YOUR GUIDE TO 
fundraising

Raise funds for CCLG to help shape a future where all children with cancer survive

Children’s Cancer and Leukaemia Group

www.cclg.org.uk

ChildrensCLG CCLG_UK
Thank you for your support

We’re delighted that you are interested in supporting Children’s Cancer and Leukaemia Group (CCLG) by organising a fundraising activity. It’s through the generosity of incredible people like you that we can continue our vital work. Your support will be directly funding research, helping us to save more young lives.

This guide aims to give you all the information you need to plan, organise and enjoy your fundraising event and smash your fundraising target. We’re here to support you every step of the way. If you want to discuss your fundraising ideas, or get some more materials to support your fundraising, please get in touch:

Call us on 0333 050 7654 or email us at fundraising@cclg.org.uk
Children’s Cancer and Leukaemia Group (CCLG) is a leading national charity and expert voice for all childhood cancers. We fund and support innovative world-class research and collaborate, both nationally and internationally, to drive forward improvements in childhood cancer.

Each week in the UK and Ireland, more than 30 children are diagnosed with cancer. Our network of dedicated professional members work together in treatment, care and research to help shape a future where all children with cancer survive and live happy, healthy and independent lives. Our award-winning information resources help lessen the anxiety, stress and loneliness commonly felt by families, giving support throughout the cancer journey.

We rely on fundraising and donations to continue our vital work.

“It’s crucial we find a cure! When you’ve spent time in a children’s cancer ward and seen babies and young children slipping away and lose the most precious thing in your own life, you really know how important it is to give support.”

Jill, CCLG Fundraiser
Fundraising ideas

Fundraising can be fun as well as rewarding. You can support CCLG either on your own or as part of a team, at work or in your free time. **There are plenty of ways to get involved...**

**Take on a challenge**
Visit www.cclg.org.uk to find out more about the huge range of events we have guaranteed places in, across the UK and around the world. From 5k runs to marathons, cycles to triathlons there’s something to suit everyone. And there’s even more available through our event partners, including skydives and overseas cycle and trekking challenges.

**Get sponsored**
You could organise a sponsored event such as a walk, cycle or swim, a headshave... the possibilities are endless! Of course we’ll be there to provide information and support, just get in touch to find out more.

**At home**
From asking friends and family to donate money instead of birthday or anniversary gifts, to a coffee morning or pamper party, there are plenty of ways to get together with family and friends, have some fun and support CCLG.

**At school**
From lunchtime cake sales to non-uniform days, there are lots of ways your school can get involved and raise funds for CCLG.

**At work**
You could have a dress down day, an office tournament or competition, or sale. There are many ways your company can support CCLG, including charity of the year schemes, payroll giving and sponsorship. If your workplace doesn’t currently support a charity, we can help you to set up a bespoke scheme or events calendar so you can focus on having fun and raising funds. Please get in touch to find out more – we’d love to hear from you.

**Our events**
We organise a range of events each year, including our Big Play Date, festive fundraising events and Childhood Cancer Awareness Month each September. You can get involved at home, at school, at work or in your local community – just order a free fundraising pack from our website and get stuck in!

However you choose to support us, we’ll be here every step of the way to offer advice, support and materials to help your fundraising event go spectacularly!
A
Aerobathon
Afternoon tea
Art exhibition
Art and craft stall

B
Barbecue
Bathe in a bath of...
Battle of the Bands
Bike ride
Bingo
Black Tie event
Book sale
Bungee jump

C
Cake sale
Car boot sale
Charity car wash
Christmas Jumper Day
Clothes swap
Coffee morning

D
Dance-a-thon
Darts match
Dinner and dance
Dog walking
Dress down day

E
Easter egg hunt
Ebay sale
Eighties night

F
Fair or fete
Face painting
Fancy dress
Fashion show
Food and wine tasting
Football match
Fun run

G
Garden party
Gift wrapping service
Give up...
Guess the weight of...

H
Half marathon
Halloween party
Head shave

I
It's a knockout competition
Indoor games

J
Jam sale
Jazz night
Jewellery making
Jumble sale

K
Karaoke competition
Knit-a-thon

L
Line dancing
Loud tie day
Lunch money donations

M
Marathon
Masked ball
Musical evening

N
Name the...
New Year's Eve party
Nearly new sale
Non-uniform day

O
Office lottery
Office mini olympics day
Odd job day
Open garden

P
Pamper evening
Parachuting
Penalty shoot-out
Pop-up shop
Pub quiz

Q
Quiet day
Quiz night

R
Race night
Raffle
Record breaker
Rugby match
Running event

S
Silent auction
Sports day
Sponsored silence
Sweepstake
Sweet sale
Swim-a-thon

T
Talent show
Teddy bears’ picnic
Tombola
Treasure hunt
Tug-of-war
Twenty-four-hour event

U
Uniform free day
University Challenge
Unwanted gift sale

V
Valentine’s party
Variety show
Vintage pop-up shop

W
Walkathon
Waxing
Wear it backwards day

X
Xmas fair
X-Factor competition

Y
Yogathon
Yo-yo competition

Z
Zip wire
Zumbathon

5
Top tips for organising your event

Once you’ve chosen your event, our top tips will help you get organised so you can have some fun while supporting us!

Who?
- Think about who you’ll be inviting to your event, and how you’ll do it.
- Don’t be afraid to ask for help. Use other people’s skills too!

When?
- Choose a date and allow time to organise your activity. Weekends are usually best, but Fridays are good if you’re fundraising at work.
- Try to avoid clashes with any major events, like big sports games.
- Write a plan of what tasks need doing and by when - keep it updated.

Where?
- Think about the kind of space and facilities you’ll need to suit the number of people.
- Book your venue in plenty of time and mention that your event is for charity. Often, you’ll be able to pay less or use it for free.

Planning your event...
Even the simplest activities need some planning and preparation. Organising your own event can be challenging, but we’re here to give you advice and support and make it as easy as possible.

Still not sure what type of event to choose?
- Take a look at our ideas on pages 4-5 or visit our website for inspiration.
- Keep it simple! Pick something you enjoy doing, or have experience of.
- Ask friends, family or colleagues what they think about your idea - after all, you’re likely to be asking them for support!

Budget
- Aim to raise at least three times as much as you spend.
- Create a simple budget and stick to it!
- Work out what things will cost and ask for a charity discount or a donation from your suppliers. It’s always worth asking!

#teamCCLG
Get the word out...

Once you’ve decided on the details, it’s time to drum up support! The more people you tell, the more successful your event will be.

Your fundraising pack
Your free pack contains helpful template posters to advertise your event. Don’t forget to ask permission before putting up posters!

Social media
Tell people about your event using social media. Post some information on your profile and get the word out to your friends and the people they know. If you have an online fundraising page, include the link!

Let us know too! Find us on Facebook @ChildrensCLG, Twitter and Instagram @CCLG_UK and LinkedIn (search for ‘Children’s Cancer and Leukaemia Group’). Don’t forget to use the hashtag #teamCCLG

Local press
The local media are often looking for stories about people who are doing extraordinary things. The best way to get noticed is to write a press release and email it to the editor. Follow up with a phone call to make sure they have read it.

Word of mouth
One of the most effective kinds of promotion, so tell everyone in your neighbourhood, social club, gym or office what you’re doing and why.

For help, advice or more promotional materials, call or email our fundraising team:
0333 050 7654
fundraising@cclg.org.uk
TOP TIPS for maximising your fundraising...

Aim high
Set your fundraising target higher than you are aiming! People may donate more to help you reach a bigger target – and you might raise more than you first thought.

Share your story
Let people know why you are fundraising for CCLG – it could be a personal reason, or you could include information about who we are and what we do.

Gift Aid it...
Gift Aid is simple and costs you and your supporters nothing. Ask your supporters to include it if they are UK taxpayers, and it adds 25% on to the amount they give you.

Start early
Start as early as you can – the more time you have, the more sponsorship you can get!

Double up
Many companies run a matched giving scheme, matching the donations you receive. If yours doesn’t, why not suggest it?

That’s a whole extra £1 for every £4 donated!

Get fundraising online
Setting up an online fundraising page is easy, and your supporters can sponsor you from anywhere, at any time, safely and securely – and leave you messages of support!

All donations are sent directly to us, so you don’t need to spend time collecting money!
We use Just Giving. It takes just a few minutes to set up your page. To get started, visit www.justgiving.com/childrenscancerandleukaemiagroup

Email the link to all your contacts. You could change your email signature to include the link so people can click and donate as soon as they get an email from you!

TIP
If you’re raising funds for one of our Special Named Funds, you can link your page to the fund’s main ‘Just Giving’ page so you know your funds will be allocated correctly. You can add a personal story, photos and updates to encourage people to give, and link directly to Facebook or Twitter to reach even more people. If donations are eligible for Gift Aid, this will automatically be collected for us.

Everyone tends to follow suit on fundraising pages and sponsor forms – so ask someone who you know will be generous to be your first sponsor!
Keep it **safe and legal**

We want you to have fun when you’re raising funds but it’s important that everything is safe and legal. Plan ahead to help get things right but if you have any questions please get in touch.

**Permission:** If you’re holding an event in a public place, you must get permission first, either from the local authority or the landowner.

**Public collections:** If you are planning a public collection you may need permission from the local authority or landowner, it’s best to check! CCLG does not allow house to house collections on its behalf.

**Raffles:** The law around raffles and lotteries can be complicated. The gambling commissions has excellent guidance to make sure you get it right [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) or contact the team at CCLG.

**Fundraising with food:** Check the [Food Standards Agency](http://www.food.gov.uk) guidelines on preparing, handling, cooking and storing food.

**Photos:** If you plan to take photos of other people at your fundraiser, please make attendees aware.

**First aid:** If you’re holding an event involving many people, make sure that you have appropriate first aid support in place. You can get advice from St John Ambulance or the British Red Cross or check with your local council.

**Insurance:** If your event involves the general public, it’s important to have Public Liability Insurance in place. Check first to see if your venue is already covered (as will often be the case). If you’re holding an event at home or on private property, check your insurance covers this too.

Please remember CCLG cannot accept liability for any fundraising activity or event that you undertake.

**Data protection:**
- only collect the information you need
- keep it safe
- do not share it
- only keep it for as long as you need

You can find information about how we protect and use personal data in our privacy policy [www.cclg.org.uk/privacy-notice](http://www.cclg.org.uk/privacy-notice). If you have any questions, please get in touch with the team.

**If you are under 18:** You must have your parent or guardian’s permission to fundraise.

**CCLG logo and charity details:**

Please use these words on your fundraising materials/publicity:

**Children’s Cancer and Leukaemia Group.**

Registered charity number 1182637.

Please use our ‘In aid of’ logo on your promotional materials when advertising your event. This is different from our main charity logo. It makes it clear you are fundraising in aid of CCLG but that you don’t represent the charity. You can download the logo from our website [www.cclg.org.uk/support-us/organise-a-fundraising-event](http://www.cclg.org.uk/support-us/organise-a-fundraising-event).

**Contact us:** If you have any more questions about your fundraising then please get in touch. We’re here to give you all the help and information you need:

**Email:** fundraising@cclg.org.uk

**Tel:** 0333 050 7654
After your event...

Share your fundraising story and photos with us – and our supporters – we’d love to hear from you so that we can thank you and encourage others to be inspired by your ideas!

Finally, don’t forget to thank everyone involved, tell them how much you have raised (there’s a handy poster in your fundraising pack) and how this will help us to save more young lives. Every penny you have raised will make a difference.

Paying in your money

You can send in your donations using one of the following options:

**Online**
Donations made to your online fundraising page are sent directly to us. You can also pay in any funds raised offline through your page, or directly through our website – go to [www.cclg.org.uk/donate](http://www.cclg.org.uk/donate)

**By cheque**
Please send cheques, made payable to CCLG, to:
Children’s Cancer and Leukaemia Group, 24 De Montfort Street, Leicester LE1 7GB.

**Bank transfer**
You can also pay money directly into our bank account. Contact us for details.

**TIP**
However you send your money to us, please include details about your event so we can process the funds correctly.

**TIP**
If you have sponsor forms, please send these to us at the address above so that we can claim Gift Aid to add to your total.

Let us know if your donations are for a Special Named Fund to help us allocate the funds to the right place.
Setting up a fund in the name of a child

Our dedicated Special Named Funds are a fantastic opportunity for families to honour a child or young person affected by cancer, and to raise funds in their name.

100% of any funds raised will go towards a chosen area of our work such as research into a specific type of cancer, patient information or our general work helping all children diagnosed with cancer.

Why set up a Special Named Fund?
Families have complete control over their fundraising so that it is like having their own charity but without the administrative hassle and costs.

Special Named Funds are a positive way for family, friends and the local community to come together and make a difference. See pages 4-5 for ideas!

What are the funds used for?
Nothing is too big or too small as all funds go towards your chosen cause. We will allocate funds where they are most needed with your full involvement and agreement. As a member of the Association of Medical Research Charities, we can reassure you that all funds will be used in accordance with their strict ethical and review processes.

What help do you receive?
Our dedicated team will support you every step of the way with help and advice with:

- Your own personalised logo
- Your own online page to share your story and receive donations
- Personalised promotional and fundraising materials such as badges, posters and collection buckets
- Connect with other Special Named Funds through our closed Facebook group
- Access to our full range of fundraising events
- Regular updates on our charity news and your Fund
- Donation processing and Gift Aid

If you are interested in setting up a Special Named Fund, we would love to hear from you - email fundraising@cclg.org.uk
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