

cardsforbravery.com



Cards for Bravery

F u n d r a i s i n g p a c k



Registered Charity No: 1203710

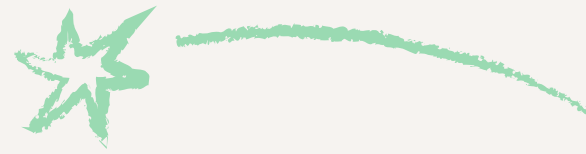


Cards for Bravery
making cards - brightening lives - raising funds

Introduction

Thank you for choosing to fundraise for Cards for Bravery. The money you raise will make a **real difference** to the lives of **hospitalised and seriously ill children** and their families. In this fundraising pack you will find everything you need to raise funds **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 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 **20 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 **voluntary donations** and therefore relies on people raising funds for us. 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.



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

£100.00+

could cover the printing costs of 200 activity packs

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 event planning 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!



Location

Make sure to choose an appropriate venue for the event you are hosting. You could hold it at home, school, work, or reach out to places, such as a local community centre or pub for more public and larger fundraising events!



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.



Support team

If it's needed, find people to help with planning and running the event. You could ask friends, family members and 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 local public places. Hand out leaflets giving details about your event; or advertise your event on local radio and newspapers. 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.

Day of event

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!



Product and Item Donations

As a small charity, we rely on the generosity of individuals and organisations to help us continue making a meaningful difference to the lives of seriously ill and hospitalised children. As well as fundraising, another way you can support is through product and item donations.

We are always grateful to receive donations of new, unused items that can be included in our bravery packages, activity packs, donated to hospital wards, and more.

Examples of suitable items include:

- Toys (for a range of ages)
- Craft kits and stationery
- Board games
- Self-care and wellbeing items (e.g toiletries, face masks, blankets)
- Electronic and tech accessories (headphones, tablets, etc)
- Plush toys



and much more. If you are ever unsure, please contact us and we can confirm if the items are suitable.

There are many ways to get involved:

- **Host a toy or gift drive** - collect new toys, books, or games for children in hospital.
- **Organise a collection day** - invite your workplace, school, or community group to gather donations such as toiletries, activity sets, or stationery.
- **Donate surplus stock or seasonal gifts** - businesses can give new items that might otherwise go unused.
- **Create themed bundles** - put together care or comfort packs for children, teenagers, or parents.

Every item donated helps us make hospital stays and difficult days a little brighter

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.



Providing more information about Cards for Bravery

Give advice regarding publicity of your event and we can help publicise it where possible



Provide a letter from Cards for Bravery confirming that you are raising money on our behalf

We can help you with things such as:

Help to answer any questions you may have on organising your fundraising event, including legal requirements

Help with creating sponsorship forms and creating online sponsorship pages, such as JustGiving and GoFundMe

Provide assets for promoting your event and for use on the day where possible, such as downloadable logos, poster templates, leaflets, posters, collection boxes and more.



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, CM7 2NL

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 may require a license, 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
B	Bingo night, bake sale, bike ride, barbeque
C	Craft fair, car boot sale, coffee morning, car wash
D	Dog show/walk, disco, dancing marathon, drawing challenge
E	Exercising challenges, eating contest, egg and spoon race
F	Facebook fundraiser, fun run, film evening, fancy dress day
G	Games night, golf day, 'guess how many' competition
H	Hiking challenge, head shave, horse race
I	Iron man challenge, indoor market, ice cream stand
J	Jewellery making, jigsaw marathon, juice stand
K	Knittathon, karaoke night
L	Lego contest, loose change collection
M	Murder mystery, marathons, music festival/concert

N	'Name the' competition, nail art, needle work
O	Outdoor theatre, office fundraising, obstacle course, open mic
P	Poetry reading, poker night, plays
Q	Quiz night, quiet hour, quilt making,
R	Readathon, raffle, race nights, running challenges
S	Sports day, sky diving, street party,
T	Talent shows, table tennis tournament, tea party, treasure hunt
U	Uniform free day, used book sale, university challenge
V	Video game stream/marathon, vintage sale
W	Walking challenges, wishing wall fundraiser, walks
X	X Factor competition, Xmas fair
Y	Yoga marathon, yoyo contest, YouTube stream
Z	Zumba challenge, zero waste day