



Business Sponsorship Pack



Registered Charity No: 1203710



Cards for Bravery
making cards - brightening lives - raising funds

Introduction

Thank you for considering to support Cards for Bravery. The money you raise or support you give will make a **real difference** to the lives of **hospitalised** and **seriously ill children** and their families. In this sponsorship pack you will find everything you need to raise funds, create cards and help us **successfully** and **enjoyably**.

About us



Cards for Bravery is a charity dedicated to **brightening the days and improving the emotional wellbeing** of **hospitalised and seriously ill children** and their **families**. These children and young people tend to be admitted to hospitals, hospices, CAMHS units or being cared for at home. We provide a range of services such as the distribution of **positive handmade cards, bravery packages** and **activity packs**.

Katie Callaghan lives with long-term health conditions and founded Cards for Bravery at 13 years old in 2015 during a 4 month long hospital admission after her best friend gave her a card that brightened her day. This **sparked** the idea to **create handmade cards** for the other patients in her ward. Beginning with distribution in one hospital, Cards for Bravery has since **grown** to working with over **35** hospitals, CAMHS Units and hospices to deliver a range of services to children across the UK. The charity has **expanded** over the years and is **maintained** by a group of **dedicated volunteers**, many who are chronically ill themselves—relating to the charity's aims and ethos.



Cards for Bravery runs entirely on **donations and support** and therefore relies on people raising funds for us and volunteering. We appreciate **any support**, small or large, to help us continue our services and **brighten the lives** of the **children, young people** and **families** we support.

How can you support us as a business?

Corporate Sponsorship and Funding

As a corporate company there are many ways you can help our charity. Corporate sponsorship and funding is one of these options. This can be from choosing as your companies charity of the year, helping to sponsor an event, providing matched funding and more. We would love to hear your ideas!



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Sponsor a Bravery Package

Our monthly Bravery packages are tailored packs given to children living with serious long-term health conditions to show them that someone is thinking of them during difficult times. Sponsoring a bravery package will help us continue to provide these personalised packages for seriously ill children.

Fundraise for us

Hosting a fundraising event as a corporate team is a fantastic way to boost morale, encourage collaboration, and create a sense of shared purpose all while making a real difference. Taking part in meaningful activities outside of day-to-day work can strengthen team bonds and show your company's commitment to giving back.



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How it benefits your business

Supporting Cards for Bravery not only helps us continue our mission of spreading kindness to children in hospital it also brings meaningful benefits to your company, including but not limited to:

- Supporting our charity can help to fulfil your **Corporate Social Responsibility**, demonstrating your commitment to social impact by aligning with a cause that supports the wellbeing of children and young people.
- Joining us as a corporate partner **boosts** your **brand's credibility** and provides **valuable exposure** for your business.
- Getting your team involved in **fun and impactful team building activities** like fundraising challenges, card-making sessions, or volunteering opportunities that **strengthen teamwork, boost morale, and create lasting memories**.

Where does your money go?

All money raised is used **directly towards our work** and to **benefit the children** and **young people** we support.

Some **examples** of what your donations may be used for include:

- Sending regular cards to hospitals, hospices, CAMHS units and to children and young people within the community
- Purchasing items for our Bravery packages, Activity packs and other services
- Providing gift bags and treats to children, young people and families spending holidays within hospital

£5.00

could cover the cost of sending 100 cards to a hospital within the UK

£50.00+

could cover the cost of a Bravery package for a seriously ill child

£150.00+

could cover the printing costs of 200 activity packs

Corporate Sponsorship and Funding



Choose us for Charity of the Year



Your company could choose Cards for Bravery as its charity of the year to support hospitalised and seriously ill children and young people. This partnership would not only help us continue the work we do towards the charity's mission, but also involve employees in a meaningful cause all year round.

Event sponsorship

At Cards for Bravery, we host events, such as card making events and fun days to help support our activities, which you can sponsor. Please contact us to learn about any potential events you could help sponsor.



Matched Funding



Committing your business to matched funding can help our charity double our donations. Your company can match the donations from a fundraising event or campaign within a predetermined ratio, such as 1:1. For example, if we or your employee raise £500, your business could match this funding with another £500.

Corporate Sponsorship and Funding



Customer Donations



Looking to connect more deeply with your customers?
 Partnering with a charity at the point of sale, both in-store and online, can enhance the customer experience and build a stronger emotional connection to your brand.
 We'd love to explore how we can work together. Get in touch to discuss the possibilities or to request a collection tin for your business.

Payroll Giving

Have you considered donating to Cards for Bravery straight from your salary before tax is deducted? Payroll Giving is a simple, tax-efficient way to make a regular monthly or weekly donation directly through your pay. Contact your HR Team for more information.



In-Kind Support



Supporting us doesn't have to be financial, donating products or services can make a big difference too. Whether it's stationery, printing, packaging materials, design support, or help with postage, your contributions help us keep costs down and reach more young people in hospital.

If your business offers something that could help us spread more smiles, we'd love to hear from you!

For more information related to corporate sponsorships or if you have any other ideas for corporate sponsorship please contact us at projects@cardsforbravery.com

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Sponsor a bravery package

What are Bravery Packages?

Bravery packages are personalised packages for children with serious long-term health issues with the goal of brightening their days during lengthy hospital stays and difficult treatments.

Bravery packages are made up of items tailored to the recipient, which can include toys, skincare items, and creative activities.



Who gets a Bravery Package?

Bravery packages are received by those who fill in our nomination form for the recipient. You can find this form on our website, or Instagram bio.

How can I sponsor a Bravery package?

Bravery packages can range from £50-100. At Cards for Bravery, we currently send out one Bravery Package every month.

Any financial support to help us continue to create Bravery packages for seriously ill children and teens would be a massive help to us as a small charity.

To sponsor a Bravery package one-off or more regularly, please contact our Projects Volunteer at projects@cardsforbravery.com



Fundraise for us



Fundraising Events

Fundraising events are a fantastic way for your company to support Cards for Bravery while **bringing your team** together for a **meaningful cause**. Whether you're planning a small office bake sale or a company-wide challenge, these events not only raise **vital funds** but also **boost team morale**, **encourage creativity**, and show your **organisation's commitment to making a difference**.

There's no limit to what you can do; host a quiz night, organise a charity run, plan a dress-down day, hold a raffle, or even take on a team-building challenge. You could tie your events into national awareness days, holidays, or your own company milestones.

We're here to **help every step of the way** with promotional materials, fundraising tips, and inspiration to make your event a success. **Every pound raised helps us continue our mission.**

Planning your fundraising event

To help **fundraise** for us, you can **organise** your **very own event**. Organising an event can be **really fun!** Although every event will be different, there are a number of things to consider and plan. **Good planning** is one of the most important elements of running a successful fundraising event. We have highlighted a number of things you may have to **consider** to help with this.

If you are organising a fundraising event, please make sure to make our team aware by emailing contact@cardsforbravery.com so we can acknowledge the amazing work you are doing and thank you for fundraising for us.





7 step process

Type of event

You will have to decide what you want to do and what type of event you want to hold. Have a think about the audience you will be reaching out to for donations, and what your supporters and/or attendees may be interested in. If you are stuck for ideas, you can have a look at our A-Z of fundraising events listed on pages/section X. You can also participate in solo challenge events – such as marathons, a sponsored swim or a cycling challenge!



Date and time

When choosing when to hold your event, give yourself enough time to plan and prepare. For example, consider the weather and time of year the event will take place. You might also want to consider other events and special dates that may clash with your event.



If it's needed, find people to help with planning and running the event. You could ask colleagues if they are available and interested in helping you out. This will help with any stress with events planning, where each person can be tasked with something different, for example booking venues and event advertising.



Event advertising

Create buzz leading up to your event. Send out personal invitations asking them to attend. Consider displaying posters in your office. Most importantly, email and share your event across social media with an eye-catching graphic that will draw people in. The internet is an amazing resource nowadays, and can reach many people.



On the day of the event, make sure you are all set up and prepared! Gather your support team if you decide to have one to help run the event on the day and ensure everything runs smoothly. Make sure everyone is aware of their role and any problems can be easily dealt with. Most importantly—have fun!



Post event

After the event, collect all money raised and send it to us as soon as possible. More details about where to send your money too can be found below! Make sure to thank everyone involved!



Day of event



Assets and support we can provide

Whilst organising your fundraising event, Cards for Bravery is happy to **support** you with many things **you may need** during the process.



Please do get in touch with our team at contact@cardsforbravery.com if you need any help with the above or have any further queries.



Where to send the money you fundraised

Now that your hard work is done, all you need to do is **pay in the money** you **fundraised** to **Cards for Bravery** as soon as you can.

We are really grateful for any money raised for us, where all of it will be used to help **brighten the days** of **hospitalised** and **seriously ill children**, as well as their families.



By post

A cheque made payable to Cards for Bravery can be sent to the following address:
PO BOX 13,716, Braintree, Essex, CM7 0RD

Bank transfer

You can pay your donation to:

Cards for Bravery

Sort code: 60-02-36

Account number: 68054998

Please include your name as the reference and make sure to email our Treasurer at finance@cardsforbravery.com to ensure your payment has been received



Online

Money can also be donated online via our JustGiving or PayPal account. This can be found on the 'Donate' page on our website, or you can be emailed the link from a member of our team.

Fundraising regulations

As well as fun and successful, your fundraising event should also be safe and legal. We don't want it to be daunting, but here are a few things you must know.



Raised funds

In law, you will be **responsible** for all funds raised, where all donations and sponsorship money from your event must be paid to Cards for Bravery. You **must inform potential donors** if **any funds raised are not paid to us**.

Please understand that if you do something that **threatens** or **damages** the **reputation** of Cards for Bravery, we can **ask you to stop fundraising** for us.

Food and alcohol

There are **several regulations** regarding **serving food** at events. If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit food.gov.uk for more details.



If you **plan to sell alcohol**, you need to **obtain an alcohol licence** from your **local authority**. You can give alcohol away for free at events without a licence, but you must **make it clear** that the value of the alcohol is not included in any ticket price, entrance fee or fundraising. If you are still unsure about the rules and regulations surrounding serving food and drink at an event, you can get in contact with your local authority.



Small lotteries and raffles

Small lotteries, such as tombolas or raffles **do not need to be registered**, but have to be part of an exempt entertainment, such as a dinner dance or fete.

Certain conditions have to be met, such as no cash prizes and the sales of tickets and announcements must take place during the event.



Make sure you **check the latest information** and advice at gamblingcommission.gov.uk or get in touch with us if you are unsure and we will be happy to help.

Fundraising regulations



Street collection

If you want to **collect money** or **sell items** on the street for charity, you might **need a street collection licence** depending on your local council. Contact your local council and if required, obtain a street collection licence before fundraising.

Street collections can **only be done by those 16+**. If you are collecting on private property (such as a supermarket), you also need their permission. Collection boxes and buckets must be **clearly labelled** with Cards for Bravery's name, address and charity number and must be sealed.

Licensing activities

Some activities **require a licensing**, including:

- Providing alcohol or live music
- Holding a collection
- Holding a raffle or lottery

Please check with your local authority to see if you do require a license for your activity (the above is not an exhaustive list).



Writing about your event

When you are writing about your event, it is required you state it is being held 'in aid of Cards or Bravery'. Please also include our charity number using these words: Registered charity number 1203710 (England and Wales).

This information may seem overwhelming, but it is simply contacting the people where necessary and obtaining any needed licences. Please do contact us if you would like further help or advice regarding this.

A-Z list of fundraising ideas



A	Art fair, auction, afternoon tea	N	'Name the' competition, nail art, needle work
B	Bingo night, bake sale, bike ride, barbecue	O	Outdoor theatre, office fundraising, obstacle course, open mic
C	Craft fair, car boot sale, coffee morning, car wash	P	Poetry reading, poker night, plays
D	Dog show/walk, disco, dancing marathon, drawing challenge	Q	Quiz night, quiet hour, quilt making,
E	Exercising challenges, eating contest, egg and spoon race	R	Readathon, raffle, race nights, running challenges
F	Facebook fundraiser, fun run, film evening, fancy dress day	S	Sports day, sky diving, street party,
G	Games night, golf day, 'guess how many' competition	T	Talent shows, table tennis tournament, tea party, treasure hunt
H	Hiking challenge, head shave, horse race	U	Uniform free day, used book sale, university challenge
I	Iron man challenge, indoor market, ice cream stand	V	Video game stream/marathon, vintage sale
J	Jewellery making, jigsaw marathon, juice stand	W	Walking challenges, wishing wall fundraiser, walks
K	Knittathon, karaoke night	X	X Factor competition, Xmas fair
L	Lego contest, loose change collection	Y	Yoga marathon, yoyo contest, YouTube stream
M	Murder mystery, marathons, music festival/concert	Z	Zumba challenge, zero waste day