org.uk)

Website: [www.clicsargent.org.uk/challenges](http://www.clicsargent.org.uk/challenges)

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Registered charity number 1107328  
and registered in Scotland (SC039857)



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