

# Your Fundraising Guide

Childhood Eye Cancer Trust





# Thank you for choosing to fundraise for Childhood Eye Cancer Trust (CHECT)!

The Childhood Eye Cancer Trust is the only UK charity solely dedicated to helping families and individuals affected by retinoblastoma, a rare form of eye cancer. We provide support, raise awareness and fund research into prevention and treatment.

Approximately one child a week in the UK is diagnosed with retinoblastoma, and at any given time, around 200 children are receiving treatment or aftercare.

## Every penny counts, and the money you raise will help us to:

- Provide support and information to families and individuals
- Fund research into the diagnosis and treatment of retinoblastoma (Rb)
- Raise awareness of Rb among health professionals and the public

It's important to note that we receive no government funding. Every service we provide and every initiative we support is made possible through support like yours. This makes your contribution even more impactful, as we depend solely on the generosity of individuals, families, and organisations to continue our essential work.

## How your fundraising could help:

- £5 → could provide a newsletter offering information and support for 5 people affected by Rb
- £50 → could fund a place at a regional event for a family feeling isolated
- £500 → could fund grants for two families struggling with the cost of monthly hospital visits
- £5,000 → could fund a weekend for teenagers affected by Rb to build their confidence

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

- 100% of families in the UK were offered support following a diagnosis of retinoblastoma and throughout their child's treatment
- We have 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.

# Your fundraising can help children like Oliver

Parents James Rushton and Sally Nutt noticed a strange “white glow” in their two-year-old son Oliver's right eye, visible only in certain lighting. During a routine contact lens check at Specsavers in Wolverhampton, James decided to have Oliver’s eyes examined as well.

The optician quickly recognised a serious issue and referred Oliver to New Cross Hospital in Wolverhampton. James recalled, “I didn’t even make my appointment. Sally rushed home, and we were seen that afternoon.”

At the hospital, doctors discovered Oliver could barely see out of his right eye. Concerned but uncertain, they referred the family to Birmingham Children’s Hospital for further evaluation the next day. James admitted, “We Googled Oliver’s symptoms and first learned about retinoblastoma. It was a sleepless night.”

Retinoblastoma is a rare and aggressive eye cancer affecting children under six. Symptoms can be subtle, like a squint or a “white glow.” Sally said, “We had no idea about retinoblastoma before this. Your mind races, but you don’t think it could be cancer.”

At Birmingham Children’s Hospital, doctors mentioned retinoblastoma or Coats’ disease. While waiting for another appointment, James dropped Oliver off at nursery. When a worker asked if Oliver was feeling better, James had to explain they were waiting to find out if he had cancer.

The following week, Oliver underwent tests under general anesthetic. Sally said, “We were exhausted and anxious. Seeing our child put under was overwhelming.” Unfortunately, doctors confirmed Oliver had retinoblastoma, and the tumors were advanced.

Sally shared, “We decided the kindest option was to remove the eye. It was a heartbreaking decision.” Given the tumors’ advancement, removal was the best choice.

Now, six months post-surgery, Oliver is thriving at nursery, has check-ups every eight weeks, and wears a custom-painted prosthetic eye. Sally’s message to other parents is clear: “Trust your instincts. If you have any doubts about your child’s eyes, take them to your local optician. Specsavers were incredibly helpful.”



# Fundraising ideas

Whether you're fundraising at home, at work, or at your school or club, here are some fun ideas to help you decide what you would like to do to raise funds:



## Afternoon tea

Invite friends, family, colleagues, or your community to join your event and either sell tickets in advance or ask for a suggested donation on the day.



## Golf day

Swing for sight with your own charity golf day.



## Birthday or anniversary fundraiser

Make your birthday, anniversary, or wedding even more special by asking for donations instead of gifts and raising vital funds for CHECT.



## Quiz night

A great way to raise money with friends and colleagues. Add on a raffle with prizes from local businesses.



## Take on a challenge and make a difference

Whether it's a walk, trek, run, cycle, or obstacle course, push yourself while raising vital funds for CHECT. Improve your fitness, have fun, and join one of our exciting events here: <https://chect.org.uk/other-ways-to-help/events/>.



## Skydive

Feel the adrenaline of flying through the clouds from over 10,000ft at an airfield near you. Look at our adrenaline events here: <https://chect.org.uk/other-ways-to-help/events/events-2/>



Don't miss out on more fundraising ideas—check our website to discover ways you can get involved and support CHECT!

# Six steps to fundraising success

Ready to start your fantastic fundraising journey? Whether you're planning your first event or you're a seasoned fundraising superhero, we've got your back! Follow these six simple steps to turn your amazing fundraising ideas into reality. Think of it as your trusty roadmap to success.

## 1. Set your target

- Aim high - but keep it achievable
- Already fundraised for CHECT? Time to beat that personal best! Break it down into bite-sized chunks
- Share your progress -everyone loves a good success story

## 2. Recruit your team

Going solo is great, but sometimes more really is the merrier!

- Rally your friends, family, that neighbour who makes amazing cakes
- Get the group chat buzzing with ideas
- Give everyone plenty of notice (no one likes last-minute panic!)

## 3. Pick the perfect day

Timing is everything:

- Weekends are usually winners for community events. Fridays are a favourite for workplace fundraising.

Watch out for:

- Big games everyone will be watching
- Bank holidays
- School holiday
- Local events

## 4. Location

When finding the perfect location for your event, there is a few things to think about..

- Indoor or outdoor? Think about the weather!
- Do you need insurance?
- Do you need a health and safety assessment?
- How many people does it hold?
- Is the venue accessible?
- How are the facilities?



### Pro tip:

Different people have different superpowers - use them! Organised friend? Perfect event planner! Social media whizz? PR sorted! Gym buddy? Training partner secured!

### Quick tip:

Give yourself enough prep time - event organisation is much easier with a plan!

## 5. Give Us a Shout!

Our fundraising team are your cheerleaders and we're ready to help!

### Your team:

Priyanka Kotecha - Fundraising Manager

Lucy Purvis - Fundraising Officer

Ring us: 020 7377 5578

Email us: [lucy.purvis@chect.org.uk](mailto:lucy.purvis@chect.org.uk) / [priyanka.kotecha@chect.org.uk](mailto:priyanka.kotecha@chect.org.uk)

Stuck for ideas? We've got loads! Need materials? Just ask!

Worried about something? Give us a bell!

Want to share your brilliant plan? We're all ears!

We love to hear your amazing ideas, share our top tips and tricks, send out fundraising materials and tell you about other successful events!



## 6. Supercharge your fundraising



Put your fundraising page link on a signature at work, share it on social media, email friends and family with a link to donate, letting them know why this cause is important to you



Ask your employer for support. Many companies will match £ for £ in sponsorship raise by their employees for registered charities.



Get in touch with your local paper and share your story. We can provide you with information and an official letter to confirm you're fundraising for CHECT.



If you're planning an event that's open to the public, put up posters in your local shops, gyms, vets and pubs - word of mouth is a very effective tool (just make sure you have permission first!)

# Making the most of your fundraising

## Set your target – and don't be afraid to raise it!

Set a goal that's tough but doable. It's like a rocket fuel for your donations, boosting your page value by a whopping 45%!

Once you hit that target, you can aim even higher! People love a good underdog story, so keep the momentum going.

To really inspire folks, show them exactly what their money can do. Check out the examples on page 1 or share Oliver's story for some real-life impact ideas. Your supporters will be honoured to be a part of something so meaningful.



## Personalise your page

Add a personal photo to your page! It's a proven way to boost donations by a massive 48%. Your friends and family will love seeing your face, and it's a great way to make sure they've got the right page.

Don't forget to include photos of the people who will benefit from your fundraising. It's a powerful way to connect with your supporters and show them the real impact of their donations.

Need some help with images? Let us know, and we can help you find some great options.

Remember to write a catchy summary for your page. This is what people will see when they land on your page or when you share it on social media. Keep it short, sweet, and to the point. JustGiving even has a word count to help you stay on track. A well-written summary can boost your donations by over a third!

When creating your online fundraising page on JustGiving or a similar platform, pay attention to the details! These small touches can significantly impact your fundraising success.



## Shout about it!

Many people feel nervous about asking for money, but remember, you're fundraising for an amazing cause. The more you share your personal connection to this cause and why you're passionate about it, the more likely you are to inspire others to donate. Every donation, no matter how small, can make a significant difference in the lives of families affected by Rb.

Spread the word about your fundraising adventure on social media like Facebook and Twitter. Share your page with friends, family, and even strangers who might be interested.

Don't forget to add a link to your fundraising page in your email signature!



## Keep the momentum going

Regularly update your supporters with exciting stories, behind-the-scenes glimpses, and heartfelt thanks. Share photos, videos, or even funny anecdotes to keep them engaged.

Consider sharing relevant blog posts or articles related to your cause. You can find these at [www.chect.org.uk/blog](http://www.chect.org.uk/blog)

Tracking all donations, including offline contributions, will show your supporters how much you've raised and inspire them to give more. Remember, each update can increase your page value by 8%, so keep the content flowing!

## Post event power up

After your event, don't let your fundraising journey end. Share a recap of your epic quest, including special moments, photos, and videos. You might be surprised by the extra donations that come rolling in!



# Keeping it safe and legal

Fundraising should be fun, but it's important to know there are rules and regulations that must be followed. If you're unsure about anything, get in touch with the team.

## Raffles and Lotteries

Different types of raffles have different rules, and you may need a licence depending on the kind of raffle you are organising. For information on raffles visit [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk).

## Bucket collections

If you are holding a collection in a public place you will need a licence from your local authority. If it's on privately owned land or property like a train station or supermarket you will need permission from the manager or owner.

## Photos

If you plan to take photos of other people at your event, please make attendees aware and seek the relevant permissions before sharing.

## Fundraising with food

To keep everyone safe, check the Food Standards Agency guidelines on preparing, handling, cooking and storing food. Visit [food.gov.uk](http://food.gov.uk) and make sure that all foods are labelled for allergens.

## Money handling

When collecting or taking payments, make sure that the cash is secure by using a cash box with a lock or a sealed collection bucket. Where possible, have two people available to count and transport cash, and get it to the bank as soon as possible after the event.

## Health and safety

It is your responsibility to make sure your event is run safely. Make sure you do a risk assessment and if necessary, have a trained first aider. Visit [hse.gov.uk](http://hse.gov.uk) for up-to-date advice. We do recommend that you take out public liability insurance for any event involving the public, but check with your venue first as they may cover it for you.

## Using our logo

We encourage you to use our logo! Get in touch and we can send it to you along with guidance on how to use it. Please remember if you are using our logo to include our Registered Charity No. 327493



# Finished Fundraising?

**Congratulations! Here is what to do next.**

## Online fundraising page

If you've been fundraising online (e.g. JustGiving) and have some offline donations, add these onto your own page. Your donations automatically transfer to the charity, so you don't need to do anything else.



## Bank transfer

To pay via bank transfer, please use the following details:

Bank name: NatWest  
Account: Childhood Eye Cancer Trust  
Sort code: 60-14-26  
Account number: 56175876  
Ref: Please enter your FULL NAME.

Send a cheque to The Childhood Eye Cancer Trust  
Please post any cheques made out to 'The Childhood Eye Cancer Trust' to:

Childhood Eye Cancer Trust  
The Royal London Hospital  
Whitechapel Road  
London  
E1 1FR

## Donate online

You can pay in your donations at <https://chect.org.uk/donate/oneoffdonation/> and add a comment with your event details

**If you need any help paying in donations, please get in touch with the fundraising team.**



# Thank you!

## From, Childhood Eye Cancer Trust

A huge THANK YOU for being a supporter for the Childhood Eye Cancer Trust! Your incredible efforts mean the world to us and to the families we support.

As you dive into your fundraising adventure, remember that every step you take helps create brighter futures for children battling retinoblastoma. You're making a real difference. We're wishing you lots of fun and success in your fundraising journey! If you ever need help or support, don't hesitate to reach out to us.

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