FUNDRAISING GUIDE

THANK YOU FOR JOINING TEAM WORLD CHILD CANCER

CONTACT US

9, Maltings Place,  
169 Tower Bridge Road  
London  
SE1 3JB

+(44) 203 176 7982

www.worldchildcancer.org  
info@worldchildcancer.org  
@WChildCancer
About us

Over 400,000 children worldwide develop cancer each year. If the disease is detected early enough, many of these children can be cured - 80% of children with cancer in the high income world survive.

However, in low and middle income countries, survival rates can be as low as 10%, with many children dying without effective pain relief.

A reason for this inequality is that many children remain undiagnosed, or are diagnosed too late to be cured, due to a shortage of trained doctors and nurses in-country. World Child Cancer is dedicated to addressing the disparity of cancer care for children across the world.

We believe that every child, no matter where they are born should have equal access to the best possible treatment and care.

Thank you for choosing to fundraise for World Child Cancer and we are incredibly grateful for your support. The following pages will give you tips and advice on how to make the most of your fundraising. Every pound you, your friends, colleagues and family members raise will make a huge difference to children with cancer.
How you are helping worldwide

£5 could provide a week’s worth of pain relief medication for a child with a life-limiting condition in Bangladesh.

£30 can pay for a balanced, nutritious meal for 10 children with cancer in Nepal.

£100 could support accurate diagnosis for 5 children with cancer in Cameroon.

£750 could cover the cost of radiotherapy treatment for a child with cancer in Ghana.

£2,000 covers specialised training for eight doctors or nurses caring for children with cancer in the Philippines.

Gerard raised over £2,000 running in a number of races including the Great Manchester Run and the London Marathon!
Fundraising Ideas

Whether you’re running your first half marathon, baking up a storm, or fundraising at work or school – there are so many ways to support children with cancer around the world. And if you’d like to create your own event, our fundraising team will be on hand to help you every step of the way.

We have a dedicated fundraising team who will be with you for every step of your fundraising journey. As well as giving you tips and ideas on how to maximise what you raise, we can also send you balloons, badges and buckets to enhance your event.

Sisters, Louise and Jenni dressed up as Anna and Elsa from Frozen across a number of events they organised, including movie nights, face painting and a coffee morning!

Check out our A-Z fundraising pack for more ideas!

Challenge Event
- Take on a challenge on your own or with a team!
  - Take part in a Marathon
  - Team mile challenge
  - As many football kicky ups as possible
  - Yoga marathon
  - Take part in a golf tournament

Community
- Wear orange at the office/school
- Bake off - choose a theme and challenge your friends/colleagues!
- Organise a neighbourhood street party or arrange a community car boot sale!
- Host a meatless dinner party
- Host a quiz night

Virtual
- You can raise money anywhere in the world! From the comfort of your own home or when you are travelling!
  - Gaming charity stream
  - Virtual marathon
  - Movie marathon
  - Arts and Crafts/Drawing stream
  - Cooking tutorial

Donate the cost
- Why not donate the cost of something – coffee, lunch or even the gym!
  - The price of one day’s lunch
  - Your commute or fuel costs
  - £1 for each time you leave the house
  - Wardrobe clear out and virtual auction!
How to sign up

1. Set up a fundraising page
Online fundraising platforms are a great way to receive sponsorship donations. You can set up a page via JustGiving. Click on ‘start fundraising’ and follow the on-screen instructions.

2. Personalise your page
Make sure to personalise your page with pictures, why you’re fundraising for World Child Cancer and any updates as you go. Don't forget to set a fundraising target and try and aim high and really challenge yourself!

3. Safety and Permission
Ensure that your event is safe (e.g. hygiene standards are met and children are safeguarded), be certain to obtain any necessary licenses (e.g. for bucket collections) and let us know if you want to use any of our branding.

4. Promote your page
Take lots of photos to document your journey in the run up to your event and share them with your supporters to let them know how you got on.

5. Event day!
The big day is finally here. It’s time to see all of your hard work pay off! Don't forget to enjoy it and let us know how you get on! Make sure to thank friends and family who sponsored you.
Top tips

- Don't forget to thank all of your volunteers and donors! A personal thank you will really mean a lot, and may even inspire them to do some fundraising of their own for World Child Cancer!

- Kick off your fundraising and show your commitment by being the first to donate to your page. Once you share your page, it'll encourage others to do the same.

- Personalise your fundraising page. Add a photo of yourself and write a blurb about why you're fundraising for us.

- Team work, makes the dream work. There's nothing like getting together with friends, family and colleagues to support the same cause.

Legal

World Child Cancer will not be liable for any injury, damage or loss experienced by supporters or their participants or sponsors as a result of carrying out any of the fundraising ideas suggested in this pack. Please always make sure you follow the government guidance in place when carrying out an activity.

World Child Cancer UK is a charity registered with the Charity Commission, number 1084729.

Spread the word

Share photos and videos of your progress with your friends and family!

Use hashtags
#ChildhoodCancer

and remember to tag us
@WChildCancer @WorldChildCancer
Franklyn, 17, Ghana

“Hello, I’m Franklyn and I am from Ghana. At the age of 14, I was diagnosed with osteosarcoma (bone cancer). When they told me I had cancer I was so shocked. I was devastated. I didn’t know that children could get cancer, I thought it was something that only happened to grown people.

The local government hospital could not treat me, but I was lucky to be transferred to Korle-Bu Teaching Hospital; a specialist cancer centre which has been supported by World Child Cancer for over a decade.

I was scared I would fall behind my classmates being away from school for so long, but I am now working hard to prepare for my high school exams and achieve my dream of becoming a doctor to help others in the same position.

Thanks to the generosity of fundraisers like you, Franklyn is now fully recovered after 20 cycles of chemotherapy and surgery.

I would like to pass on the message that, if detected early, cancer can be cured.”
THANK YOU FOR SUPPORTING WORLD CHILD CANCER!

Thank you for supporting our work. Your fundraising will make a big difference to children with cancer across the world.

Got any questions? Our fundraising team are here to help. Call us on (+44) 0203 176 7892 or email us at info@worldchildcancer.org