



The University of
Nottingham

UNITED KINGDOM • CHINA • MALAYSIA



Children's
Brain Tumour
Research Centre

Your fundraising pack

Whether you prefer to keep your fundraising simple, or have a little more time to organise something extra special, thank you for everything you do to help create a brighter future for children with brain tumours



Thank you for supporting us

You have chosen to help the hundreds of children and families every year who are faced with the terrifying diagnosis of a brain tumour. Thank you.

For the past 20 years, our researchers and clinicians at our Children's Brain Tumour Research Centre (CBTRC) have been at the forefront of leading-edge research. They have worked tirelessly to improve diagnosis, treatment and awareness, saving the lives of thousands of children around the world, as well as here in Nottingham.

From the start, donors, volunteers and fundraisers have all helped make the CBTRC into the world-leading research centre it is today - but now we need you more than ever.

Did you know?

- Brain tumours form a quarter of all childhood cancers
- Thanks to HeadSmart campaign the average time taken to diagnose a child in the UK has halved
- Today, 7/10 children survive a brain tumour- more than ever before
- But those who do survive are often left with life-long disabilities
- Progress is slowed because researchers receive less than 1% of the UK's cancer research funding

In this pack you will find lots of fundraising ideas to get you started but if you want to chat about any fundraising ideas or about the cause please contact Louise Shaw on 0115 74 84809 or at louise.shaw@nottingham.ac.uk.

You are helping us to:

- Find tumours early

When a child is diagnosed late, we need to give high volumes of powerful, toxic cancer-fighting drugs to kill the tumour, which can leave them struggling to manage the side-effects for the rest of their lives.

- Unlock the secrets of brain tumours

We are working to find the most successful and least damaging treatments for the different types of tumours. This includes better understanding the molecular biology of cancer cells and the role of genetics; developing high-resolution imaging techniques to improve diagnosis and predict a child's response to treatment; alongside new ways to help save the sight of children facing a lifetime of blindness as a result of their cancer.

- Make existing treatments more effective

We are working on a way to give children treatment called intrathecal therapy, where cancer-fighting drugs are injected directly into a child's spinal fluid or brain. Getting these powerful drugs directly into the tumour, we can use far less. Lower toxicity mean less harm to the healthy brain and body – a good thing for everyone.

Together, we can not only save lives but develop the treatments which give children in need the best chance to recover and live the lives they were always meant to have.



Step one: How can you collect money?

1. Set up a JustGiving page:

Visit <https://www.justgiving.com/campaigns/charity/universityofnottingham/lifecycle7> and click on 'fundraise for us' to set up your page.

To maximise your online fundraising page:

- Get a good picture and description- say why you're raising money and what you're doing
- Share your page with your friends, family and colleagues.
- Social media is your friend- JustGiving say that a share on Facebook is worth an average of £10, so ask your friends to help you out
- Say thank you when people donate!
- Do regular updates to make people understand the lengths you're going to for the cause
- If you collect cash as well, either pay it onto your page or send it to us and record it in your 'offline total'

2. Collecting cash:

- Print off the sponsor form at the end of this pack. Ask people to sponsor you and remember to collect it at the end!
- Get in contact with Louise if you want collection tins- they are useful for events or if you know people who will be able to put them out on a bar or in a shop
- Just note that you are responsible for making sure the money comes safely to the charity



3. Paying in cash:

Send us a cheque or come and say hi!

- Cheques made payable to The University of Nottingham can be posted to the Community Fundraising Manager, CARO, Pope Building, University Park, Nottingham, NG7 2RD. Don't forget to let us know what you have done for us and please include your contact details.
- The Campaign and Alumni Relations Office (CARO) is located on the ground floor of the Pope Building, University Park and is open Monday – Friday, 9am -5pm.

Fundraising ideas:

Keen to start fundraising but struggling to think of ideas? Have a look at our handy A-Z of fundraising ideas for some inspiration!

Auction of Promises

Battle of the Bands

Did you know you may be able to get reduced equipment hire from TEC if you are holding an event like this for us? Contact us for more information.

Car Wash

Dodgeball Tournament

Eighties Night

Fashion Show

Companies like www.charityfashionshows.co.uk will organise a show or you. All you need to do is sort out a venue and sell the tickets!

Give it up

Always on your smartphone? Spending too much money on your morning latte? Get sponsored to give it up for a week or more or donate any money you might have spent to CBTRC!

Head Shave

It's a Knockout

Jailbreak

Karaoke Night

Limbo Competition

How low can you go? Challenge friends and charge for entry into the contest.

Marathon

Taking part in a 10k, half marathon or other running event? We can support you with your fundraising and supply you with your own CBTRC running vest.

Night In

Host your own party instead of going out! Charge for entry and maybe have a go at mixing your own cocktails to sell to your guests.

Odd Job Day

Poker Night

Quiz Night

Raffle

Ask local companies if they will donate a prize. Contact us for an authorisation letter if you will be approaching several places. We can also give advice about any licences needed.

Skydive

Experience the thrill of a tandem skydive! Contact us for more information about our jumps from Langar Airfield.

Take Me Out

Fancy yourself as the new Paddy McGuinness? Host your own version of the show and raise money by charging your audience an entry fee.

University Challenge

Virtual Tournament

Invite friends round for an Xbox challenge! Raise funds by charging an entry fee or get sponsored to reach your personal best or by holding a 24 hour tournament!

Walk

Organise a sponsored walk and invite others to join you. Please contact us for some local routes.

Xmas Fancy Dress

Get sponsored to dress as an elf, reindeer or Santa for the whole of December (or maybe just for a night out!) or get your friends or colleagues involved for a nativity themed joint effort!

Your Sport

Plan an event with your sports team – you could organise a tournament that other people could join in with or arrange a bucket collection at your next fixture.

Zumbathon

Get fit and raise funds at the same time! If you already go to a Zumba or Spinning class why not ask if they will hold a sponsored event?

Challenge yourself!

We have some very exciting challenge event opportunities for 2017.
Contact impactcampaign@nottingham.ac.uk to get more
information or to sign up!

Skydive from 10,000ft

World record attempt 17th June 2017

Trek the Great Wall of China

7th -16th September 2017

Climb Kilimanjaro

27th September- 7th October 2017



Get planning

Put some time into the planning and you'll reap the rewards. Choose a date that works for you and for those you want to get involved (friends, family, colleagues) – making sure it doesn't clash with other events. Choose a venue that has all the facilities you need – from enough space inside to parking outside. You'll also need to check the venue's public liability insurance to make sure it covers the owners' liability risks. Please check if you need any licences- for raffles or alcohol sales, for example.

Set your budget

If you are holding an event, prepare a simple budget which includes the costs you expect to incur (promotion, venue, materials) and estimate how much money will come in (tickets, sponsorship etc). Don't be afraid to ask suppliers for support – they may offer a discount or donate goods or time. Local companies might also be willing to sponsor your event or provide a raffle prizes.

Spread the word

Tell people about your activity. Ask friends, family and colleagues to help you. Get the word out through social media or by putting up posters or leaflets. And don't forget to tell us too – we can help you drum up interest.

Enjoy your event

After all the hard work is done and the day is finally here, make sure you time to have some fun too. You've done something fantastic – enjoy it!

Pay in your money

It's easy to send us the funds you have raised. You can send a cheque payable to The University of Nottingham to:

Community Fundraising Manager, The University of Nottingham, Campaign and Alumni Relations Office, Ground Floor Pope Building, University Park, Nottingham, NG7 2RD

Or email louise.shaw@nottingham.ac.uk for our bank details.

Pat yourself on the back

You've done it! All your efforts and energy are helping fund life-saving research at The Children's Brain Tumour Research Centre. Thank you for everything you've done.

Tell us what you did:

We'd love to hear what you've been up to in support of Children's Brain Tumour Research Centre. Please email louise.shaw@nottingham.ac.uk with the details of your event and maybe a photo or two – you might even be featured on our Facebook page!

