

CORPORATE FUNDRAISING GUIDE



Because the children of today
all deserve a tomorrow.

www.gkcct.org



Registered with
FUNDRAISING
REGULATOR

HELLO!

I'm Dr. Jen Kelly, CEO and founder of the Grace Kelly Childhood Cancer Trust. Thank you for supporting our fundraising efforts - your support is vital to our mission.

Grace was a compassionate child whose dream was to help others. Her legacy lives on through the children and families we support, driven by her spirit of kindness and hope.

Childhood cancer is the leading medical cause of death among children in the UK, affecting 1 in 450 children before age 15. Every day, 11 children in the UK are diagnosed, and sadly, two will not survive beyond five years. This reality propels us to fund essential research and advocate for early diagnosis.

Our Trust receives no regular government funding and relies on generous community fundraisers and corporate partners like you. Your support is crucial; it allows us to offer life-changing assistance to families and fund critical research, giving every child the best chance.

Thank you for standing with us.

JEN KELLY

CEO of the Grace Kelly Childhood Cancer Trust



JEN & GRACE KELLY

IN THIS GUIDE YOU'LL FIND:

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SCAN ME



SCAN THE QR CODE TO DISCOVER
FUNDRAISING EVENTS WE HAVE PLANNED
& TO SEE HOW YOU CAN GET INVOLVED

WHO WE ARE & WHAT WE DO



The Grace Kelly Childhood Cancer Trust was founded in 2016 in memory of four-year-old Grace. We fund research into rare and aggressive childhood cancers, educate families and clinicians about the signs and symptoms of childhood cancer and produce information booklets to explain to parents and children about the treatments they are facing.

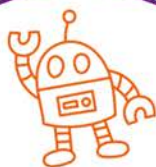
Locally, we provide financial, practical, and emotional support to families through our support service. Giving families a listening ear at the time when they need it most.

WHY DOES OUR SUPPORT MATTER?

Hearing the words, "Your child has cancer," is a life-altering moment no family should have to face alone. From that moment on, families confront overwhelming challenges: understanding complex medical information, managing emotional and financial stress, and facing the uncertainty of their child's future.

Our organisation was created to provide the vital support these families need but previously lacked in our region. Today our team of dedicated Family Support Workers are there every step of the way, offering practical and emotional support through home, hospital and school visits. They coordinate family gatherings, therapeutic sessions, and when necessary bereavement care. Often, families simply need a compassionate listener, and our team is there to provide that support whenever it's needed most.

THIS YEAR WE ARE PROUD TO HAVE:



Given 13 more children use of our AV1 robots to link them from hospital bed to classroom



provided £47,000 of financial support to families



Awarded a further £100,000 of research grant funding



Carried out over 650 home and hospital visits and over 3,500 family support contacts



Sent out an additional 300,000 signs and symptoms awareness cards

THE DIFFERENCE YOU COULD MAKE

Childhood cancer is one of the most common causes of death in children in the UK.

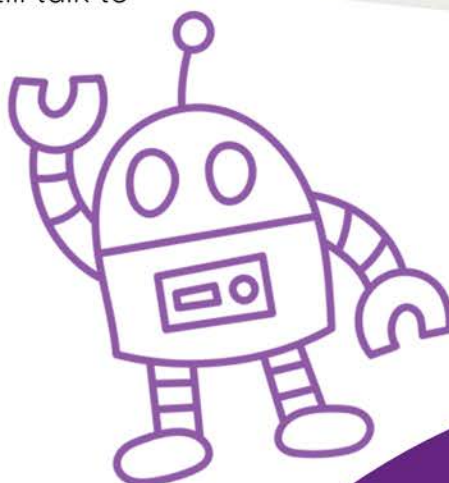
Every year, just over 4,000 children and young adults receive this life-changing diagnosis. The Grace Kelly Childhood Cancer Trust is working hard to raise awareness of childhood cancer signs and symptoms. We produce educational resources for parents and clinicians, provide support to families and fund research into rare cancers of childhood.

BY CHOOSING TO FUNDRAISE FOR THE GRACE KELLY CHILDHOOD CANCER TRUST, YOU ARE HELPING ENSURE THAT NO FAMILY HAS TO FACE CANCER ALONE, FAMILIES LIKE GABBY'S.

GABBY TELLS US:

In September 2022 I was diagnosed with Acute Myeloid Leukaemia, a very aggressive form of blood cancer, and spent most of the next 9 months in Birmingham Children's Hospital having chemotherapy and then a stem cell transplant.

"When I was poorly, the Grace Kelly Childhood Cancer Trust helped me and my family so much, and they still do. My parents got a grant from them to help with travel expenses, and they loaned out a robot to my school so that I could see, hear and speak to my friends and teachers and feel a bit less lonely. They also had a Family Support Worker who would visit my sister in school and me in hospital and when I got home. We talked about how we were feeling or would just play games! She still visits and we both really enjoy the visits, and I can still talk to her about anything."





WHY CHOOSE US?

Choosing the right charity to fundraise for is about more than ticking a CSR box—it's about making a real difference through a cause your team and customers can truly connect with. At the Grace Kelly Childhood Cancer Trust, we offer a meaningful partnership that delivers impact, purpose, and pride. Together, we can bring hope to families facing childhood cancer while aligning your brand with life-changing work.

A PURPOSE THAT RESONATES



Childhood cancer is the leading cause of death by disease in children—yet it remains critically underfunded and under-recognised. By partnering with the Grace Kelly Childhood Cancer Trust, your company will be supporting a cause that truly matters.

TANGIBLE LOCAL & NATIONAL IMPACT



Your support goes further with us. We provide hands-on support to families across the West Midlands and beyond, fund essential research into rare and aggressive childhood cancers, and distribute life-saving symptom awareness materials across the UK—which are already making a real difference through earlier diagnoses.

STRONG BRAND ALIGNMENT



Aligning your business with a deeply meaningful cause reflects your values and strengthens your CSR. It's a partnership that inspires employee pride, builds stronger team connections, and enhances your reputation with customers who care about the impact their choices make.

When you choose the Grace Kelly Childhood Cancer Trust, you're not just supporting a charity—you're standing up for children, families, and a future where early diagnosis and better treatments save lives.

YOUR IMPACT

Just some of the ways your money helps young families facing childhood cancer

£150 Donation



Could pay for a Blossom Box, gifted to a child before a long hospital stay

£685 Donation



Could fund the cost to run all our Family Support Service for a day

£1,100 Donation



Could pay for the annual cost of an AV1 robot

£7,500 Donation



Could fund 100 1:1 sessions for a child with a Family Support Worker

ARE YOU UP FOR THE ANNUAL CORPORATE CHALLENGE?

Think you've got what it takes to turn £50 into something extraordinary?

We'll give your team a £50 starter fund—your mission is to use your business skills, creativity, and teamwork to grow it into a fantastic donation for the Grace Kelly Childhood Cancer Trust before the deadline.

Whether you host an event, launch a mini product, or offer a service, it's a great way to boost team spirit, have fun, and raise vital funds for children facing cancer. It's innovation with impact—and a chance to make a real difference.

Plus, everyone who takes part will receive an exclusive invitation to our annual Ball and Awards Ceremony—celebrating your incredible efforts. Will your team take home the award for Most Raised, Most Innovative Idea, or Best Team Spirit?



MATCHED FUNDING

Match funding is a simple yet powerful way for companies to double the impact of their employees' fundraising efforts. By matching the amount raised by staff—pound for pound—you not only show your support for their hard work but also significantly increase the funds raised for the Grace Kelly Childhood Cancer Trust.

It's easy to implement and sends a strong message that your company values giving back. Whether your team takes on a challenge, hosts a bake sale, or joins our Corporate Challenge, match funding is a fantastic way to motivate staff, amplify results, and make an even greater difference to families affected by childhood cancer.

Why not match the momentum—and help your team achieve even more?

OFFICE FUNDRAISING IDEAS



BAKE SALE

Invite your colleagues to whip up their favourite sweet treats and bring them in to sell for a good cause. Add a fun, competitive edge by turning it into a Bake-Off style challenge. Crowning the star baker is all part of the fun!

Need a hand getting started? Download our Bake Pack from our website—packed with everything you need to plan the perfect fundraising bake sale.



MEETING FINES

Impose a fine for lateness, mobiles ringing, running over time, even yawning - a charity fine helps every time!

HAMPER RAFFLE

Ask teammates to each contribute a high-end or gourmet food item, then bundle everything into a beautiful hamper. Raffle it off to raise funds—it's a simple way to turn tasty treats into charity support!



CASH COLLECTIONS

Invite staff and customers to chip in with whatever they can—every coin counts when it comes to making a difference. We can provide collection buckets or tins to make giving easy.

ANNUAL LEAVE AUCTION

With your manager's approval, consider raffling or auctioning an extra day of annual leave—it's a highly prized reward and a great way to boost your fundraising!



FUN DAYS

From Easter egg hunts and summer BBQs to festive get-togethers, hosting staff socials is a great way to bring employees and their families together while raising funds and having fun!





SPONSORED SILENCE

Put yourself—or a particularly talkative colleague—to the test with a sponsored silence. It's a fun (and quiet!) way to raise money for a good cause.

DRESS UP OR DOWN DAY

Pay to take part and wear whatever you like—whether it's your pyjamas, a quirky onesie, or your usual style. Or why not dress to the nines, with or without a twist, all in the name of fundraising fun.



BONUS BALL

Use the Wednesday National Lottery bonus ball for a fun weekly or monthly competition. For just a £2 donation, pick a number—if yours matches the bonus ball, you win half the pot! The other half goes to charity.

QUIZ-TASTIC

Create a fun quiz and sell it to your colleagues. Set a deadline for submissions and offer a small prize for the winner.



BESPOKE EVENTS

Let us help you create a unique fundraising event, like a "Show Your True Colours" day. Employees can donate to participate and wear clothing in your brand's colours, showing off team spirit while supporting a great cause.



TAG US IN YOUR FUNDRAISING POSTS
ACROSS SOCIAL MEDIA



SUPPORT THROUGH PAYROLL GIVING

Payroll Giving is a simple and tax-efficient way to support the Grace Kelly Childhood Cancer Trust directly from your salary before income tax is deducted. This means your donation goes further at no extra cost to you.

By giving monthly through Payroll Giving, you help provide a steady and reliable source of income that enables us to support children with cancer and their families when they need it most.

For example, if you're a basic-rate taxpayer (20%), a £5 donation only costs you £4—because the tax you would have paid goes to the charity instead.

It's as easy as 1, 2, 3....

STEP 1

Speak to your HR and/or Payroll department. We will help get them set up on a national registered Payroll Giving scheme.

STEP 2

Decide how much you want to give each month. You can cancel at any time.

STEP 3

See your individual charity donations detailed on your payslip and know you are helping families facing cancer.

BENEFITS OF PAYROLL GIVING FOR EMPLOYERS

For companies, offering a Payroll Giving scheme is more than just an easy way to support a great cause—it also brings real business benefits:

-  Research shows it improves staff morale.
-  Enhances recruitment and retention.
-  A cost-effective way to increase your company's charitable giving.
-  Minimal setup and admin—easily integrated with standard payroll software.
-  Enhances your CSR profile and public image.
-  Encourages a more engaged, loyal and positive workforce.

Some companies choose to match employee donations, doubling the difference made and significantly boosting the vital work we do to support children with cancer and their families.

OTHER WAYS TO SUPPORT US

SPONSORSHIP

With a variety of events and campaigns taking place year-round, there's bound to be an opportunity that aligns with your company's goals. Get in touch to learn more about our upcoming sponsorship options—there's something to suit every budget.



DONATE PRODUCTS OR SERVICES

Donating a portion of sales from your products or services is a powerful way to boost your profits while building positive brand associations. Alternatively, if you offer a product or service that could support our work directly, we'd love to hear from you—whether that's sharing your expertise or providing pro bono support in areas such as IT, marketing, or design.

VOLUNTEERING

From team-building activities to dedicated CSR days, our volunteering opportunities can be tailored to suit your company's goals and priorities. Whether it's lending a hand at an event or joining our flagship Christmas Tree Collection campaign in January, there are plenty of ways to get involved. Whether you can spare a few hours or a few days, your support makes a vital difference—we simply couldn't do it without our amazing volunteers.



SHARE YOUR SUPPORT

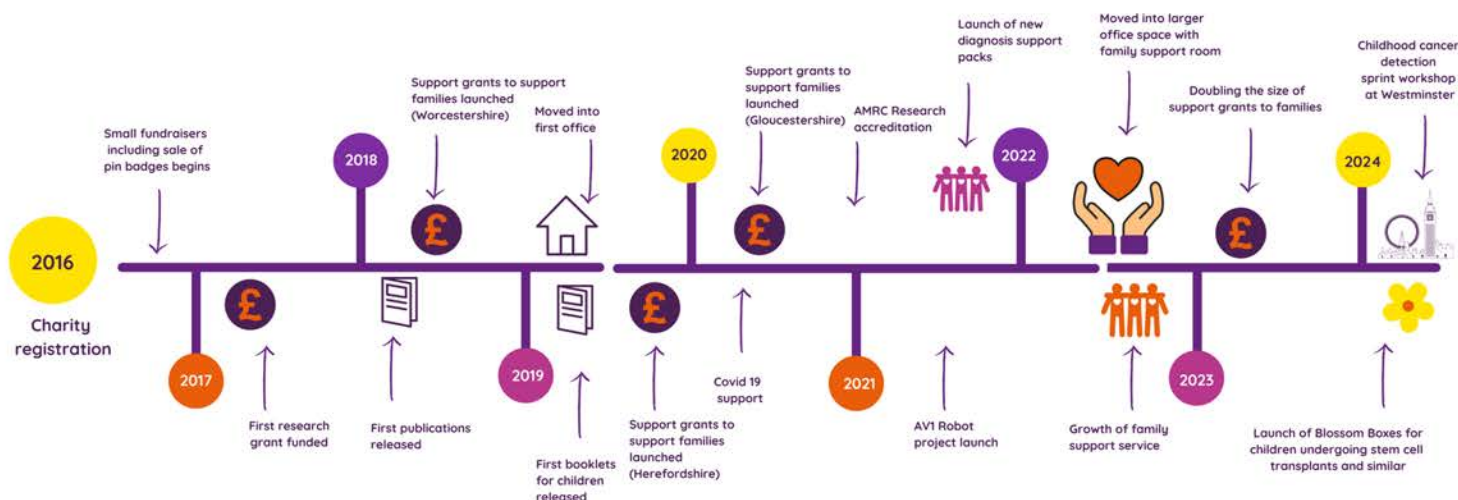
Even small actions can have a big impact—simply sharing your support for us helps raise awareness of the vital work our team does. You could add a banner to your email signature, share our posts on social media, or even highlight your support in the local press. It's a great way to spread the word and show your commitment to making a difference.

LET US SUPPORT YOU

Contact our Fundraising team about supplying you with balloons, stickers, collection boxes, sponsorship forms, posters, T-shirts, awareness leaflets and more. We're here to help!



The Grace Kelly Childhood Cancer Trust has grown since its launch, and with your support, we can reach even more families, ensuring that no family has to face cancer alone.



FUNDRAISING THE RIGHT WAY

We're so grateful for your support, and we want to help you have the best (and safest) event possible! Just a quick reminder that while we're here to cheer you on, we can't take legal responsibility for your fundraising activities.

To keep things running smoothly, make sure to carry out a risk assessment ahead of your event, and don't forget about essentials like First Aid, fire safety and food hygiene.

If you're planning a bigger public event, it's a good idea to contact your local council early to check if you need any licenses, permits, or insurance.

You can also check out the Fundraising Regulator's Code of Fundraising Practice for guidance on running your fundraiser responsibly and legally at <https://www.fundraisingregulator.org.uk/code>

GET IN TOUCH

Contact our friendly team for any support or advice with your fundraising on:
01905 885777 or
fundraising@gkcct.org.

