



Grace Kelly
Childhood
Cancer Trust



Fundraising Guide

Helping you raise money for the Grace Kelly
Childhood Cancer Trust.

How to organise events, get sponsorship & achieve publicity.

Unit 3 Coach House Yard
Cowsden Hall Farm
Upton Snodsbury WR7 4NZ

T: 01905 885777

E: contact@gkcct.org

W: www.gkcct.org

Registered Charity Number: 1167783





Dear Fundraiser,

Thank you so much for choosing to fundraise for the Grace Kelly Childhood Cancer Trust.

Childhood cancer is much more common than we think, affecting 1 in 500 children before they reach the age of 15 years old.

The Grace Kelly Childhood Cancer Trust was set up to help support and save the lives of these children and young people.

We hope that you will find the information in this guide useful. There are some great ideas, advice and tips on how to successfully fundraise.

Fundraising can be so much fun and can do a lot of good as well and can be a very rewarding experience.

We rely almost entirely on donations from our fundraisers like you, so your support is hugely appreciated.

For more information on the charity, and for fundraising links and ideas, please visit our website at www.gkcct.org

Thank you again for your support. Without fundraisers like you, we would not be able to continue our vital work.

Because the children of today all deserve to have a tomorrow.

With very best wishes

The team at the Grace Kelly Childhood Cancer Trust





Thank you for your support

The Grace Kelly Childhood Cancer Trust was set up in 2016 in memory of Grace who sadly passed away from cancer in 2014. Grace left behind a wish to help other children and it is this wish that inspires our work. Grace's legacy has now become the legacy of so many other children. Childhood cancer is the number one medical cause of death of children in the UK.

We are working to change this.

We are delighted that you have chosen to support us at the Grace Kelly Childhood Cancer Trust.

Your support will help to ensure that we can continue our vital work. Our national work includes raising awareness of the symptoms and signs of childhood cancer to help enable children to be diagnosed at an earlier stage.

We also fund research into treatments of rare childhood cancers and produce information publications for clinicians and the families affected.

These booklets are evidence based, peer reviewed by experts and distributed free of charge to childhood cancer treatment centres across the UK.

Locally, we also provide emotional, practical and financial support to the families of children diagnosed with cancer. **You are helping us to be there for families when we are needed the most.**

Your support really does make a difference

Supporting GKCCT is a truly rewarding experience. Every donation, however large or small, really does make a difference. This guide aims to provide you with all the information you need to plan, organise and enjoy your fundraising.

We are here to support you every step of the way. If you would like to discuss your fundraising ideas or would like to request materials to support you event then please do get in-touch or visit our website.

Get in touch

T: 01905 885777

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Special named funds

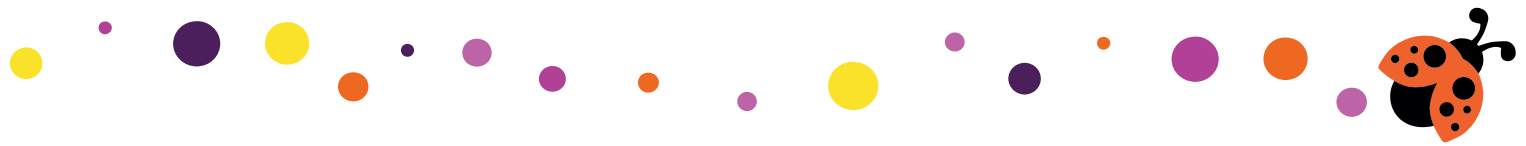
We are aware that some of our fundraisers may be fundraising for a loved one who is currently fighting cancer or who has sadly passed away.

We appreciate that this may be even harder given that those loved ones may well be children.

One of these ways may be to set up a named fund for that special person and see the effect that a child or another loved one can have in helping others.

These funds enable you to fundraise whilst keeping your loved one at the central focus of your fundraising. To see some of our named funds, please visit our website www.gkcct.org/named-funds or send us an email to contact@gkcct.org





A gift in your Will

Writing your Will is an important way of looking after the future of your family and friends.

After you have taken care of loved ones, you may wish to leave a gift in your Will to your favourite charity.

It is a little known fact that most charities would not survive without gifts in Wills. By remembering your favourite charities in this way, you are ensuring that their good work lives on. The donation can be as small or large as you like.

If you choose to do so, you need to include the name of the charity, the registered charity number and the charity's registered address in the Will.

Should you wish to do so for the Grace Kelly Childhood Cancer Trust, the details are:

- **Grace Kelly Childhood Cancer Trust, Registered charity number 1167783**
- **Registered charity address: Unit 3 Coach House Yard, Cowsden Hall Farm, Upton Snodsbury WR7 4NZ**

Please do contact us should you have any questions about leaving a gift in your Will.



Getting started

In this guide you'll find ideas and useful information about how you can raise money for the Grace Kelly Childhood Cancer Trust.

Whether you are aiming big or small, fundraising is fun as well as rewarding. You can support us either on your own or as part of a team, at work or in your free time.

1. Get in touch with us!

Let us know what you are planning. Our team are here to support you every step of the way.

2. Think of an idea.

Ask your friends what they think. Do some research to see if anyone else has done something similar and what they learned. Think about what resources you need and what expenses you will have to make it a success.

3. Who are you targeting?

Think about who you are trying to attract to your event. What makes them tick? What excites them? What type of venue would attract them? How many do you hope to invite?

4. When?

Think carefully about the dates and times. Make sure you don't clash with another event. Think about major sporting events, plays or concerts in your area. Give yourself enough time.

5. How much?

Think about how to keep your costs to a minimum. See if you can get things for free. Maybe ask local businesses or individuals to contribute something in exchange for publicity. You could sell advertising in the programme or hold a raffle.

6. Detail, detail, detail.

Think about the detail. Make sure you are not breaking any laws and you comply with any regulations before you publicise your event. If you are using a venue, make sure the people in charge of the event know what you are planning and agree to it (get it in writing). More information on holding a fundraising event can be found on

www.institute-of-fundraising.org.uk

7. Learn

After the event while it is still fresh in people's minds ask for feedback and comments. Write down the positives and negatives so you are better prepared next time. Keep records of all your costs and who contributed as you may be able to call on their help again in the future.

8. Thank them!

Nothing helps more than a thank you. If people feel appreciated they are more likely to help in the future. So write to those who contributed if you think a thank you direct from us would be more appropriate please let us know.

9. Set up an online giving page

Setting up an online fundraising page is a great way of keeping everyone updated on your plans and for helping to spread the word about your fundraising. Visit

<https://gkcct.enthuse.com/profile> and set up a page to fundraise for the Grace Kelly Childhood Cancer Trust.



Sponsorship

Sponsored events are the most popular ways to raise money. They can be serious like running a marathon or fun like a sponsored skipping rope fundraiser!

One or many?

You could do something on your own, or team up with friends and make it a team effort. The more people involved, the better your chance of getting noticed, and therefore to make more money.

We would like to help!

If you are doing something for our charity we may be able to help with some branded items. We have t shirts, collection buckets, sponsorship forms, just give us a ring on 01905 885777 and we can get these to you.



Tips

- Use technology. Create your own fundraising page at <https://gkcct.enthuse.com/profile> where you can upload pictures, tell your friends and family what you are doing to raise money and send email requests for sponsorship. You can also link your fundraising page to your Facebook profile if you have one.
- Request a sponsorship form from us to do off line fundraising. Phone us on 01905 885777 or e-mail: contact@gkcct.org or download a form from our website www.gkcct.org/fundraising-us
- Set yourself a target so people sponsoring you have an idea of the effort you are putting in and what you hope to achieve
- Ask your employer to match the amount you raise. It is tax efficient for them and doubles the amount you raise.
- Ask people to “Gift Aid” their donation. If they are UK taxpayers it means they will increase their donation by 25% without any effort. Our sponsorship forms are printed with a column for people to tick if they agree to Gift Aid their donation.

We do need their full address and postcode to reclaim Gift Aid.



Promote your fundraising

Once you have decided on the details of your fundraising, it is time to drum up support! The more people you tell, the more successful your fundraising will be.

Social media

Using social media is a great way to tell people about your fundraising. You can also link up to our GKCCT accounts so we can see what you are doing and we can help share your fundraising journey (tag us in **#GraceKellyChildhoodCancerTrust**). If you have an online fundraising page, post the link on to your social media page.

 **@gracekellychildhoodcancertrust**

 **@gracekellytrust**

 **@gracekellytrust**



Local media

Radio stations and local newspapers are always looking for something unusual. If you give them a good story, some photographs and quotes, it makes their job easy and they are more likely to run it.

Posters & flyers

Use our event poster to help spread the word about your event. You could, think about leaflets to distribute in cafes, bars, pubs, shops, garages, libraries etc. (You will need to get permission first!). Make sure you include all the relevant details. Who, what, why, when, where. Maybe add directions if the venue is difficult to find. Add contact details so people can find out answers to any questions.

Tell us!

Let us know about your event and we can help to raise awareness of how you are supporting the GKCCT.

Need help, advice or fundraising materials?

Please call the team on 01905 885777 or email us at contact@gkcct.org



Top tips to help your fundraising

We want you to have fun when you are raising funds for the Grace Kelly Childhood Cancer Trust. However you must ensure you don't take any risks with safety and follow the law.

Collections - It is illegal to carry out public street collections without a licence. Your local council can provide more information. It is also illegal to carry out house-to-house collections without a licence.

Food hygiene & allergies - Food safety laws apply when food is available - whether it is for sale or not. Make sure you follow food hygiene procedures - these are mostly common sense. You can contact your local council for information or visit www.food.gov.uk

Selling alcohol - Some venues will already have a licence to sell or supply alcohol. However, if you are using an unlicensed venue and plan to serve alcoholic drinks, you may need a temporary events notice. Check with your local council.

Raffles - The law around raffles, which are a form of lottery, can be quite complicated. If you hold a raffle and draw it on the same day then you do not need a licence. However, if you wish to sell tickets over a period of time then you will need to contact your local authority to request a licence.

Information can be found on www.gamblingcommission.gov.uk

Health & Safety - Writing a risk assessment will help you to think about anything that could potentially go wrong and how best to deal with it. It is also worth considering if you require insurance for your event. Think about whether you need first aiders to attend. It is worth contacting St Johns Ambulance or the Red Cross for advice.

Photographs - If you are taking photographs at your event, put up signs to let people know. If you have permission and a signed consent form then please do send us your photos of your event so we can share these on our social media pages.

Handling cash - Where possible make sure that two people handle and count any money. Try to keep accurate records of any costs associated with your event. Make sure any cash donated is kept in a secure place and banked as soon as possible.

Grace Kelly Childhood Cancer Trust logo & charity details

Our logo is available upon request, so please do get in-touch if you need it. We can also send a copy of our brand guidelines. When you are writing to anyone about your event or producing publicity materials, please remember to include our registered charity number:

*Grace Kelly Childhood Cancer Trust
Registered Charity No. 1167783*



After the event

We would love to hear about your fundraising, so we can thank you properly and encourage others to be inspired by your ideas! If you are happy to share your story we can use on our website and communications, please do get in-touch.

Gift Aid

Gift Aid allows us to reclaim tax on donations made by UK taxpayers. This means that for every £1 donated, GKCCT may be able to claim an additional 25p from the Government. Ask your supporters to tick the Gift Aid option on your sponsorship form or when donating online.

Match funding

Check whether your employer offers a Match Funding Scheme. Many companies will part or fully match your fundraising completed by employees. This is a very easy way to double your funds!

Thank you

Don't forget to thank everyone involved, tell them how much you have raised and how every penny raised makes a difference to GKCCT.



Paying in your money

Online

Donations made directly to your online fundraising pages are sent directly to us. You can also pay in any funds raised offline through our website - visit www.gkcct.org and click donate.

By cheque

Please send cheques, made payable to Grace Kelly Childhood Cancer Trust to:
Grace Kelly Childhood Cancer Trust, Unit 3
Coach House Yard, Cowsden Hall Farm,
Upton Snodsbury WR7 4NZ.

BACS payment

Donations can be made via BACS. Please get in-touch for our bank details.

Cash

Where possible we would like to encourage the above donation paying in methods, however if you do have cash that you would like to give us then please contact us to arrange this.

Remember to include your details when sending your donation so that we can thank you for your support!



Top tips to help your fundraising



- Don't make any street or house to house collections without permission from the council/police.
- For extra guidance and resources please visit the Institute of Fundraising at www.institute-of-fundraising.org.uk

- Don't do anything illegal or dangerous.
- Don't allow anyone under 16 to collect sponsorship money without adult supervision.
- Don't let any commercial organisations use our charity logo without first checking with us.
- Don't send any cash to us through the post. Bank any cash yourself and send us a cheque (made payable to Grace Kelly Childhood Cancer Trust).





An A-Z of fundraising ideas

- A**bseil
- Afternoon tea
- Art & craft stall
- B**ad hair / tie day
- Book / comic sale
- Bike ride
- Bingo
- C**ake sale
- Car boot sale
- Charity car wash
- Coffee mornings
- D**ance-a-thon
- Disco
- Dress down day
- Dog walking
- E**aster egg hunt
- Exercise machine – e.g. a sponsored row
- Ebay sale
- F**ace painting
- Fairs, fetes & bazaars
- Fashion show
- Food & wine tasting
- Football tournament
- Fun run
- G**arden party
- Gift wrapping service
- H**alloween party
- Head shave
- Half marathon
- It's a knockout competition
- Indoor games
- J**azz night
- Jewellery making
- Jumble sale
- K**araoke
- Knit-a-thon
- L**ine dancing
- Loud tie day
- Lunch money donations
- M**arathon
- Masked ball
- Music night
- N**ame the....
- New Year's Eve party
- Non-uniform day
- O**ffice lottery
- Odd job day
- P**amper event
- Parachute for Grace Kelly
- Pub quiz
- Q**uiz night
- Quiet day
- R**ace night
- Raffle
- Rugby match
- Running event
- S**ports day
- Swim-a-thon
- Silent auction
- T**ea party
- Teddy bears picnic
- Tombola
- Treasure hunt
- U**niform-free day
- University challenge
- V**alentines ball
- Variety show
- W**alkathon
- Wear it backwards
- X**mas jumper day
- X-Factor style competition
- Y**ogathon
- Yo-Yo competition
- Z**ip wire
- Zumbathon



Event

When

Where

Additional information



Notes



Notes