

Childhood Eye Cancer Trust Corporate Fundraising Pack

**Thank you for supporting
Childhood Eye Cancer Trust
by becoming one of our
corporate partners**

*"It's a fantastic way to bring together
teams from across our store network
and our corporate partners"*

- Jonathan Lawson, Vision Express

ABOUT US

The Childhood Eye Cancer Trust (CHECT) is the only UK charity solely dedicated to helping and supporting those affected by retinoblastoma (Rb). A rare form of eye cancer affecting children and babies predominantly under the age of six.

Every week approximately one child in the UK is diagnosed with Rb and around 200 children at any one time are receiving treatment or aftercare. Although 98% survive, over half of all children diagnosed will lose an eye and some will lose their sight.

Our mission is to prevent sight loss and death as a result of having Rb and to support those who are affected by it. We do this through our three key pillars of activity:

Support For All

We provide a lifeline for those who need us by offering guidance, emotional support and practical advice from diagnosis, during treatment and throughout the lives of those affected. This helps families navigate the complexities of treatment and post-treatment care ensuring we are there for those who need us every step of the way.

Funding Research

We fund pioneering research into the causes, treatment and prevention of Rb. Breakthrough in genetics, innovative therapies, and improved diagnostic techniques are directly impacting the survival rates and quality of life for children with this cancer.

Raising Awareness

Early detection of Rb is critical. We work tirelessly to raise awareness amongst the general public and healthcare professionals about the signs and symptoms of this cancer to ensure timely diagnosis and treatment. Our efforts in education and advocacy means that more children are diagnosed sooner leading to better outcomes.

71p

out of every
£1 donated
going directly
to our services
and wider
charitable work

We offer
100%
of newly
diagnosed families
in the UK our
lifelong
support

In the last 3 years
we have given
£30,610
in support grants
to those struggling
to cope with
the cost of
cancer

OUR GOALS

Over the next 3 years

We want to ensure our efforts are not just reactive, but part of a larger forward-thinking strategy that will allow us to deliver activities that reduce the impact of having an Rb diagnosis at whatever stage of life.



With your help

The potential for further innovation is huge. Its impact on the lives of those affected is almost immeasurable, from the potential to save more children's eyes and sight, to the opportunity for personalised medicines and even the prevention of tumour development.



TAXI DRIVERS RAISE £3,000 FOR HAWWA

The drivers of a Peterborough taxi firm have raised nearly £3,000 in support of a local baby girl who is battling retinoblastoma.

Shabir Ahmed, manager of Peterborough Cars, was heartbroken when his beloved granddaughter Hawwa was diagnosed with retinoblastoma aged just nine months. Now he has joined his family in raising funds and awareness for the Childhood Eye Cancer Trust.

During a football tournament each of the 160 drivers, office staff and some customers donated £1 for every goal, with the company giving £10 per goal. They all helped to raise £2,870 for CHECT in support of Hawwa, who has just had her fifth round of chemotherapy in a bid to shrink the tumour in her eye.

Sunny Singh, the Operations Director at Peterborough Cars, said, "We do a lot of fundraising for charities throughout the year but this cause is particularly close to us as Shabir's granddaughter is currently going through treatment for retinoblastoma. All of the drivers, staff and even some of our customers got behind the campaign, helping to raise maximum funds for the Childhood Eye Cancer Trust."

Hawwa's story

Hawwa's mum Aaliya Ahmed-Hussain, 30, from Dogsthorpe, said: "I first noticed Hawwa's eye had a glassy look to it when she was three months old but we all assumed it was because her eyes were changing so quickly and it was nothing to worry about. But when she was eight months old she developed a squint and the glassiness that I used to only see in certain lighting was there more and more."

Aaliya took Hawwa to the GP who referred them to Peterborough City Hospital for further tests. Within days the family were at the Royal London Hospital, one of two specialist centres for retinoblastoma in the UK, where the diagnosis was confirmed.

Hawwa, who has lost the sight in her left eye, has since had five out of six rounds of chemotherapy.

Aaliya said: "The first cycle of chemo was hard – Hawwa was so poorly that we were in hospital for 19 days and she needed blood and platelet transfusions.

"Despite everything she's been through, Hawwa is still smiley, bubbly and full of life. Apart from the hair and weight loss, you wouldn't know anything was wrong. She is a typical mischievous baby who is always on the move and wants to climb everywhere."

Aaliya has also been asking for donations for the Childhood Eye Cancer Trust and has raised £2,130, bringing the total raised by the family to £5,000!



OUR APPROACH TO CORPORATE PARTNERSHIPS

We understand that successful corporate relationships are built on mutual benefits. That's why we take the time to learn about the unique needs and goals of each of our partners. By tailoring our approach, we ensure that every collaboration delivers value for both your business and the Childhood Eye Cancer Trust.

Enhance Corporate Social Responsibility (CSR)

Aligning your brand with CHECT allows you to visibly demonstrate your commitment to making a positive difference in your local community. By supporting a cause as vital as CHECT, your business takes a proactive role in contributing to the well-being of those affected by retinoblastoma, fostering trust and goodwill among stakeholders.

Boost Employee Engagement

Your team can participate in impactful fundraising events and volunteering opportunities, creating memorable shared experiences that boost morale and strengthen camaraderie. By connecting employees to a meaningful cause, you inspire pride and loyalty while fostering a more engaged and motivated workforce.

Increase Brand Visibility

As a CHECT partner, your brand will gain exposure through joint marketing campaigns, social media promotions, and event sponsorships.

Create Shared Value

Collaborate with CHECT to develop innovative solutions that benefit both our charity and your business goals.



HOW WE WORK TOGETHER

Tailored Personalised Stewardship

We offer personalised partnership packages to align with your business objectives and CSR goals. From fundraising events to collaborative campaigns, we create mutually beneficial relationships and have fun doing it!

Joint Marketing Initiatives

We will work together on creating marketing materials, from co-branded campaigns to storytelling that connects emotionally with your audience, we'll craft powerful narratives supported by compelling visuals to highlight your commitment to supporting those affected by this rare childhood eye cancer.

Employee Involvement

We will help to engage your employees and stakeholders to participate in fundraising events, challenge events, volunteering opportunities and awareness campaigns. Boosting team morale and commitment to supporting local communities.



How you can make a difference

£150

could fund approx. 15 Pip the Penguins – helping children and babies come to terms with having their eye removed.



£500

could fund grants for two families struggling with the cost of monthly hospital visits.



£1,000

could fund a family meet up event. Our family events provide peer-to-peer support for families who often feel isolated during their child's cancer journey.



£5,000

could fund a weekend for teenagers affected by Rb to help build their confidence, understanding the longer-term effects of the cancer and friendships.



Recognition for your support

We value and celebrate the generosity of our corporate partners. Our partners' support will be acknowledged through:

Social Media

Posts across CHECT's social media platforms highlighting your support.

Website

A dedicated section on our Corporate Fundraising page showcasing your partnership.

Annual Reports

Recognition in our annual impact report and magazine, shared with stakeholders and supporters.

Event branding

Opportunities for logo placement and brand visibility at CHECT events.

Media coverage

Inclusion in press releases and campaign announcements, amplifying reach.

WAYS TO GET INVOLVED

Charity of the Year partnership

We will work together on a programme of events and a communications plan that your workplace will enjoy while also raising money for CHECT.

Take part in a challenge event

Join #TeamCHECT for one of our many new challenge events ranging from cycling events, to 5Ks, to obstacle races. As well as our bespoke event in September for Childhood Cancer Awareness Month.

Donate a percentage of sales

Commit a percentage of your company's sales or profits from a particular product/service to support families affected by retinoblastoma.

Match fund your fundraising activities

Pledge to match the amount raised by colleagues or for a particular campaign.

Encourage payroll giving

Set up a payroll giving (also known as Give As You Earn) scheme to give staff the opportunity to donate to our charity before paying income tax.

Volunteering

Volunteer in the CHECT office and or lend a helping hand with our events and activities.



Additional fundraising ideas



Bake sale

Host a bake sale and encourage employees to showcase their baking skills. Set up stalls at the office and invite people to purchase homemade treats. You could even add a competitive twist by hosting a 'bake-off' with prizes for the best bakers.



Join our CHECT lottery

Encourage employees and stakeholders to join in the CHECT lottery. With as little as £1 a week to play, participants have the chance to win prizes while supporting CHECT.



Quiz night

Organise a quiz night at your workplace, local pub, or community hall to bring employees and teams together in a fun competitive way.



Bucket collection

Arrange bucket collections at busy locations such as shopping centres or train stations. (Permissions will be needed).



Golf

Organise a charity golf day at a local course. Invite employees, clients and stakeholders to participate and charge entry fees as donations for individuals or teams.



Crazy Glasses

Encourage employees to take part in our Crazy Glasses day. Simply design, buy or create a pair of wacky specs and wear them for the day in exchange for a donation.

THE IMPORTANT BITS

Keeping it safe and legal

Licenses – You may need a license if you're planning to sell alcohol, food, hold a collection or provide entertainment. For more information visit <https://www.gov.uk/find-licences>

Photos

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

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 tin/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.

Using our logo

We encourage you to use our logo. Get in touch and we will send it to you along with our brand guidelines. Please remember to include our Registered Charity No. 327493

Ordering your fundraising materials

We have plenty of fundraising materials to support you with your fundraising, from balloons and posters to t-shirts and training plans. To order materials visit our shop: <https://www.chect.org.uk/shop>

Our social media handles

-  CHECTUK
-  chect_uk
-  @ChectUK

Dates for your diary

- Rare Disease Day – Sat, 28 Feb 2026
- Retinoblastoma Week – 10th – 16th May 2026
- TCS London Marathon – 26th April 2026
- Childhood Cancer Awareness Month - September



PAYING IN YOUR FUNDS

Online fundraising page

If you've been fundraising online (e.g JustGiving/Enthuse) and have some offline donations, add these to your charity 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 Name: Childhood Eye Cancer Trust

Sort Code: 60 14 26

Account Number: 56175876

Ref: Company Name

By post

Please make out any cheques to the 'Childhood Eye Cancer Trust' and post the cheque to our address at:

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

We also accept Charities Aid Foundation vouchers.

Donate Online

Pay in any online donations using our donate link <https://cheet.org.uk/donate/oneoffdonation/>



Our team are there for anyone affected by retinoblastoma
in the UK – not just today or tomorrow but for life.

Thank you from all of us at the Childhood Eye Cancer Trust



Contact Priyanka Kotecha, our Fundraising Manager at
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www.chect.org.uk

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Registered charity no. 327493. A company limited by guarantee,
registered in England and Wales no. 2143917. Registered Office
The Royal London Hospital, Whitechapel Road, London E1 1FR



Registered with
FUNDRAISING
REGULATOR

