

Monday 3rd - Sunday 9th June 2024



Help turn Yorkshire

PINK!



#PINKITUP

Raise funds and awareness for children with cancer!



Pink It Up returns in 2024 and we need your help...

Why?

Each year, over 150 children in Yorkshire are diagnosed with cancer. When a child is diagnosed, lives are turned upside down instantly: not just for the child but the entire family. Getting well again can be a long and challenging journey, emotionally, physically, and financially.

Supporting children and families through that journey is why **Candlelighters** was formed over 45 years ago. Our mission is to bring light to every family affected by childhood cancer across Yorkshire by providing emotional, practical and financial support, as well as bringing hope, by investing in vital research to improve the outcomes and lives of children with cancer.

How?

Get together with friends, family and colleagues and think up some perfectly pink fundraising ideas (read on for some inspiration!). Pink It Up is our biggest fundraising campaign, so we need our supporters to be as ambitious, creative, and **PINK** as possible! This fundraising pack is filled with handy tips and tricks to help you on your way.



Did you know?

Pink It Up has previously raised over **£27,000!** That could fund all our children's talking therapies and sibling support groups for a whole year!

- Decide how to raise funds and collect donations.
- Set a target to raise and share to as many people as possible through social media and friends and family.
- For advice on setting up a fundraiser, read our main [Fundraising Pack](#).
- Questions? You can find our contact details at the end of this pack.



Fundraising ideas



Supporter Stacy threw a pink street party...

It was absolutely amazing; not only did we raise vital funds, but we raised so much awareness. It brought friends, family, and a whole community together to share the fantastic support Candlelighters provides for families and children affected by childhood cancer.

Stacy

Get sponsored to...

- Dye your hair pink or wear a pink wig every day for the week.
- Pink up your shop, school, or office window – why not organise a competition for the best-dressed window in your local area?
- Host a pink non-uniform day – have a forfeit for those who aren't pink enough!
- Take on a pink challenge – do a run dressed in as many pink things as you can find, pink up your bike and take it on a ride or come up with your own pink-tastic challenge (our [merch](#) is perfect to do your challenge in!)
- Break a pink world record.

Hold an event...

- A pink bake sale or bake-off
- A pink raffle – source pink prizes to make into a hamper to raffle (make sure any raffles you hold are compliant with the [Gambling Regulator](#)!)
- A pink cocktail party
- A pink auction

Local businesses pinked up their windows making some brilliant pink window displays for all to see!



We've had our own share of fun at Candlelighters HQ, dunking our previous Head of Trustees, Stephen, in pink custard!



Intuitive Business Intelligence hosted a pink bake sale!

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We need your help to turn Yorkshire

PINK!

Raise funds for children with cancer!

To mark the fifth year of Pink It Up, we are giving you the chance to win a very special Candlelighters branded goodie hamper and a VIP meet-and-greet cheque presentation with our very own **CHAMP!**

We are looking for the BEST pink fundraiser!

To enter, all you need to do is:

- Think of your **PINK** fundraising idea
- Set up a fundraising page (scan QR)
- Raise as much money as you can
- Send in your winning video/photo of your pink fundraiser to info@candlelighters.org.uk or tag us on social media to enter the competition!



Winners will be announced on Friday, 14th June!
Pink It Up is about coming together as a community, having fun, and showing we care about children with cancer and their families!
If you are in a workplace, community group, school or sports club, you can make a difference.

Download our fundraising pack and resources to help you!



SAVE THE DATE FOR #PINKITUP

For more information

Community fundraising: becki.marren@candlelighters.org.uk

Corporate fundraising: iain.bh@candlelighters.org.uk



What could you fund?

£200

one month of refreshments at the hospital for families and staff



£500

seven children's talking therapy sessions to care for their mental health



£600

a New Patient Grant to cover costs like travel to and from hospital



£800

one month of sibling groups to provide a vital support network



£1,000

a family holiday to make precious memories and get some respite



- Take lots of photos and videos, share them on social media with the hashtag **#PinkItUp**, and don't forget to tag us!
- There are lots of local press, radio and TV stations in Yorkshire, so why not get in touch and tell them about your fundraising?
- Tell people why you're supporting Candlelighters and update them regularly - they'll be more likely to support you!
- Around 20% of sponsorship comes in after a challenge is finished, so make sure to do one last push at the end!



CandlelightersTrust



CandlelightersT



CandlelightersYorkshire



Candlelighters Trust

**Now you know how to #PinkItUp,
what are you waiting for?!**



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity No: 1045077

Contact us!

info@candlelighters.org.uk

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