

# Your Fundraising Guide

## CHILDHOOD EYE CANCER TRUST





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

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 which occurs in children. We provide support, raise awareness and fund research to reduce the negative impact of this disease.

Approximately one child a week in the UK is diagnosed with retinoblastoma, and families travel miles every time they need to receive treatment at one of the only two hospitals in the UK that treat Rb.

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



Provide Support for all – we provide a lifeline for those that need CHECT by offering guidance, emotional support and practical advice from diagnosis, during treatment and throughout the lives of those affected.



Fund Research – to improve our understanding of Rb, develop kinder effective treatments with fewer side effects, that preserve more vision and reduce the negative impact on all those affected by Rb.



Raise Awareness – We raise awareness amongst the general public and healthcare professionals to ensure early diagnosis and treatment.

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 Women’s & Children 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 Women’s & Children 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.

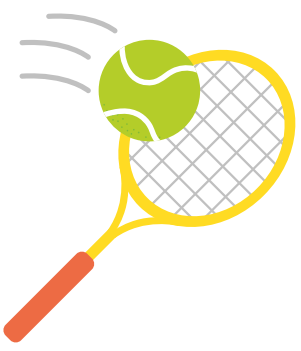
Sally shared, “We decided the kindest option was to remove the eye. It was a heartbreaking decision.” Given the tumors’ advancement, removal was the best choice.

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.”





# Ways to get involved



## **Sports day**

Raise money for CHECT through sports day



## **Blue mufti day**

A day where everyone donates and wears blue to school



## **DofE Award**

Fundraise as part of your Duke of Edinburgh challenge



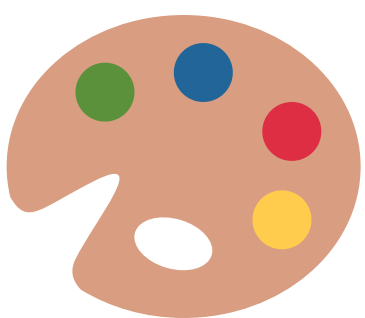
## **Runs & races**

Get involved in one of our junior fun runs or obstacle races



## **Bake sales**

Sell baked goodies at the next Christmas fayre or parents evening to raise money for CHECT



## **Drawing or colouring competition**

Ask parents to pay a donation to get pupils involved in drawing or colouring competition. The drawing or illustration could be the next school mascot or Christmas card.



## **Crazy Glasses day**

Get involved in our Crazy Glasses fundraiser – Head to our webpage for more information and templates [chect.org.uk/crazyglasses/](http://chect.org.uk/crazyglasses/)



## **Talent show**

Hold a talent show or performance and get your pupils to showcase their skills – ask parents to come along and make a donation.



## **Crown a Star Baker**

‘Bake-off’ challenge – parents and children pay a donation to get involved and compete to be crowned Star Baker





# Six steps to fundraising success

1. **Pick your activity/activities and set a date.**
2. **Involve staff, children and parents/carers with planning.**
3. **Spread the word with posters, newsletters and social media.**
4. **Collect donations safely (we can provide collection buckets/QR codes and materials).**
5. **Celebrate your success – we'll send a CHECT certificate and will share on our socials.**
6. **Pay in your donations (see next page).**

## Keeping it safe & 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.

### Photos

If you plan to take photos of other people or children at your event/fundraiser, please make attendees aware and seek the relevant permissions from parents 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](https://www.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.

### 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.

### Social Media

Share your fundraising efforts on social media and tag us. We would love to see what you have been up to and we will comment, like and reshare.



### Quick tip:

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

/CHECTUK - Facebook  
@chect\_uk - Instagram  
childhood-eye-cancer-trust - LinkedIn  
ChectUK - X



# Finished Fundraising?

**Thank you so much for your support!**

Here is what to do next:

## Online fundraising page

If you've used a fundraising platform such as JustGiving or GoFundMe, you don't need to do anything. Your donations automatically transfer to the charity.

## 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 [cheet.org.uk/donate/oneoffdonation/](https://cheet.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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020 7377 5578

[www.cheet.org.uk](http://www.cheet.org.uk)



**Fighting**  
  
**Retinoblastoma**  
**Childhood Eye Cancer Trust**



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REGULATOR**

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