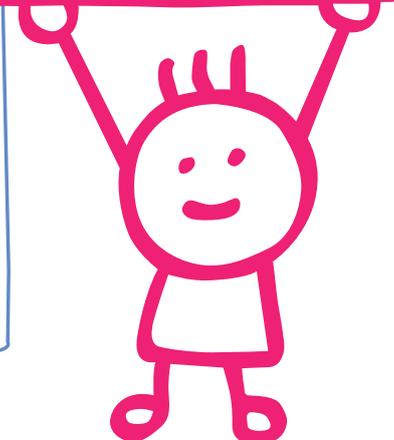


# Candlelighters

Supporting the families of children with cancer



## Your Guide To Fundraising





Whether it is during their child's treatment, after treatment or during bereavement, we support families facing children's cancer in Yorkshire - for as long as they need us.



Elijah  
Patient, aged 2



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Our values are geared directly towards providing the best family support possible, and with your fundraising, you are helping make this happen.

## OUR VALUES

## Candlelighters

It's what we believe in, what we stand by and what makes us who we are

We are  
**DETERMINED** to  
defeat cancer

- To **fight** cancer, **improve** treatments, and **find** cures
- To **improve** the experience of young patients
- To **deliver** on our promises and programmes
- To be **here** for the long haul to stand **shoulder to shoulder** with families

We value  
**INTEGRITY**

- We are **transparent** in all that we do
- We are **open and honest**
- We are **driven by empathy** for our patients and families

- Making **fun** a value in our workplace
- Making every day as **positive** as it can be
- Helping make **fun memories** for our patients and families

- We are **adaptable** to face the challenges of every day
- We change when appropriate because we want to be **the best** we can
- We don't just debate, we **make things happen**

We **communicate clearly** with our patients, families and fundraisers  
In life and death situations we add as much **life** as we can  
We are always **ready to listen**

We are  
**engaging**

We believe in  
**flexibility**

“We believe in  
**FUN**”

# Get Inspired

Incredible ideas from amazing supporters!

## Case study 1: Craig Wright



Former rugby star, Craig Wright (a.k.a. Wrighty), supported us in 2016 by embarking on an amazing personal challenge. Craig didn't shave his head or face for 365 days! His desire to support Candlelighters stems from his son's diagnosis of Burkitts Lymphoma in 2008 at the age of 12. Speaking of Andrew's treatment and time with Candlelighters, Craig said: "Fortunately, Andrew got better after a long period of treatment and, after undergoing a full remission period, has recovered to a point where he is now living a normal healthy adult life."

"Those dark days will never leave me though and Candlelighters were always there for me, my family and most importantly Andrew... Just remember, every donation helps poorly children in the region - if there's a better cause I've yet to see it."

## Case study 2: Queen Mary's School, Thirsk

Queen Mary's School supported Candlelighters through running various fundraisers in memory of pupil Gabrielle Alderson, who sadly passed away in 2017. Whether it was 'Wear A Wig Wednesday' or a fashion show, the school did it! Each year group had lots of fun whilst raising funds for a cause close to the hearts of many pupils.



### Case study 3: Walker Morris



Colleagues at Leeds-based law firm Walker Morris voted to support Candlelighters as their 'Charity of the Year' in 2016-17. The team immersed themselves in fundraisers from the word 'go!', embarking on the Leeds Abbey Dash race, Christmas raffles and even volunteering time at our Families' Christmas Party. Fantastic team building and fundraising combined!



### Case study 4: Mark and George Gallimore

To mark the end of son George's treatment in 2016 (as well as his own 40th birthday!), Mark embarked on his 'Year of Challenges'. He abseiled down Ripley Castle, trekked from Leeds to Sheffield overnight, walked over hot coals at the Candlelighters Fire Walk, conquered the Yorkshire 3 Peaks and even ran a marathon - after several other races along the way, of course!





### **£5: Collect loose change**

Get rid of the pennies weighing down your wallet and pop them in a jar. Win win!

### **£10: Ask a friend**

Set up an online fundraising page (our preferred type is Everyday Hero!) and/or use a sponsorship form to ask friends, families and colleagues to sponsor you.

### **£25: Sweepstake**

Carry out a sweepstake at work. If you're carrying out a challenge for Candlelighters, why not ask your colleagues to guess the finish time and pay £2 to enter. Find a prize for the winner.

### **£50: Bake sale/breakfast**

Run a bake sale at work - or bring in a breakfast buffet - and charge per plate.

### **£100: Summer BBQ**

Host a BBQ for friends and family and charge an entry fee. Organise some games and ask local supermarkets for food vouchers for the cause.

### **£500: Summer ball**

Host a summer ball at a local venue, with food, drinks, music and a raffle. Ask friends and family to help - and give us a call so we can help too!



### **X2! Match Funding**

Ask your employer if they will match your fundraising total, pound for pound.'

We're here to support you as much as possible, so here is a handy checklist to help you out if you're organising an event as part of your fundraising.

### Before:

- Let us know your plans by emailing us at [info@candlelighters.org.uk](mailto:info@candlelighters.org.uk)
- Set the date.
- Book the site/venue and arrange for any special licenses needed - make sure you get a confirmation of your booking.
- Set the budget.
- Write a plan to divide up the organisation over time/between helpers.
- Get helpers involved (if necessary).
- Organise public liability insurance.
- Consider health and safety plans.
- Complete risk assessment.
- Arrange design materials such as posters and tickets.
- Send letters to companies for support - we can provide a letter of authorisation.
- Send letters/invitations to participants.
- Advertise the event- use social media for this too!
- Send a press release to engage local media.
- Organise raffle/tombola prizes.



We can offer support and advice for all of the points on the checklist so please don't hesitate to contact us. We can also provide you with a range of materials, such as banners and collection tins, to help things to go smoothly



### Things to think about for the day:

- Keep the money you take safe.
- Take sponsorship and Gift Aid forms.
- Do a rehearsal or run through.
- Charge an entry fee/admission.
- Organise refreshments/catering.

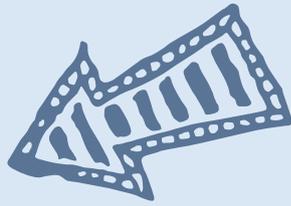
### During:

- Take lots of photos and videos to send to us and the press.
- Use social media. You could live tweet or even Facebook Live!

### After:

- Let us know how it went!
- Send Thank You letters to helpers.
- Send Thank You letters to companies and the venue.
- Arrange to send money raised to Candlelighters or meet up with us to handover.
- Evaluate the event/activity.

# Legalities



There are a few pieces of information to be aware of when fundraising for charities. We hope this guidance helps - but do contact us if you would like to be sure of something!

## Tip One:

When publicising fundraising, please don't forget to pop our registered charity number on your materials (1045077).

## Tip Two:

Please use the right wording when sharing information with others about your fundraising. It should be clear that you are fundraising 'in aid of' Candlelighters, and there must be details how much of the profits will be given to our cause.

## Tip Three:

We can supply you with a special 'Proud to Support' Candlelighters logo. Email us on [info@candlelighters.org.uk](mailto:info@candlelighters.org.uk) and we can send it to you.





**William**  
Patient, aged 3, with dad Oliver



**Ella**  
Patient, aged 2, with brother Harrison

# Raffle information

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## There are legalities for raffles which state that:



- ★ General raffle (cloakroom) tickets, which can be purchased at any shop, can be used if the raffle is held and the winner is drawn on the same day at the same venue.
- ★ If tickets will be sold before the date the winning ticket is drawn, and/or tickets will be sold at a different venue Candlelighters hold a raffle license which allows the charity to organise raffles (this is up to a certain limit in terms of the money raised). With permission from Candlelighters, supporters may use this license, however they must follow specific guidelines which are detailed below.

## Guidelines for supporters organising a raffle in support of Candlelighters:



- ★ Please speak to a member of the fundraising team at Candlelighters to obtain permission to use the license.
- ★ Raffle tickets must be professionally printed and must include specific information on the raffle ticket this includes a unique raffle number, the price of the ticket, what the prizes are, the deadline for returning tickets by post, when and where the draw will take place.

The tickets must also have Candlelighters information on them including the following text: Candlelighters Trust Registered Office, 8 Woodhouse Square, LS3 1AD. Promoter: Jo Shephard. Tickets must not be sold to or by anyone under the age of 16. Registered with Leeds City Council No. LOTREG/01352. Registered charity no. 1045077. Tel: 0113 247 0372. Email: [info@candlelighters.org.uk](mailto:info@candlelighters.org.uk) Web: [www.candlelighters.org.uk](http://www.candlelighters.org.uk)

- ★ On the stub of the raffle ticket it should include the details of who is organising the raffle, so that the stub can be returned to them.
- ★ The printer must send a proof of the raffle ticket to a member of the Candlelighters fundraising team, prior to them being printed, so that we can ensure all the relevant information is included.
- ★ We advise that raffle tickets should be sold up to a maximum of a few months prior to the raffle being drawn. It is not generally necessary to start selling tickets in advance of this.
- ★ Candlelighters must be informed of how many raffle tickets have been sold, how much has been spent on the raffle (including prizes, printing etc.) within a week of the raffle being drawn as we need to report this information to the local authority as the license holder. We also request that the organiser advises Candlelighters of the winning raffle ticket(s) so that we can display this information on our website, and advise anyone who contacts us directly what the winning ticket number is.

# Your guide to paying in

Thank you for fundraising for Candlelighters!  
We are so grateful for your support.  
Here's some guidance on how to get your money to us.

1



Donate online on the Candlelighters website or through an online giving platform (Everyday Hero is our preferred platform!)

2



Transfer from your bank account to ours - please call us for our bank details.

3



Fill in a paying in slip and take cash or cheque to any Yorkshire bank

4

Call us on 0113 322 9283 and donate over the phone.

5



Post a cheque (for 'Candlelighters') to us at 8 Woodhouse Square, Leeds, LS3 1AD.





**Aiden**  
Patient, aged 5, with mum Nicky

# Social media advice

Social media is so popular now, and is the perfect way to let everyone know about your fundraising! Not only does it raise awareness, but by posting your online giving page, you can also boost your fundraising total too. Whether it's Facebook, Twitter, LinkedIn or Instagram, there are plenty of ways to share your story.



Have you followed the Candlelighters accounts?  
We'd love it if you tagged us in your fundraising posts!



Facebook @CandlelightersTrust



Twitter @CandlelightersT



Instagram @candlelightersyorkshire



LinkedIn Search for:  
Candlelighters - Yorkshire's Children's Cancer Charity

# Press advice



There are lots of magazines, newspapers, radio and TV stations to engage with in Yorkshire - and they love to hear about exciting fundraising stories! Here's some tips on how best to contact them and sell your story to them:

- ★ Find a journalist's email on the website of the publication you are contacting.
- ★ Keep your email brief, relevant and factual (try to get the key facts in the first three sentences).
- ★ Try to attach an excellent photo to help illustrate your story.
- ★ Don't be disappointed if your story isn't published - sometimes other news breaks and the publication cannot help you on that occasion.
- ★ Alternatively, do your homework and find out which journalist to talk to - and then ring them up for a chat about your story.
- ★ Please call our team on 0113 322 9283 for press advice.



# Candlelighters

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Together we **Can**  
fight children's cancer

