A LITTLE GUIDE TO GREAT FUNDRAISING
“I love doing crazy things for Teenage Cancer Trust, like abseiling down the Spinnaker Tower in Portsmouth. It was both nerve wracking and fun, but worth it to help out such a great charity.”

Stuart

First of all: **THANK YOU**

It’s fantastic that you want to help young people facing cancer get the best care and support possible.

Teenage Cancer Trust relies on people like you to fund our expert nurses, support teams, and our 28 hospital units based all over the UK. We don’t receive any government or NHS funding.

Without us, young people and their families might not get the clear communication, sense of control and individual support they need throughout a serious illness.

So please give yourself a big pat on the back. You’re doing a good thing that will make a massive difference to young people in the toughest times.

We’ve created this guide so you’ve got everything you need to make the most out of your fundraising. There’s inspiration, some top tips, and all the information you need to keep your fundraising safe, legal and effective.

**Have a great time – and let us know how it goes! We’re always here to help you.**

The Teenage Cancer Trust Team

**GET IN TOUCH**

020 7612 0370
hello@teenagecancertrust.org
Every day, seven young people aged 13-24 hear the words “you have cancer”.

Even with family and healthcare professionals around them, young people facing cancer may find themselves isolated, scared and lacking control. Relationships, exams, careers, life plans – cancer can throw everything into chaos. And even for those who recover, that huge disruption at such a crucial time can have a lasting impact on their future.

Teenage Cancer Trust’s world-leading care and support puts young people in the best possible place, physically, mentally and emotionally, for their cancer treatment and beyond. Without our expert nurses, support teams, and hospital units, young people might find themselves being treated alongside children or older people.

They might never meet another person their age who knows what they’re going through. And they might not get the clear communication, sense of control and sensitive, individual support every young person needs throughout a potentially life-threatening illness.

Teenage Cancer Trust is the only UK charity dedicated to providing this specialised nursing care and support.

Together, we can be there for every young person facing cancer.

Find out more: www.teenagecancertrust.org
<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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<tbody>
<tr>
<td>£8.50</td>
<td>could pay for a copy of our book A Young Person’s Guide to Cancer, which was made with the help of young people who told us what they need to know.</td>
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<tr>
<td>£30</td>
<td>could pay for an hour of care from a Teenage Cancer Trust Nurse, who specialises in providing cancer treatment in the best way for young people.</td>
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<tr>
<td>£100</td>
<td>could pay for half a day of support from a Youth Support Coordinator, who brings young people together to support one another and looks out for their emotional wellbeing.</td>
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<tr>
<td>£420</td>
<td>could pay for a young person to develop new skills and confidence at a Royal Albert Hall workshop, before enjoying a Teenage Cancer Trust show at the iconic venue.</td>
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<tr>
<td>£1,000</td>
<td>could pay for one week of time for one of our Multi-Disciplinary Team Coordinators, to build links with NHS staff, find out about every young cancer patient and arrange the right support.</td>
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<td>£2,000</td>
<td>could pay for two young people to attend one of our post-treatment events, which bring young people together over a weekend to share experiences and discuss tough issues.</td>
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<tr>
<td>£4,000</td>
<td>could pay for a month of a Youth Support Coordinator’s time, to help a young person feel less alone and more able to cope.</td>
</tr>
<tr>
<td>£10,000</td>
<td>could pay for all our specialist nursing and youth support staff across the UK for a full day.</td>
</tr>
<tr>
<td>£25,000</td>
<td>could pay for all our services for young people facing cancer across the UK for a whole day.</td>
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You may already be bursting with ideas for your event, but if not, don’t worry, here are some ideas to get you going - and to get you thinking about your next event!

**GOING SOLO?**
- Shave your head for sponsorship
- Spring clean and sell your clutter
- Get sponsored to give up treats, wine or even your phone

**NOT MUCH TIME?**
- Bake sale – in the office, at school or in your community
- Afternoon tea - invite some friends round and serve up tea for a donation
- Ask local businesses to donate prizes and raffle them off

**AT WORK/SCHOOL?**
- Dress down day – or get everyone to wear a special colour for a day. Maybe our logo colours of red, white or blue
- Set up a sweepstake – on Strictly, sport or something else
- Lunchtime challenge – maybe a static bike, run or stair-climb

**GOING ALL OUT?**
- Get your shorts on with a five-a-side football or netball tournament
- Turn the clock back with an old-school sports day
- Glam up with a glitzy evening ball
- Turn it up to 11 and put on your own night of musical fundraising

For more ideas, visit www.teenagecancertrust.org/inspiration
FANCY A PHYSICAL CHALLENGE?

You don’t have to do your own thing to raise funds. From walks and runs, to treks and skydives, we’ve got it covered.

SIGN UP TODAY
teenagecancertrust.org/challenges
MAKE YOUR FUNDRAISING GO FURTHER

The more money you raise, the more support you’ll be able to provide to young people facing cancer. Over the years, we’ve found a few key things that can take every fundraiser to that next level. We hope this helps!

BRAND IT UP
In this pack we’ve given you a selection of Teenage Cancer Trust materials to help any event stand out and make it clear to everyone where the money’s going.

If you think you’ll need something more, contact our friendly Supporter Care Team on 020 7612 0370 or email them at hello@teenagecancertrust.org

SHOUT ABOUT IT
A bit of buzz always helps get the support rolling in. Tell your family, friends and colleagues what you’re doing and spread the word at work, school or in your local area. Try asking your local newspaper or radio station for a shout-out as well.

ASK YOUR EMPLOYER
Some organisations will match your personal donations or money you raise for charity. It’s an easy way to double your money. Check with your employer or HR department to find out if that’s something they’ll offer. Ask them to give us your unique supporter reference number (on the Ways to Pay form in your pack) so we can add their funds to your total. Give us a call if you don’t know your reference.

GET SOCIAL
Post about your fundraising on social media – and make sure you tag us. We’d love to see your photos, videos and updates. You’ll find all our social media handles on the back of this guide.

BOOST YOUR ONLINE FUNDRAISING
JustGiving or Virgin Money Giving online pages are a great way to take donations, track how much you’ve raised and keep your supporters updated. But how can you make your page stand out?

Here are some tried and tested tips:
• Don’t be modest – if you’re getting close to your target, why not increase it and see if you can raise even more?
• Include your event name, date and venue
• Personalise your page so everyone knows why you’re fundraising for us
• Add photos and give updates to keep everyone engaged
• Share your page on social media
• Think about timing – could you ask for donations instead of Christmas cards or birthday presents?
STAY SAFE AND LEGAL

Keeping everything above board protects you and everyone involved. There are a few rules about fundraising that you might need to know depending on what you’ve got planned.

THE BASICS

- Always make it clear to donors what their money is going towards. So, if you’re using a percentage of what you raise to cover your costs, you must tell donors that in advance and make it clear on all promotional materials (e.g. “100% of proceeds will go to Teenage Cancer Trust”).
- If you’d like to hold on to our fundraising materials, please keep them for future events. If you don’t think you’ll need them, please send them back to us so they can be reused – it’s good for the environment and saves the charity money!
- Share your success! Make sure everyone knows how much you raised. People and companies that helped you will be delighted to know their support is having an impact, and they’ll be more likely to help you again next time.
- When wearing a Teenage Cancer Trust T-shirt or badge you’re representing our brand – please don’t smoke or drink to excess.
- Remember that this is your event. As such, we can’t accept responsibility for any issues arising from it.

- Please don’t approach any celebrity, public figure or performance artist (or their agents) to endorse or take part in your activity without checking with us first. We work with a lot of different celebrities so we need to co-ordinate requests for them to get involved.

GIFT AID

- Gift Aid is a UK Government scheme which allows us to reclaim tax on donations. That means for every £1 donated, we can claim an extra 25p at no cost to you.
- We can only claim Gift Aid on personal donations, not on donations made on behalf of organisations, from non-UK taxpayers, collections, on auction prizes or ticket sales.
- If you’re collecting sponsorship donations and would like us to be able to claim Gift Aid, please ask your sponsors to write their full name, home address and postcode on the enclosed sponsorship form.
- Make sure they don’t give their work address and don’t forget they must tick the Gift Aid box if they are a UK taxpayer and want us to reclaim Gift Aid.

RAFFLES AND LOTTERIES

Make sure you’ve reviewed the relevant legal requirements before you start. Your local authority and/or the Gambling Commission should have everything you need.

gamblingcommission.gov.uk

INSURANCE

Please do check you’ve got all the insurance you need (public liability insurance, for example) for the event you’re holding. It’s worth writing up a simple risk assessment so you’ve thought through what any risks might be and what you’ll do if something happens. The Health and Safety Executive has lots of great information to help you.

hse.gov.uk

LICENCES

If you’re putting on some entertainment at your event such as music or performance, you may need a Public Entertainment Licence – check out www.gov.uk if you’re unsure. Unfortunately, we can’t apply for one for you.

COLLECTIONS

If you want to organise a collection, here are a few useful guidelines to remember.

Get permission:
- In the street: get a licence from your local authority.
- Outside a supermarket: apply to the manager for permission.
- Private property: you need permission from the landowner.

Choose a busy time or popular location for your collection, but do plan far enough ahead because it might take time to organise.

Ask your networks for volunteers to help you and make sure all street collectors are 16 or over in England and Wales* and 14 or over in Scotland.

Only use closed collections cans/buckets and always protect them with the security seals we provide. Give us a call on 020 7612 0370 or email us at hello@teenagecancertrust.org and we can send you some.

Take responsibility for counting the funds and keeping them secure until you can pay them to us.

Say thank you to the venue and let them know how much you raised – they’re more likely to let you do it again.

We can provide you with a Letter of Authority to show you have registered your fundraising with us.

*In London, you can get special consent for your collectors to be 14 or over.
HOW TO GET YOUR MONEY TO US

So your fundraising’s been a big success (well done, by the way) and you’re ready to send us the money.

THERE ARE A FEW DIFFERENT WAYS YOU CAN PAY IT IN:

• Online via our website: www.teenagecancertrust.org/donate

• By bank transfer or at any Barclays or Royal Bank of Scotland branch:
  - Barclays:
    Sort Code: 20-36-47
    Account No: 63620263
  - Royal Bank of Scotland:
    Sort Code: 16-01-23
    Account No: 10065232

• Over the phone on 020 7612 0370 to pay by debit or credit card

• By cheque payable to “Teenage Cancer Trust” sent to:
  
  Supporter Care
  Teenage Cancer Trust
  Third Floor
  93 Newman Street
  London
  W1T 3EZ

Remember to always quote your Supporter Reference, which you’ll find on the Ways to Pay form enclosed in this pack, when paying in the money to make sure it gets added to your fundraising total. If you have any trouble finding it, just give us a call.
WHAT'S NEXT?

We’d love you to stay part of the Teenage Cancer Trust family. There are loads of ways you can get involved.

WHY NOT:

• **Take it to the next level**
  Now you’ve got your eye in, why not make your next fundraiser even more ambitious?

• **Get friends involved**
  Bring together friends, colleagues and your community to set up your own local Fundraising Group.

• **Volunteer your time**
  We always need people’s time to lend a hand or share their skills.
  www.teenagecancertrust.org/volunteer

• **Support future generations**
  Ask your solicitor or financial advisor about including a gift in your will.

GOT OTHER IDEAS?
GET IN TOUCH – IT ALL HELPS

hello@teenagecancertrust.org
THANK YOU!

AND GOOD LUCK WITH YOUR FUNDRAISING.

TEENAGE CANCER TRUST

facebook: teenagecancertrust
twitter: @teenagecancer
instagram: @teenage_cancer
www.teenagecancertrust.org