

# YOUR GUIDE TO FUNDRAISING

**YOUNG LIVES  
vs CANCER**  
**CLIC SARGENT**



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**CLICSARGENT.ORG.UK/FUNDRAISING**



# THANK YOU FOR CHOOSING TO FUNDRAISE FOR CLIC SARGENT

We hope this guide will give you the advice you need to succeed in your fundraising and the inspiration to try out something new.

In this guide you will find:

- Useful facts about CLIC Sargent 4
- How your money helps 5
- Fundraising ideas 6
- A-Z of fundraising ideas 7
- Event planning tips 8
- How to fundraise online 9
- Fundraising guidelines 10
- How to pay in your fundraising 11
- How to order materials 12



**ANY QUESTIONS? WE'RE HERE TO HELP**

Contact us on 0300 330 0803 or [fundraising@clicsargent.org.uk](mailto:fundraising@clicsargent.org.uk)

# ABOUT CLIC SARGENT

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

**Today, 11 children and young people in the UK will hear the devastating news they have cancer.**

## WHY WE NEED YOUR HELP

At the moment we can only support two out of three young people who need us. We want to give all young cancer patients and their families the support they need from CLIC Sargent, for as long as they need it. We can only do this with your help.

## FIND OUT MORE

To find out more about the work we do, visit our website [clicsargent.org.uk](http://clicsargent.org.uk) or get in touch with [fundraising@clicsargent.org.uk](mailto:fundraising@clicsargent.org.uk)

**"CLIC Sargent provided that little bit of normality and comfort in the terrifying world of cancer."**

Jess, Luke's mum



## HOW WE HELP

We fight tirelessly to limit the damage cancer causes. From diagnosis, our expert care teams will step in, ready to support and guide. Here's how we help:

- Our care teams provide specialist support, tailored to families' needs, so that they always have someone to turn to when the doctor says cancer
- Our 10 Homes from Home are havens for patients and families during cancer treatment, so that they can stay together during the toughest times
- Our award-winning information provides expert advice and guidance on everything to do with life during and after treatment
- CLIC Sargent specialist nursing teams provide personal care and support at home, allowing families to avoid travel and stay together where possible
- We award grants and help families secure the benefits they are entitled to, to help them deal with the costs of cancer
- We fight for change to improve the lives of children and young people with cancer, by championing their voices to politicians across the UK and campaigning for policy change.

# HOW YOUR MONEY HELPS



We rely on voluntary donations from people like you to fund our vital work. Here's how the money you raise makes a difference to young cancer patients and their families.

**£4** could pay for a CLIC Sargent storybook that explains childhood cancer to children in simple, easy to understand language

**£15** could pay for a copy of CLIC Sargent's DVD to help bereaved families understand and cope with their grief

**£46** could pay for a CLIC Sargent Social Worker to be there soon after diagnosis, giving a family one-to-one support



**£170** could pay for a CLIC Sargent grant to help stop cancer costs spiralling

**£330** could pay for a family to stay 10 nights at a CLIC Sargent Home from Home, providing free accommodation close to where their child is receiving cancer treatment

**£570** could pay for a CLIC Sargent Play Specialist for a week to help a child prepare and cope with treatment



**£1,050** could pay for a CLIC Sargent Nurse for a week, providing care and support at home so that families can avoid travel and stay together where possible

**£3,155** could fund CLIC Sargent's Information Service for a week, providing young cancer patients, and their families, with expert advice and guidance on everything to do with life during and after treatment



# FUNDRAISING IDEAS



Over the years our supporters have come up with an amazing range of traditional and wacky ideas to raise funds to support young cancer patients and their families.

Here are some ideas to get you started at home, school or work.

## AT HOME OR IN YOUR COMMUNITY



- 1 Ask friends and family to donate money instead of birthday or anniversary gifts
- 2 Organise a coffee morning or an evening gala. You could also ask local businesses to donate prizes for a raffle
- 3 Sell, sell, sell – from selling something you've made, to selling second hand goods. You could contact the organisers of a local event, strike up a relationship with a local shop, or just use your front garden
- 4 Sing – from carolling at Christmas to karaoke in the pub.

## AT SCHOOL



- 1 Organise a lunchtime bake sale
- 2 Battle of the bands – great fun for everyone. Ask older pupils to lead on organising the event
- 3 Hold a non-uniform day, asking pupils to donate a pound to participate
- 4 Organise a winter or summer fete with stalls, games and raffles.

## AT WORK



- 1 Have a dress down day in the office in exchange for a small donation
- 2 Organise an office tournament like a football, netball or even a dodge ball tournament
- 3 Ask your manager whether your company operates a match giving scheme, where they'll match the amount you raise, pound for pound. If they don't, this could be a great day to start
- 4 Use your staffroom to sell books donated by colleagues for a small donation into a CLIC Sargent collection tin.

# A-Z OF FUNDRAISING IDEAS

- |   |  |  |
|---|--|--|
| <b>A</b> Auction, abseil, 'Antiques Roadshow', art exhibition                                     | <b>J</b> Jumble sale, jokeathon, jazz evening, jelly bath, juggleathon         | <b>S</b> Sponsored silence, skydive, swishing – clothes swap, sponsored swim, sports day |
| <b>B</b> Beard shave, black tie ball, BBQ, Burns Night, Boxing Day dip, bag pack at a supermarket | <b>K</b> Karaoke night, kick a bad habit, keep fit                             | <b>T</b> Talent contest, treasure hunt, tennis match, teddy bears' picnic, tug-o-war     |
| <b>C</b> Cake bake, casino, car wash, concert, car boot sale, cricket match                       | <b>L</b> Lunch party, line dance   | <b>U</b> Unwanted gift sale  |
| <b>D</b> Darts tournament, disco, dance marathon, dog walking                                     | <b>M</b> Marathon, magic show, Monopoly challenge, massage, murder mystery     | <b>V</b> Variety show, volleyball match  |
| <b>E</b> Egg and spoon race, exercise class, Easter egg hunt                                      | <b>N</b> Non-uniform day, no smoking day, netball competition                  | <b>W</b> Wine tasting, welly throwing  |
| <b>F</b> Fashion show, fishing competition, fancy dress party, film show, face painting           | <b>O</b> Open day at work or in your garden, open air concert                  | <b>X</b> Xmas party  |
| <b>G</b> Garage sale, garden party, gala evening, golf day  | <b>P</b> Plant sale, pub quiz, ping pong competition, pantomime, pancake race  | <b>Y</b> Yodelling contest   |
| <b>H</b> Halloween party, head shave, hockey match, hugathon                                      | <b>Q</b> Quiz, quit smoking, 'Question of Sport'                               | <b>Z</b> Zany as you like...   |
| <b>I</b> Ice skating, indoor bowling, Italian evening, indoor games evening                       | <b>R</b> Rugby match, raffle, roller skating, raft race, race night, Readathon |  |

Sign up for one of our running, cycling or trekking events by visiting: [clicsargent.org.uk/fundraisingandevents](http://clicsargent.org.uk/fundraisingandevents)

# EVENT PLANNING

## YOUR CHECKLIST:

- ✓ **Theme:** Decide the type of event, how large you want it to be, and if there is any particular theme
- ✓ **Research and secure:** Confirm the basics of location and venue, date and time
- ✓ **Volunteers:** What roles do they need to play and how many do you need?
- ✓ **Fundraising plan:** Plan for how you're going to raise money through ticket price sales, raffle, auction, etc
- ✓ **Materials:** See the fundraising materials you can order on the back page
- ✓ **Promotion plan:** Invite your guests, promote the event on social media and use your local community to spread the word
- ✓ **On the day:** Check you have everything you need for the day.
- ✓ **Check its legal:** See page 10

## TOP TIPS:

**Check the calendar:** Make sure your event doesn't clash with a major sporting event, or a national day, such as Mother's Day.

**Location:** Important considerations include size (too small means people get turned away, too big means it looks half-full), disabled access, toilets and accessibility for transport. Consider whether the venue is licensed, electricity for music and microphones, a kitchen/food preparation area. Think about neighbours if your event includes music or will run late into the evening.

**Budget:** Write out a detailed budget, and stick to it. Consider both the major and minor costs, and make sure you have money on hand at the event for a float and any last-minute expenses. Allocate someone to be responsible for counting and sending in the money raised.

**Tell everyone:** Friends, family and colleagues. Put your event on Facebook and tweet about it. If you work in a company with an Intranet ask to put your event details up on that. Or if an email can be circulated.

**Get publicity:** Phone your local paper and ask for the editor of the 'What's On' section. Give them details of your event and how/where people can get tickets. The paper should do this for free. Contact your local radio station too and ask them to mention your event on air and on their website. Use our posters to promote your event. Put them on notice boards in supermarkets, libraries, pubs and sports clubs.

**Sell tickets in advance:** This will help you work out how many people will be attending. Create a special email address for people to reserve tickets, and include this in your publicity.

**Get a little help from your friends:** Find out what they could do to help, like ticket sales, cake making or writing pub quiz questions. Ask if their friends and family can help too.

**And don't forget to say thank you:** Build up a contact list of people who have helped – it's a nice touch to write to everyone after your event to let them know how much money they helped you raise.

To find out how to order materials go to the back page

# HOW TO FUNDRAISE ONLINE

Whatever type of fundraising you're doing, setting up your own personalised sponsorship page online is a quick, easy and secure way for people to support you.

## JustGiving

JustGiving is CLIC Sargent's preferred online giving site because it's easy to set up and offers helpful tools to make your fundraising as successful as possible.

JustGiving sends your donations straight to CLIC Sargent and reclaims Gift Aid automatically on our behalf. Gift Aid adds 25% to every donation if you're a UK taxpayer, meaning that your fundraising can go even further. For more information on Gift Aid see p11.

JustGiving takes a 5% fee from each donation made through the site (which is usually taken from the Gift Aid they reclaim). In return they help people raise more money, more efficiently. By leaving the costly and time-consuming things to JustGiving, we can spend more time, energy and money on supporting young lives against cancer.

## HOW TO CREATE YOUR JUSTGIVING PAGE

- 1 Visit [justgiving.com/clicsargent](http://justgiving.com/clicsargent)
- 2 Click 'Fundraise for us' and follow the step by step instructions
- 3 Once your page is created, get sharing!

## TOP TIPS:

- Make sure you tell a really good story about why you are supporting CLIC Sargent. It will keep people interested and willing to donate. Use our examples on p5 to show them how their money could help
- Don't be modest – set your fundraising target higher than you are aiming for, as people will often donate more to help you reach a bigger target. You may even raise more than you first thought!
- Get yourself a JustTextGiving code. This allows your supporters to donate directly through text – simple!
- Photos and videos are really effective ways to personalise your page. JustGiving provides step by step instructions for this – so get creative!
- Spread the word through social media. Tweet, Facebook and share your JustGiving link to friends and followers and keep them up to date with your progress
- Add your JustGiving link to your email signature so people can click straight through and donate as soon as they get an email from you
- Thanking your supporters is so important. Acknowledge their support and what a difference they are making. You can do this in a number of ways: send an email, update your JustGiving page story, tweet a thank you and update your Facebook status.



## IMPORTANT

If you are taking part in one of our events and have a minimum sponsorship target then please make sure that you include the following wording when you set up your JustGiving page:

**"Please do not tick yes for Gift Aid if you are sponsoring me on behalf of a company, or if you are related to me. I'm not allowed to claim Gift Aid on these donations. More information is available on JustGiving's Guide to Gift Aid."**

If you are self-funding then you don't need to include this on your JustGiving page.

# FUNDRAISING GUIDELINES



If you have any questions about the legality, or concerns about safety of your event or fundraising activities, contact us on **0300 330 0803** or email **fundraising@clicsargent.org.uk**

We want to do all we can to help your fundraising. So before you start, check these guidelines.

## IS IT LEGAL?

Some methods of fundraising are restricted by local or charity law. Below you will find some basic guidelines you will need to bear in mind when organising your fundraising activities.

### Collections

You must have a licence or permit from your local authority or Metropolitan Police if you want to hold a street collection, house-to-house collection (including pubs, factories and offices) or any other collection in a public place.

### Raffles and lotteries

If your raffle or draw is held within a 24-hour period, is in one single venue and is part of another event, you can use cloakroom tickets. If your raffle lasts longer than 24 hours you will need a local lottery licence and printed tickets, as there are things that must be legally printed on each ticket.

### Selling alcohol

If you plan to sell drinks like beer, wine or spirits at your event you'll need a licence.

### Live music

If you're planning to have a band or singer perform at your event you'll need a licence.

### Correspondence and publicity material

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

## IS IT SAFE?

Download our full guidelines to safe fundraising at **clicsargent.org.uk/organiseyourownevent**

CLIC Sargent really appreciates what you are doing for young cancer patients, but we want you to do this safely. We advise you to identify any potential accidents or hazards before you decide to hold an event by completing a risk assessment. Don't forget to think about first aiders for your event.

### Public liability insurance

CLIC Sargent is unable to accept any liability or responsibility for anything that might happen to people or property as a result of your fundraising activity. If you are planning an event that involves the general public you will need to get public liability insurance. You can find independent insurance brokers details in our full guidelines to safe fundraising.

If you are holding an event at a place which has public liability insurance (like a school or workplace) you should check the cover with them in case you need to secure extra cover.

### Food safety

Whenever food is sold at events there should be adequate facilities to prepare and serve food safely. 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 us.

**Further information about fundraising guidelines can be found at the following websites:**

- |                           |  |
|---------------------------|--|
| The Charity Commission    | <a href="http://gov.uk/charity-commission">gov.uk/charity-commission</a>             |
| Institute of Fundraising  | <a href="http://institute-of-fundraising.org.uk">institute-of-fundraising.org.uk</a> |
| The Fundraising Regulator | <a href="http://fundraisingregulator.org.uk">fundraisingregulator.org.uk</a>         |

# HOW TO PAY IN YOUR FUNDRAISING

## Online payments

You can pay in the money you've fundraised online by visiting **clicsargent.org.uk/payinyourfundraising** It's quick, easy and secure.

## Cash payments

If you have cash, you can pay it directly into our bank account at your local Barclays branch. Remember to include your supporter number, which you can get by calling us, so we can make sure it is credited against your name.

## Bank transfer

You can pay by bank transfer to our Barclays bank account (details below). Please pay to **CLIC SARGENT CANCER** and remember to include your supporter number which you can get by calling us, so we can make sure it is credited against your name.

## Sort Code 203608

## Account Number 33894193

## Tax effective giving vouchers

Please do not deposit vouchers at the bank as they cannot process them. You can send them to our Bristol office and fill out the voucher in full, including details of your event or fundraising activity.

## Cheque

Send a cheque made payable to **CLIC Sargent** to our Bristol office. Please ensure you include your full name, supporter number (which you can get by calling us), postcode and details of your event or fundraising activity with your cheque.

## Don't forget to return your sponsorship form/s!

Encourage your sponsors to complete their address details on the sponsorship form and tick the Gift Aid box. This will enable us to claim an extra 25% on the donation. You can post these forms back to us at our Bristol address.

## Gift Aid

Gift Aid is simple and costs you nothing, yet it increases the value of your donations to CLIC Sargent. That is why we invite every eligible person who supports us to sign up for Gift Aid. If you are a UK taxpayer, we can claim an extra 25p for every £1 you donate, at no extra cost to you, from the tax you have already paid. The same applies to your sponsors – all you have to do is let us know.

## Supporting CLIC Sargent using Gift Aid is easy:

- If you have an online page then just tick the Gift Aid box and ask your sponsors to do the same if they are UK taxpayers
- If you are being sponsored make sure that each person sponsoring you enters their full name, address and postcode and ticks the Gift Aid box on your sponsor form and that you return it with the money
- If you are raising money as a group of people, each person needs to provide their name and address details and agree to Gift Aid – we can provide donation envelopes where this information can be entered.

*giftaid it*

## NEED HELP PAYING IN YOUR FUNDRAISING?

Contact us on **0300 330 0803** or **fundraising@clicsargent.org.uk**. Please send all mail to: **CLIC Sargent Operations Team, Whitefriars, Lewins Mead, Bristol, BS1 2NT.**

# HOW TO ORDER MATERIALS

Fundraising materials help you raise awareness of your event and CLIC Sargent.

## Our materials available:

- Banners
- Collection bucket
- Stickers
- Collection tin
- Balloons
- Pens
- T-shirts
- Pin badges
- Sponsorship form (PDF)
- Event poster (PDF).

Contact us on **0300 330 0803** or [fundraising@clicsargent.org.uk](mailto:fundraising@clicsargent.org.uk) and let us know what items you need.

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## QUESTIONS?

Give us a call or drop us an email

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**e** [fundraising@clicsargent.org.uk](mailto:fundraising@clicsargent.org.uk)

CLIC Sargent, Whitefriars, Lewins Mead, Bristol, BS1 2NT

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