



**FANTASTIC**  
**GUIDE TO**  
**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*



# WELCOME TO THE TEAM!

First of all, we'd like to say ***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, so it's all made possible by people like you who share our determination to make sure no young person faces cancer alone.

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 to give you everything you need to make the most out of your fundraising. There's information about what your fundraising could pay for, inspiration, some top tips, and all the guidelines 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](mailto:hello@teenagecancertrust.org)

# A BIT ABOUT US

**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](http://www.teenagecancertrust.org)**





## KEY FACTS

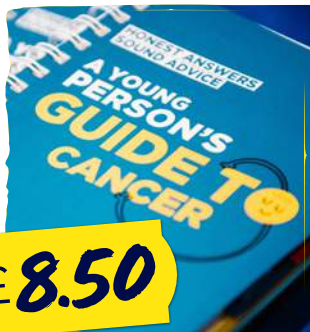
**28** We have **28** specialist Teenage Cancer Trust units around the UK

**57** We fund **57** Teenage Cancer Trust Nurses

**35** We fund **35** Youth Support Coordinators



# HOW **YOUR** SUPPORT MAKES A DIFFERENCE



## Answers to the hardest questions

A cancer diagnosis can turn a young person's world upside down. £8.50 could give them vital information and answers by paying for a copy of our Young Person's Guide to Cancer, written by and for young people with cancer.

## An hour to talk

A Youth Support Coordinator provides the extra help young people need with things like studies, relationships and mental wellbeing throughout cancer treatment. £25 could pay for an hour of their time, helping them be there when they're needed most.

£ 25



£ 60

## A nurse who understands

Our nurses don't just provide amazing medical care – they're trained to support young people with the social and emotional impact of cancer too. £60 could provide a young person with two hours of care from an expert Teenage Cancer Trust Nurse.

## A body confidence boost

Cancer can really change the way you look. £200 could help a Youth Support Coordinator bring young people a series of confidence-boosting body image workshops where they can experiment with wigs, clothes and makeup – and feel more like themselves again.

£200



## A life-changing weekend

£500 could help deliver one of our Find Your Sense of Tumour weekends, which bring young people together to learn new skills, grow in confidence and begin to figure out life after cancer.

£500



## A ward that feels like home

Our units are special because we make them feel like a home, not a hospital. £1000 could help equip a unit with all the things that make that possible, like TVs, sofas, pool tables and space to hang out and chat.

£1000




## A year of peer support

£4000 could help a Youth Support Coordinator bring young people together to make friends, support each other, and enjoy a much-needed bit of normality by providing a year's budget for things like arts workshops, discussion groups, pizza nights and trips out.

£4000



# **MARIAM'S STORY**

A young woman with dark hair tied in buns, wearing a light blue surgical mask and a colorful, patterned cardigan. She is looking directly at the camera with a slight smile. The background is a blurred indoor setting, possibly a library or study area.

**Mariam, now 19, had just started an exciting new life at university when she was devastated to learn she had Hodgkin's lymphoma.**



"I'd just started the biggest chapter of my life, and now that was over," she says. "I also worried about losing my hair. I came out of the room crying my eyes out."

Mariam says the experience would have been unimaginable without the support of Sian, her Youth Support Coordinator, and Claire, her Clinical Nurse Specialist, whose roles are funded by Teenage Cancer Trust.

"Sian helped me so much. When I needed a chat, she would just sit there and listen. I talked to her like a friend and she gave me great advice. When my hair fell out, she gave me turbans to wear."

"Sian was there for me all of the times when I was so, so poorly and even came to visit me in the emergency unit. One time, I had mouth sores that were so bad I couldn't eat for three days."

"I thought I was over and done with, but Sian reassured me that she'd seen people with similar sores get better. It hurt to talk, so Sian updated my family for me. Even texting them took up too much of my energy."

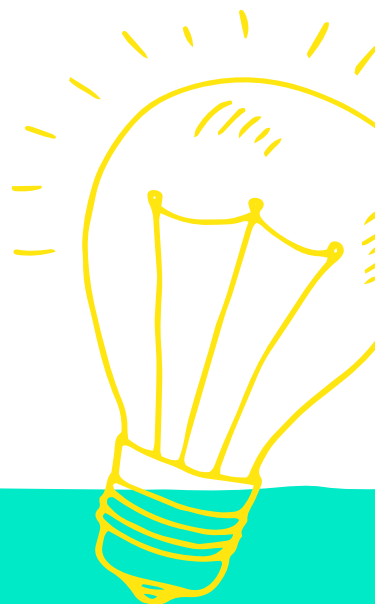


"When I rang the bell to mark the completion of my chemo, Sian cried, as she'd seen me so poorly. I didn't think I would make it out the other side, so getting there was a big moment."

**Mariam finished her treatment in March 2021 and resumed her studies in January 2022. She's also raised £3,000 for Teenage Cancer Trust.**

"I'm picking up from where I left off," she says. "I wanted to give back to those who helped me. Without Sian I would have never got through it, and I will always cherish the care she gave me."

# INSPIRATION BOARD



You may already be bursting with ideas to support your fundraising, but if not, don't worry, here are some ideas to get you going.



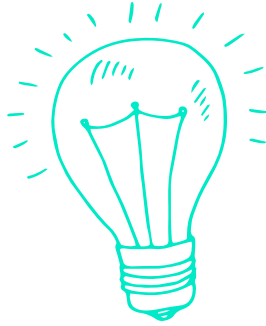
## GO SOLO

- **Shave your head/cut your hair** for sponsorship
- **Declutter and donate** - Spring clean and sell your clutter
- Get sponsored to **give up treats, wine or even your phone**

## NON-PHYSICAL

- **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 **hold a raffle**





## AT SCHOOL OR WITH COLLEAGUES

- **Dress down day** – or get everyone to wear a special colour for a day. Maybe our logo colours of red and blue
- **Get quizzical** – join with friends or colleagues and challenge them to a quiz
- **Lunchtime challenge**
  - maybe a static bike ride, virtual row or mountain climb



## MAKE IT SEASONAL

We all have special times of the year – why not pick your favourite time of the year as a theme for your fundraising.

For more ideas to do at home, alone or with family, friends and colleagues, visit:

**[teenagecancertrust.org/get-involved/fundraise-us](https://teenagecancertrust.org/get-involved/fundraise-us)**

# BOOST YOUR FUNDRAISING

The more money you raise, the more support we'll be able to provide to young people facing cancer. Whether you're taking on a fundraising challenge or are getting your workplace together to fundraise, here are some tried and tested tips to boost your impact!



## Brand it up

If you need branded materials to support your fundraising like banners and posters, contact our friendly **Supporter Care Team** on **020 7612 0370** or email them at **[hello@teenagecancertrust.org](mailto:hello@teenagecancertrust.org)**



## Shout about it

A bit of buzz always helps get the money 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 for sponsorship

One of the easiest ways to boost your fundraising is to ask friends, families, neighbours, and colleagues to donate. And don't be afraid to keep asking along your fundraising journey, provide updates and progress to help update your sponsors and give more opportunity to donate.

You'll be surprised how many people will have told themselves "I'll get around to donating later".

## Ask your employer

Some organisations will match your personal donations or the 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 this is something they offer, ask them to give us your unique supporter reference number so we can add their funds to your total. Give us a call or email if you don't know your supporter reference number.

## Get social

Post about your fundraising on social media – and tag us. We'd love to see your photos, videos and updates.



## Boost your online fundraising

An online fundraising page like **JustGiving** or Enthuse, is 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?

### Top tips for online fundraising pages:

- 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
- Set yourself a target, track your progress and celebrate the milestones
- Create a QR code to help people find your page
- Share, share and share again
- Think about timing – could you ask for donations around pay day or instead of birthday presents?
- Don't be modest – if you're getting close to your target, why not increase it and see if you can raise even more?

## 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.

## Raise money offline

You can download a **sponsorship form** from our website, which can be really useful to keep to hand in the lead up to your fundraising! On the reverse of the sponsorship form you'll find a 'Ways to Pay' form.

When you've completed your fundraising just pop the form in the post along with any cheques you might have been given.



# 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. For example, if you're holding an event and 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 materials, please keep them for future fundraising. 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!

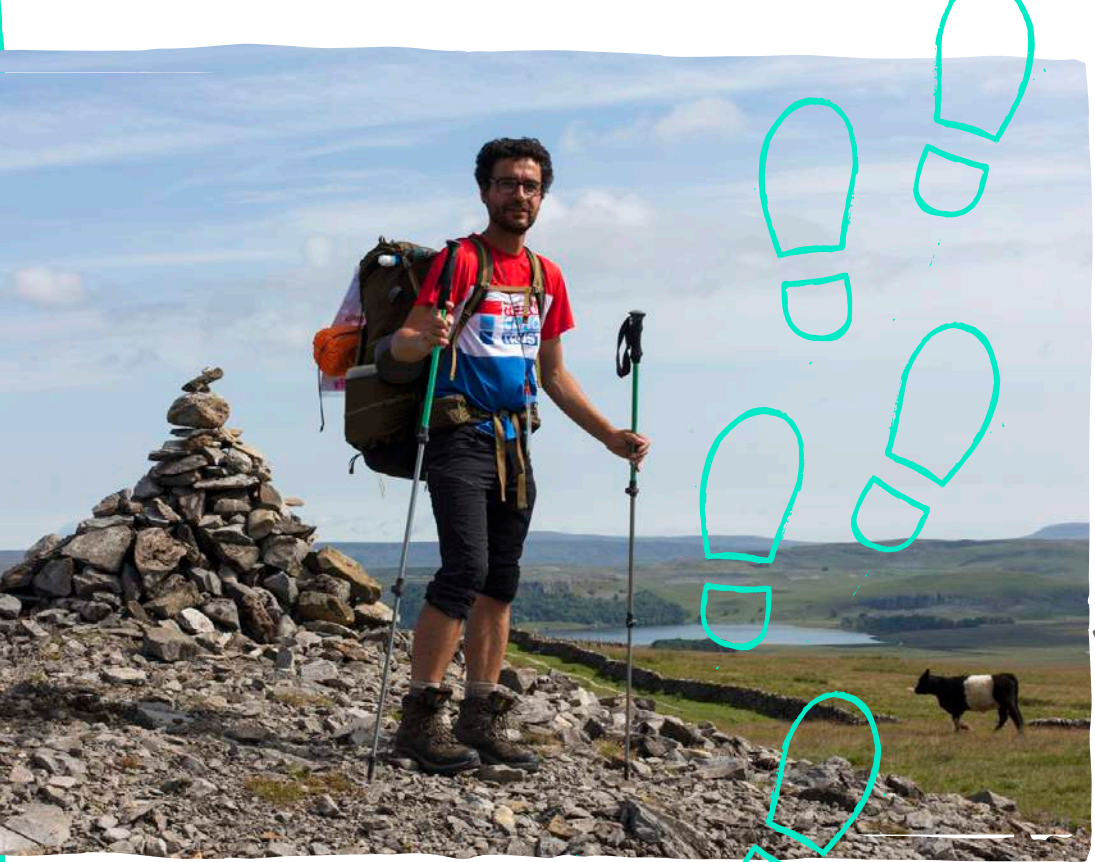
When wearing a Teenage Cancer Trust T-shirt or badge you're representing our brand – please don't smoke or drink to excess.



Remember that this is your fundraising or 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 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

Please ensure you've reviewed the relevant legal requirements before you start. Your local authority and/or the **Gambling Commission** should have everything you need. More guidance is available on **our website**.

## Insurance

Do check you've got all the insurance you need (public liability insurance, for example) for any 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. **Our website** has lots of great information to help you.

## 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, it's important you read the **guidelines** on our website before you start.

# COLLECTIONS:

## KEY THINGS 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.

Only use closed collection 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](mailto:hello@teenagecancertrust.org) and we can send you some. We can provide you with a Letter of Authority to show you have registered your fundraising with us.

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.



**THANK  
YOU!**

# 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.**

If you're using an online fundraising page with Teenage Cancer Trust as the beneficiary, your money will come direct to us. Use these details if you have offline or event money to pay in.





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

- **By bank transfer:**

## **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

93 Newman Street

London

W1T 3EZ

- **If you wish to discuss ways to pay please  
contact our Supporter Care Team.**



Remember to always quote  
your **Supporter Reference** on the  
**Ways to Pay form**, 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.

# WAYS TO STAY INVOLVED

**We'd love you to stay part of the Teenage Cancer Trust family. There are loads of ways you can stay 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](http://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

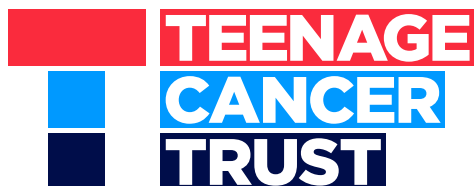
**[hello@teenagecancertrust.org](mailto:hello@teenagecancertrust.org)**





**THANK  
YOU**

*...and good  
luck with your  
fundraising!*



**teenagecancertrust.org**

Teenage Cancer Trust is a registered charity: 1062559 (England & Wales), SC039757 (Scotland)



Registered with  
**FUNDRAISING  
REGULATOR**