

# CHECT DARE-A-THON

## FUNDRAISING PACK

### THANK YOU FOR CHOOSING TO FUNDRAISE FOR THE CHILDHOOD EYE CANCER TRUST!

**At CHECT we are facing a situation where over half of our income from fundraising events this year may simply disappear due to the COVID-19 pandemic.**

**We gratefully rely on the help from our supporters to survive – and you've been incredible. However, we now need you more than ever to ensure we are able to continue to provide the help and support valued by so many individuals and families.**

Throughout August, we are inviting you to join us in our new and exciting fundraiser – the CHECT Dare-A-Thon. Complete as many 'dares' as you can during the month – the number you choose to do is up to you.

Encourage your friends, family and work colleagues to make a donation in order to 'dare' you to do something you have never done before – and encourage others to reward /sponsor you by making a donation too!



## **We receive no government funding and rely upon the generosity of our wonderful fundraisers and donors.**

Membership of CHECT is free and open to anyone affected by retinoblastoma (Rb), as well as their friends and family, and health professionals. We provide lifelong support to families from the moment their child is diagnosed, throughout treatment, into adulthood and beyond.

Here are some of the things we've achieved in the last three years with your amazing help:

100% of families in the UK were offered CHECT support following a diagnosis of Rb and throughout their child's treatment.

We provided over 7,000 hours of family support.

We held 14 Members' Days across the UK for families to meet others affected by Rb outside of the hospital environment.

We held five events for teenagers, to help boost their self-esteem and give them the opportunity to make friends with other young members, and created a new online magazine called 'TeenFocus'.





# THE CHECT DARE-A-THON, AUGUST 2020!

Invite your friends, family and work colleagues to make a donation to your fundraising page in order to 'dare' you to do something you have never done before. Others will then donate to encourage you – and reward you when you have completed the challenge. If you feel particularly daring, you can accept a challenge every day during August – or one or two every weekend. And if one challenge is enough, that's fine too! Don't forget to share your videos and photographs with all your supporters. The aim is to get as many people involved as possible – and hopefully inspire others to start their own Dare-A-Thon too – the more the merrier...

## GET YOUR WORKPLACE INVOLVED!

The Dare-A-Thon is the perfect fundraiser for companies, too. If you are all working from home, suggesting dares and sharing videos and photographs of what you are up to is a great way to stay in touch and feel connected – a bit of fun away from the day to day work routine. Your friends, family and work colleagues will be best placed to suggest dares tailor made for you, but if you or they need some inspiration you may find it below!



## IDEAS FOR ADULTS

- Allow a member of your household to give you a home hairstyle
- Wear fancy dress for your next Zoom call
- Apply make up without using a mirror
- Eat a mouthful of crackers and then try and whistle
- Have a five minute conversation without closing your mouth
- Peel a banana with your feet

## IDEAS FOR CHILDREN

- Swap clothes with someone for a day
- Run round the garden three times in the rain
- Eat a piece of popcorn off your nose with your tongue
- Crack an egg into each of your shoes and put them back on, without socks
- Take a shower with your clothes on
- Try to lick your elbow

(Please make sure you have your parents' permission and remain safe at all times!)



Don't forget to share your videos and photographs with the #CHECTdare hashtag, and email them in to us at [info@chect.org.uk](mailto:info@chect.org.uk) so that we can share them to inspire others to take part. We want you to have as much fun and to be as creative with your dares as possible - however, please avoid anything that makes anyone feel uncomfortable or which may pose a risk to someone's safety.

## SPREAD THE WORD

Share, share, share! Let people know you're fundraising for CHECT. Make a list of everybody you can think of to contact and tick off as you go. Highlight the personal challenge you are undertaking and why, and encourage them to spread the word, too.



# MAKING THE MOST OF YOUR FUNDRAISING

Setting up an online fundraising page with JustGiving is quick and easy – use this link to get started: [chect.org.uk/DareJG](https://chect.org.uk/DareJG) your page will automatically be added to the CHECT Dare-A-Thon event page.

(If for any reason you do not want to set up a fundraising page, please encourage your friends, family and work colleagues to donate at [www.justgiving.com/campaign/chectdare](https://www.justgiving.com/campaign/chectdare))

## SET YOUR TARGET - AND DON'T BE AFRAID TO RAISE IT!

- Setting an ambitious yet attainable target creates momentum and gives you a goal to focus on. And if you are lucky enough to reach your target, do consider revising it - a page that has reached its target is only half as likely to attract new donations as one that still has a way to go.
- Aim to get your first donation as soon as possible – people are much more likely to give to a page that has already raised funds, rather than making the first donation themselves!
- Let people know how the money you are raising will help. You will find lots of information that you can use on our website ([www.chect.org.uk](https://www.chect.org.uk)) or get in touch with CHECT Fundraising Manager Diane and she will be happy to help.



## PERSONALISE YOUR PAGE

- Pages with at least one personal photograph raise 48% more than those without. People also react very positively to seeing the beneficiaries of your fundraising. Let us know if you would like some CHECT images to add to your page.
- Be sure to write a summary of what you are doing, as this is what people will see when they land on your page, or when you share it on social media – but keep it short and sweet! Writing a page summary really does encourage people to give.
- Your story – this is the most important part! If you have a personal story of how CHECT helped you and you are willing to share it, do include that. If you mention other people or include their photographs please make sure you have permission.



## KEEP IT DYNAMIC

- Updates may seem minor additions, but they are very effective. Updating your supporters on how things are going, how close you are to your target, or just thanking them for all their help will keep them engaged with your story and your fundraising. You can also add photographs, videos and live streaming to your Just Giving page for added engagement.
- Share videos and photographs of your dares with the #CHECTdare hashtag – and please send to us at [info@chect.org.uk](mailto:info@chect.org.uk) so that we can help to spread your word.
- Include your offline fundraising – make sure to add to your page any donations you have received by cash and cheque so that all your hard work can be seen. Your page will also be added to the CHECT Dare-A-Thon Campaign page at <https://www.just-giving.com/campaign/chectdare> to show the grand total!
- Please follow us on social media and share other people's dares too.



## SHOUT ABOUT IT

- Many people feel nervous about asking for money, but please remember that you are fundraising for a very special cause, and the more you can communicate your fundraising and why you are doing it, the more supporters you will gain and the more families affected by Rb you will help.
- JustGiving allows you to share directly to Facebook or Twitter. Just visit your JustGiving page and you can choose to share via Facebook, Twitter or by email.
- If you already have contacts with local media, please do consider telling them about what you are doing. Local newspapers and websites are actively looking for positive, fun stories right now.

**If you have any questions, suggestions or need any further information, please do not hesitate to contact Diane, our Fundraising Manager at CHECT, on 020 7377 5578 or email her at [diane.emery@chect.org.uk](mailto:diane.emery@chect.org.uk).**

**Good luck and thank you for your support!**



# HOW TO PAY IN FUNDS

**Thank you so much for raising money for CHECT. Please choose from one of the options below to pay in the funds you have so kindly raised. Please ensure to pay in all funds within four weeks of the end of your event.**

If you have set up a **JustGiving** page sit back and relax – all of the payments on your online page will come straight to CHECT.

JustGiving



To pay your funds directly into the CHECT bank account, simply use these details:

Account name: **The Childhood Eye Cancer Trust**

Account No.: **00088630**

Sort Code: **40-52-40**

Please use your surname and name of your event as a reference so that we can recognise who the payment is from on our bank statement.



Visit **www.chect.org.uk** and click on the "Donate" button.



**If your donation is all in cash then please contact [info@chect.org.uk](mailto:info@chect.org.uk) as we may be able to claim an extra 25% under Small Donations GiftAid.**



# SPONSORSHIP FORM

**Full name:**

**Event:**

**Date of Event:**

Boost your donation by 25p of Gift Aid for every £1 you donate. Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer. In order to Gift Aid your donation you must tick the box below.

**\*I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.**

Please notify the charity if you want to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains. If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HMRC to adjust your tax code.

Full name	Home Address	Amount	I am a UK Taxpayer*
First name: <i>John</i> Surname: <i>Smith</i>	House No: <i>31</i> Postcode: <i>E1 1FR</i>	£ <i>10.00</i>	*I am a UK taxpayer and wish CHECT to reclaim tax on my donation. If yes, please tick box. <input checked="" type="checkbox"/> Date: <i>17 / 06 / 2020</i>
First name: Surname:	House No: Postcode:	£	*I am a UK taxpayer and wish CHECT to reclaim tax on my donation. If yes, please tick box. <input type="checkbox"/> Date: / /
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