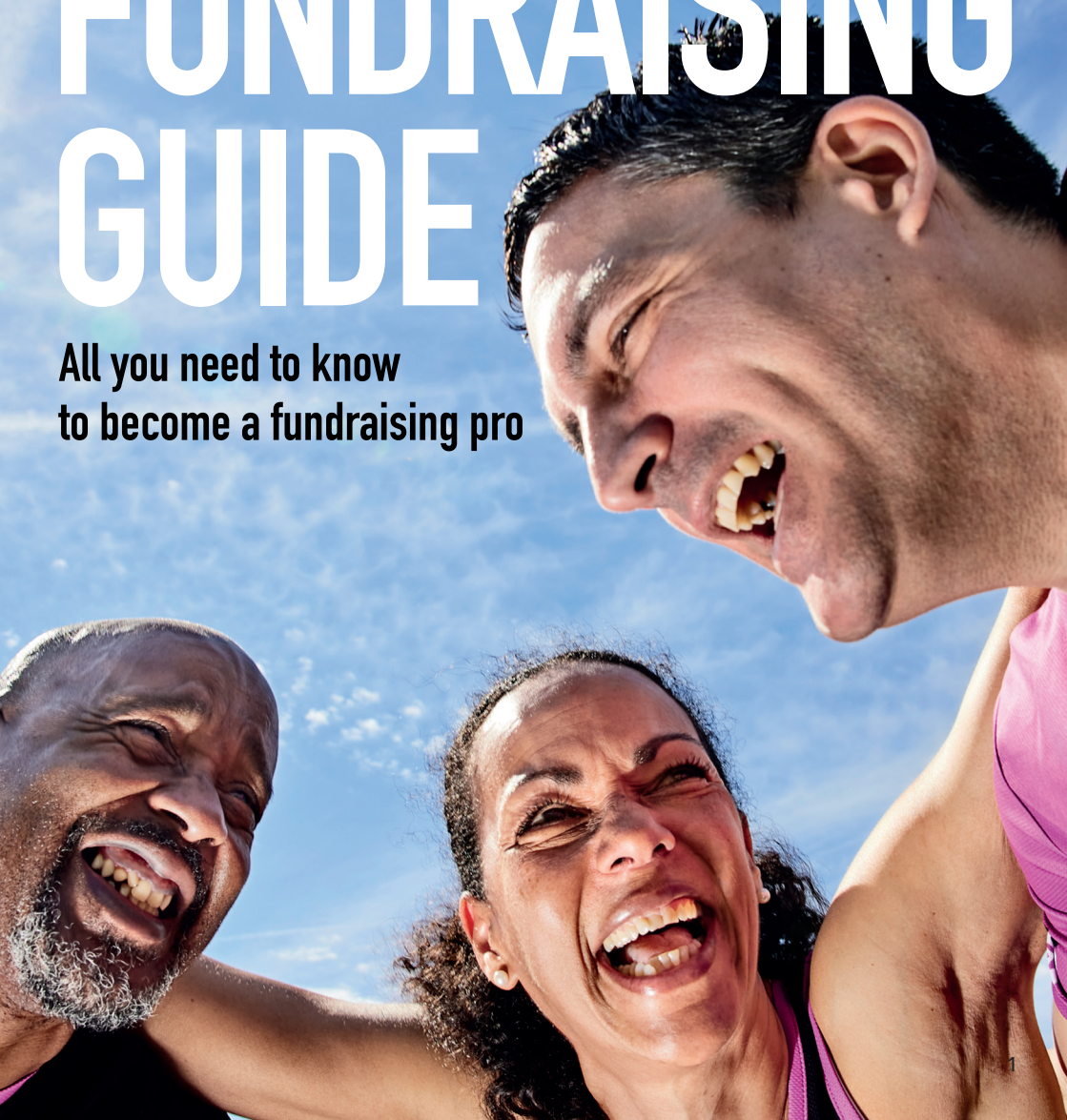


YOUNG LIVES
vs CANCER

FUNDRAISING GUIDE

**All you need to know
to become a fundraising pro**



WELCOME TO THE TEAM

We're so glad to have you on board

We're chuffed that you've decided to fundraise to support Young Lives vs Cancer. What an amazing decision – thank you. The beginning of your fundraising journey can often feel a little daunting, but don't worry, we're with you every step of the way! Here's all you need to know to get started.

Grab your phone, pen and get ready

This is an interactive guide. Scan the QR codes to find out more and use the spaces provided to make notes to help get those fundraising ideas flowing.

WE LOVE TO CHAT

We hope this guide provides answers to any questions you might have, but if you need any extra help or support then please drop us a line. We're always on hand to help.

Contact us on 0300 330 0803
fundraisingevents@younglivesvscancer.org.uk
younglivesvscancer.org.uk/get-fundraising

YOUR SUPPORT HELPS CHILDREN LIKE SAMUEL

When Samuel was diagnosed with leukaemia at just two years old, his mum and dad were thrown into the world of childhood cancer.

Thanks to people like you, our social worker Grace was on hand as soon as the family got the devastating news.

Grace got Samuel's parents set up in CLIC Court, a Young Lives vs Cancer Home from Home in Oxford, so they had a free place to stay right next to the hospital. She helped Mum get financial support, spoke with their employers, gave them hospital meal vouchers so they didn't go hungry and was there for them every day.

Grace was amazing. I don't know how we would've done anything without her. Having the same person there for you throughout the entire journey with experience and knowledge is a godsend."

Samuel's mum, Amy

Today, Samuel is a typical three-year-old but hospital visits and chemotherapy are still a big part of his life. He has chemo at home every day and needs a lumbar puncture every three months for the next three years.

Thanks to your kindness, Samuel and his family know that no matter what lies ahead of them, Young Lives vs Cancer will be there to help them through it.



WHAT WE DO BECAUSE OF YOU

When a child is diagnosed with cancer life becomes full of fear, for them and their family. At Young Lives vs Cancer, we help children, young people (under 25) and their families find the strength to face whatever cancer throws at them. We'll face it all, together – but we can't do it without you.



Our Young Lives vs Cancer Social Workers, like Lyn, help families going through the toughest of times. Lyn tells us what a day looks like:

"We help young cancer patients and their families live life as normally as possible.

"We do everything we can to help, from cutting through medical jargon, speaking to

different medical professionals and liaising with schools, colleges and work while a child is on treatment. We offer and apply for numerous financial grants on their behalf.

"We spend time with families and young adults. Listening to them, making them laugh, letting them cry and answering their questions. We celebrate their wins and sit with them through bad news.

"If the worst does happen we offer bereavement support, keeping in regular contact with families to support them through their grief and talk to them about their child."

"In a nutshell, we do what we can to keep them going."

Lyn Soh, social work senior practitioner



Scan the QR code to find out more about our social workers.

Children and young people's cancer is often treated in a specialist hospital that may be a long way from home. We have 11 Homes from Home across the UK, close to the specialist treatment centres. They're free places for families to stay when their child is going through treatment.

"To have a bed, kitchen, laundry, own space makes all the difference in the world to our families. Without our Homes from Homes, the alternative is 24 hours a day on a ward, in a hospital, paying for take away food for every meal, laundry piling up waiting until you can go home to get it all done. Having someone who understands what you are going through in the same house and travelling the journey together is so important. I look forward to welcoming the families with open arms and offer as much love and support as they need."

Ann Grady, Home manager, Jack's House in Manchester



LET'S GET STARTED

We hope the stories on the previous pages show you what a difference you'll be making when you fundraise for Young Lives vs Cancer. The best way to get started on your fundraising is to make a list.

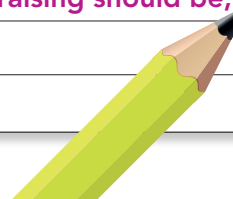
This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

LIST IT OUT

Use this space to list all the people that you know, you'll be amazed at how many of them could help you reach your fundraising target. You could invite them to a party, sell them raffle tickets or send them your fundraising page.

Cancer is unrelenting, your fundraising should be, too.

Cancer is unrelenting, your fundraising should be, too.



FUNDRAISE FAR AND WIDE

You've got the list of your fundraising team, now for the really fun part – deciding on what you're going to ask them to do. Have a think about your family and friend's strengths; what are they really good at and how can you use this to raise money? What sort of contacts do they have that could help you smash those fundraising goals and spread awareness? Below are some examples of the activities they could do.

WORK

- Dress-down days
- Set up a tuck shop
- Raffle
- Promote your fundraising:
poster in kitchen, all staff email,
share in company newsletter

EDUCATION

- Bake sale
- Non-uniform day
- Winter/summer fetes
- Parents' quiz night
- Parents' curry night
- 24-hour challenge eg danceathon

FAMILY AND FRIENDS

- Sweepstake
- Quiz night
- Fundraising trek/walk
- Craft night
- Ticketed party/ball

OTHER

- Ask a local golf club for support
- Sell your arts, crafts and baking
- Host a class
- Ask local shops to have a collection tin
- Ask local sports clubs to do a
sponsored challenge
- Ask local businesses for raffle prizes



However big or small the ask, never be afraid to reach out to your nearest and dearest for help hitting your fundraising target. They'll probably be more than happy to get involved!

TOP TIP

Make your own diagram like ours and see all the different ways you could fundraise with the network around you.

TOP TIPS TO HELP YOU SMASH YOUR TARGET!

1

Set up a fundraising page and add a photo! Visit justgiving.com/younglivesvscancer to set up your page.

2

Tell your story! Who or what has inspired you to fundraise for us? Sharing your reasons why could increase donations by 36%!

3

Set a fundraising target. Fundraising pages and events with a target always raise more.

4

Let people know just how their money will help young cancer patients using the stories in this guide.

5

Share, share, share! Post regular 'asks' and updates on social media. The top fundraising pages share their page on average 12 times. Share training, planning and fundraising updates.

6

Make sure either you, or someone close to you, posts lots of updates on the day of your event. People will donate more when they see the event happening and how hard you have worked.

7

Update and thank everyone after your event – 20% of donations come in after an event has ended.

8

And finally,
HAVE FUN!





PLAN IT REAL GOOD

Your checklist to be a fabulous fundraiser

- ☐ **Budget:** Make sure you know how much you can spend and how much you're looking to raise and keep track.
- ☐ **Confirm the basics:** Date, time, location and venue. Let us know when you have decided on these details.
- ☐ **Volunteers:** Do you need them? If so, figure how many you need and start recruiting. Get a little help from your friends!
- ☐ **Making the money:** You've got your event, but how will it raise money? The most successful fundraising events have multiple ways to donate.
- ☐ **Spread the word:** Invite guests and promote your event far and wide on social media.
- ☐ **Is it legal:** Boring but so important! We're here to support you to put on the safest events possible. There are rules around holding raffles, events that need insurance and doing risk assessments. Plus you may need licences for music or collecting money. You can read more about raffles by scanning the QR code, for all other enquiries call our fundraising team on 0300 330 0803 or email fundraisingevents@younglivesvscancer.org.uk
- ☐ **Get in touch:** Our fundraising team is on hand to answer any questions you may have. Call the team on 0300 330 0803 or email fundraisingevents@younglivesvscancer.org.uk

Scan the QR code to read more about raffles.



DIGITAL FUNDRAISING

Fundraising online?
Here are some ideas
to really maximise your
digital fundraising.



QR codes: We can help you set up a QR code for your event so people can easily visit your fundraising page and donate from their phones, or donate at your event without needing cash.

Text-to-donate codes: We can help set up a text-to-donate code for your event which you can share far and wide and include on all advertising. For example: Text "CHLOESCAKES to 12345 to give £2."

Facebook fundraising: It's easy to set up a fundraiser on Facebook, just visit facebook.com/fundraisers. You could set up a birthday fundraiser and ask for donations instead of birthday wishes. Instagram more your thing? Head to our page and click 'support' and 'create fundraiser'.

Online raffles: There are lots of ways to hold raffles, auctions and ticketed events online. Please get in touch and we can recommend the best platform.

Gaming and livestreaming: Play and stream your favourite game all while raising money for Young Lives vs Cancer by using Tiltify.



In their name

Many people fundraise for our us because they know a child or young person with cancer. Often whole families, friendship groups or local communities set up fundraising pages dedicated to the same child.

Our *In Their Name* funds are a personalised, online platform where all the fundraising for a child can be displayed together, along with messages of support, celebration or remembrance.

It's also a place where families can see all the love and support from those closest to them, at an incredibly difficult time.

N When we started our fund we were in hospital and in the middle of the most horrible time of our lives. With so much out of our control at the point of Rory's diagnosis, fundraising felt like one of the few positive, tangible things we could do. Setting up Rory's fund gave us something that was constructive and hopeful at such a desperate time."

Matt, dad of Rory



Scan the QR code to
visit Rory's fund and
find out more about
In Their Name funds



Setting up an *In Their Name* fund is easy to do, for more details on how to start one please contact fundraisingevents@younglivesvscancer.org.uk

PAYING IN YOUR MONEY

Online pages

There are lots of different online pages you can set up to raise money for us. Please check the terms and conditions of the page you choose to find out how they send the money to us.

Pay online

You can pay online using a debit or credit card. Scan the QR code to visit our paying-in page.

Pay by phone

You can make a payment over the phone. Please contact our supporter engagement team on **0300 330 0803** who will be able to help you.



Scan the QR code to visit our paying-in page.



Pay by post

You can send us a cheque. Please make cheques payable to Young Lives vs Cancer and send them to: Operations Team, Young Lives vs Cancer, 4th Floor, Whitefriars, Lewins Mead, Bristol BS1 2NT.

Visit the bank

You can pay in any cash or cheques to your local branch of Barclays, RBS, Ulster Bank or Natwest. Request a paying-in slip from us by emailing fundraisingevents@younglivesvscancer.org.uk.

Transfer online

You can make an electronic transfer using Barclays Bank account number: 33894193, sort code: 20-36-08. Remember to use your supporter number as the reference.

OUR AMAZING SUPPORTERS

JENNI AND NICK



At just five weeks old, Jenni and Nick's granddaughter Emily was diagnosed with leukaemia. The family's world was turned upside down. Feeling helpless, Jenni and Nick wanted to do something to keep themselves busy.

Starting in mid-November 2020 they set themselves the challenge of walking 540 miles before Christmas to raise money in Emily's name. Still eager to keep going after Christmas, they decided to continue until World Cancer Day in February. Before they knew it they had walked 10 miles a day for five months, right up until Easter Sunday!

"Emily's cancer is a step-by-step journey," Jenni said, "And our walk mirrored that. It wasn't easy but we reminded ourselves it was for Emily, and we just kept going, one foot in front of the other."

Jenni and Nick were inspired to use their walk to raise money for Young Lives vs Cancer after the support the family had received. Our social-care teams supported the family tirelessly, holding their hands every step of the way since baby Emily was diagnosed.



Jenni and Nick finished their challenge after walking a staggering 1,400 miles and raising £11,500 to date for Young Lives vs Cancer. As well as keeping themselves busy during the pandemic, the grandparents also found that walking helped bring them hope during the tough times.

By choosing to fundraise for Young Lives vs Cancer you will be following in Jenni and Nick's footsteps and together we will help families face everything cancer throws at them.

"We wanted to raise as much money as possible for this wonderful charity. Cancer really turns families' lives upside down and we want Young Lives vs Cancer to be there to support every family who needs them."

Jenni

HOW YOUR MONEY HELPS

YOUNG LIVES vs CANCER

We don't receive any funding from the government, so we fully rely on the generosity and kindness of people just like you.

£22

could pay for a Young Lives vs Cancer Big Bag. Given to families when their child is first diagnosed with cancer, they contain essential items for a hospital stay.

£38

could pay for a night in one of our Homes from Home, a free place for families to stay close to specialist hospitals when their child is going through treatment.

£182

could pay for a Young Lives vs Cancer Social Worker for a day.

£430

could fund our Information Service for one day, providing young cancer patients and their families with expert advice on how to cope with childhood cancer.



Registered with
**FUNDRAISING
REGULATOR**

Young Lives vs Cancer is an operating name of CLIC Sargent Cancer Care for Children. A registered charity in England and Wales (1107328) and in Scotland (SC039857). Also operating in Northern Ireland. Registered office: No. 1 Farriers Yard, Assembly London, 77-85 Fulham Palace Road, London, W6 8JA.