



Solving Kids' Cancer UK Challenge Events Fundraising Pack

Help us to support children and families affected by childhood cancer



**Solving
Kids'
Cancer
UK**

Thank you!

Thank you for choosing to support **Solving Kids' Cancer UK**.

By fundraising for us you are helping us to provide vital support to children and families across the UK affected by neuroblastoma and other childhood cancers, drive innovative clinical research and raise awareness of the impact of childhood cancer

We are striving to ensure our work has a positive and lasting impact for children, their families and the wider oncology community.

We couldn't do what we do without amazing fundraisers like you so thank you!

Starting your fundraising can feel daunting, but you're not alone. This guide is packed with tips, ideas, and resources to help you hit your target and make it fun, safe, and successful. We believe in you—let's do this together!

Best wishes

The Fundraising Team



Have a question?

Whatever your question might be, we're here to help. So why not reach out to fundraising team:

fundraising@solvingkidscancer.org.uk



Teddy's Story

Train-loving Teddy had just turned three and become a big brother to baby Rupert when, after multiple trips to the GP for fevers and discomfort, and several visits to A&E for pain in his sides, he was diagnosed with stage four high-risk neuroblastoma. After his diagnosis, Teddy faced 18 months of intensive treatment, which included high-dose chemotherapy, stem cell transplants, radiotherapy, and immunotherapy. As part of his frontline treatment, he was enrolled on to the SIOPEN High-Risk Neuroblastoma 2 Trial, a critical study aimed at evaluating the effectiveness of current standard therapies across Europe, while exploring new approaches in induction chemotherapy, consolidation chemotherapy, and radiotherapy. The trial's UK sites were co-funded by Solving Kids' Cancer UK and Neuroblastoma UK, ensuring that children in the UK had access to the same standard of care and targeted therapies available to children across Europe.

In January 2024, Teddy completed his frontline treatment, and his post-treatment scans confirmed that he had had a complete response to the treatment, with his medical team declaring there to be No Evidence of Active Disease (NEAD). After a year of accessing a maintenance option at Penn State Children's Hospital, Teddy has now finished treatment and is being closely monitored by his UK treating team, while enjoying being back at school and spending time with his family.

How your fundraising will help

Solving Kids' Cancer UK is a dedicated children's cancer charity with children and families firmly at its heart. We are committed to improving outcomes for children affected by childhood cancer both today and in the future. Our work drives innovative clinical research and raises vital awareness of the impact childhood cancer has on young lives. We have particular focus and expertise in neuroblastoma, a rare and complex childhood cancer.

Childhood cancer is the leading cause of death by disease in children, yet research into treatments remains critically underfunded, and progress frustratingly slow. As a result, young children are often subjected to brutal and toxic treatments with life-altering side effects. Solving Kids' Cancer UK exists to change this.



Our Top Fundraising Tips:



Get online and create a fundraising page – we recommend **JustGiving**. It's quick to set up and they send your donations directly to us. **Skip to page 4 for tips on setting up your JustGiving page.**



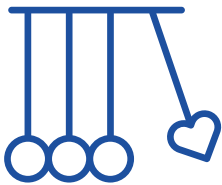
Enjoy the process – most importantly have fun while fundraising!



Say it loud, say it proud – tell everyone you know about the amazing challenge you've signed up for, why you've chosen this event and why you've chosen Solving Kids' Cancer UK – link to your fundraising page, add this to your work email signature and share it on your socials.



Personalisation is key – every fundraising journey is unique, so why not personalise your page to reflect your own experience.



Don't lose momentum – keep your donors regularly updated with your progress, keep sharing what you're doing and keep going!



Say 'yes' to Gift Aid and encourage all your tax-paying donors to do the same. Donating through **Gift Aid means Solving Kids' Cancer UK can claim an extra 25p for every £1 donated.**

Having lived through my own son's neuroblastoma journey, it's personally very important to me to help raise funds for research and to support other children with the disease and their families.

*I am profoundly grateful to everyone who has contributed to the **raffle I organised in aid of Solving Kids' Cancer UK each September**. Their engagement has **raised more than £30,000** since 2019.*

I also owe an enormous debt of gratitude to Mark Owen, whose generosity in donating amazing prizes over the years has created immense buzz and sent raffle ticket sales soaring.

Knowing that this money will improve – albeit in a small way – the lives of children with neuroblastoma is what drives me to try to make a difference.

Lara Polati, Ambassador, Solving Kids' Cancer UK



What your fundraising makes possible

Every pound you raise brings hope to children and families facing neuroblastoma. Use these impact examples in your conversations, in your fundraising communications, and in social posts—they show just how far your support goes.

Everyday impact

£10

could pay for a **special gift for a child** during hospital treatment bringing comfort at a difficult time.

£25

could pay towards **travel for a family attending a hospital appointment** easing the financial strain of neuroblastoma care.

£50

could pay for a **support call with parents** whenever they need us, offering expert guidance and a listening ear.

£100

could provide a **week of bereavement coaching for one family**, giving them dedicated time with trained coaches to navigate the unique challenges of losing a child to neuroblastoma and find ways to face the future.

£400

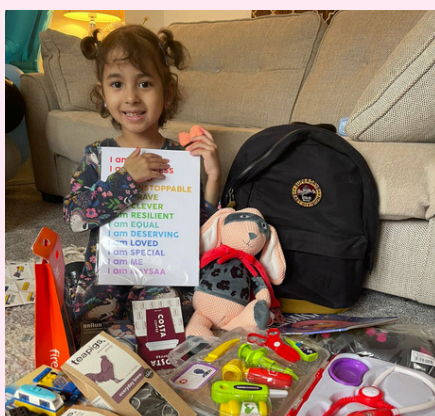
could provide **two Big Love Fund grants** to help families pay for temporary accommodation close to hospital, allowing parents to stay near to their child during critical treatment.

£830

could provide a **place for one family on our six-week post-treatment coaching programme** – specialist group support for parents whose child has completed treatment for neuroblastoma, helping them cope with fears of relapse, manage lasting side effects and rebuild a sense of normality.

£1,000

could **fund a week of Solving Kids' Cancer UK Research Manager's time**, helping to coordinate clinical trials that offer hope to families and accelerate the search for safer, more effective treatments.



Be a Super Fundraiser with **JustGiving™**

We know how much passion, time and planning, goes into your fundraising activities, and setting up a **JustGiving page** is the quickest and easiest way to get your fundraising off to a flying start.

It only takes a few minutes, and once your page is live, JustGiving takes care of all the admin — so you can focus on smashing your fundraising and raising life-changing funds for children affected by childhood cancer.

How do I set up a page for Solving Kids' Cancer UK?

1. It's easy all you have to do is visit <https://www.justgiving.com/charity/solvingkidscancer>
2. Click "**Fundraise for us**"
3. **Sign in** or **create an account**
4. Tell everyone what **amazing challenge** you're taking on
5. **Personalise your page** to make it uniquely yours
6. **Share, share, share** your page!

TOP TIP



It's always a great idea to let your employer know about your fundraising, as many will often match your total"

Top Tips for your JustGiving Page



Upload a photo - A picture brings your page to life! Share a bold, bright profile photo and keep adding new snaps from your training or preparations.



Set a target - Targets are powerful! They give you something to aim for, show supporters how close you are to hitting your goal, and often inspire people to chip in that bit extra. And if you smash your target early... raise it and keep going!



Show how supporters' donations will help - People love knowing the impact they're making.



Share your story - This is where the magic happens! Tell people why you chose Solving Kids' Cancer UK, what inspired your challenge, and why the cause means so much to you.



Email/WhatsApp your contacts. Start by sharing your page with your friends and family people. Once you've got momentum, send your page into your group chats, family chats, work chats... the more eyes on your page, the more support you'll gather.



Use your socials - Share updates, photos, videos, and milestones on socials. Regular posts help build excitement, spread your story far and wide, and bring in new supporters.



Add your page link to your email signatures - Pop your JustGiving link into your email signature and let it quietly work its magic!



Don't forget to say thank you! - Thank your supporters with a message, a post, or a quick update. A warm thank you often brings supporters back again!

Shout about it

Well, not literally – unless you want to! Sharing your fundraiser on social media can send your donations soaring.

Here's how you can do it

- **Keep reminding people** what you're doing by sharing your JustGiving page if you have one.
- **Post in any group chats** you're a part of and ask members to donate.
- **Share training updates** with your donors. They are invested in your challenge and you never know they may donate again!
- **Share your fundraising page** with your networks on social media. Start a hashtag on Twitter or Instagram to track your progress and increase your reach.
- **Contact local press and radio** to let them know what you have planned.
- **Use local What's On websites and community groups** on social media to spread the word.
- **Local stores and supermarkets** will often have noticeboards you can use to promote your event.
- **Take loads of photos** of your fundraiser to share afterwards.
- **Thank people** for donating. It means a lot and might remind someone else to donate too!

Don't forget to follow us on social media and share your story.



[skc365](#)



[Solving Kids' Cancer UK](#)



[SolvingKidsCancer365](#)



[SKC UK](#)

You can also contact us by email
or phone:



fundraising@solvingkidscancer.org.uk



0207 284 0800



Our Top Fundraising Ideas



Here are some of **our favourite and most popular fundraising ideas**. You can find hundreds more in our [A-Z guide](#).

The Classics

-  Fancy dress or non-uniform day
-  Hold a raffle
-  Sweepstake
-  Head shave



Let's Get Creative

-  Sell your handmade crafts
-  Give it up – whether it's coffee or your favourite treat!
-  Random acts of kindness board – donors pay to assign kind dares.



Things To Do Together

-  Bake sale or bake-off challenge
-  A gala, fete or golf day
-  Sports day
-  Quiz night



Go Virtual

-  Gaming marathon – 24-hour livestream challenge
-  Cook-along fundraiser
-  Steps or miles challenge
-  Get involved in a virtual challenge – Solving Kids' Cancer UK run regular challenges.



Let's Get Moving

-  Take part in a challenge event such as a half or full marathon
-  Take part in an abseil, skydive or wing walk
-  Organise a sponsored walk on your own or as a group
-  Get your sports gear on and get running, walking, cycling or skating



Don't forget to keep your fundraising legal and in line with the fundraising regulator, to check how you can do this see our [guide on Keeping it Safe and Legal](#).



The Legal Bits

Licenses and permissions

If you are organising a collection then you will need to make sure you have the correct licence/permission. For example, in public spaces you will need a licence from your local authority or a temporary event notice for music/sale of alcohol.

Health and Safety

- Completing a risk assessment for your event will help highlight any issues that need attention. More information can be found [Managing an event - HSE](#)
- If your event involves members of the public, you may need Public Liability Insurance. If you have a venue, they may already have this in place.
- For an event involving significant numbers of people attending, you need to consider having first aid on site.
- If you are planning on taking photos or video at an event, you need to make attendees aware that this is happening so they can request to opt out.

Handling Money

- Where possible have two people handling and counting money.
- Use a secure container or cash box.
- Never leave money unattended!
- Funds should be paid to Solving Kids' Cancer UK within one month of the activity taking place.

Need More Advice?

Call the **fundraising team** on
0207 284 0800 or email
fundraising@solvingkidscancer.org.uk
and we'll be happy to talk you through it.

Raffles

Raffles are a great way to drum up funds but make sure you're aware of the legalities beforehand. If you hold a small raffle on the day of your activity you do not need a license, provided all ticket sales and the main event take place during the main event. For all other raffles and prize draws find the latest advice and guidance at gamblingcommission.gov.uk.

Food Safety

- Visit www.food.gov.uk for guidelines on preparing, handling and cooking food.
- If you are using an external caterer, make sure they have a Food Hygiene Certificate, Public Liability Insurance and Risk Assessment.

Send it Safely

You did it! Now's the important part- getting your hard-earned donations and sponsorship to the children and families who need it most.

1. Pay in your donations online [here](#). When you make the donation be sure to include details of your fundraising activity so that we know how the funds were raised.

2. Send a cheque. Cheques should be made payable to 'Solving Kids' Cancer UK', and sent to: Solving Kids' Cancer UK, Unit 02-03, Salisbury House, 29 Finsbury Circus, London, EC2M 7AQ. Please include a letter with your name, contact details and fundraising activity so that we can confirm receipt.

3. Pay your donation directly into the bank or via bank transfer. You can make a donation in-person at any NatWest bank or by making an online bank transfer. Contact us and we can provide you with the details to use.

Frequently Asked Questions

What happens if I can no longer take part in my challenge/ fundraising activity?

If you're no longer able to take part in your challenge/ fundraising activity we ask that you email to let us know and as early as possible. If this is a challenge event, we may be able to offer your place to someone else.

Can I also fundraise offline?

Of course! If you're hosting fundraising events or you've received cash donations you'd like to pay in, we can help with this. Simply visit the ways you can give section of our website or email fundraising@solvingkidscancer.org.uk and let us know which event/ fundraising activity you took part in.

How can I order Fundraising materials?

We would love to send you any additional fundraising materials you might find helpful in branding your event to let people know you're supporting us. Simply email fundraising@solvingkidscancer.org.uk to let us know which materials you require.

Is there a deadline for paying my sponsorship money in?

Yes, if possible all donations should be paid in within one month of the fundraising activity but if this poses a problem please get in touch with us.

Can you help with fundraising ideas?

We're here to support you to make your fundraising ideas a reality, we'd love to hear any ideas you have and offer friendly advice on how best to proceed with these.

Your Checklist to Success!

Ready to get going? Here's a quick roadmap for your fundraising journey!

- ☐ **Choose your activity** - something from our fundraising list or an idea of your own.
- ☐ **Where & When** - Set a time and date for your event. Remember to make it accessible to all abilities.
- ☐ **Set your target** - Try to be ambitious; setting a target is a brilliant way of keeping everyone motivated and accountable. Decide how much you will raise and how you will collect your donations. Our FAVOURITE is through JustGiving!
- ☐ **Let everyone know including us** - Shout it from the rooftops, SPREAD THE WORD to reach as many as you can. We can support you with materials and promotion ideas and are always on hand to offer our advice and expertise.
- ☐ **Celebrate together** - pat yourselves on the back, you should be so PROUD of all your achievements.
- ☐ **Don't forget to say 'yes' to** *giftaid*

TOP TIP



It's always a great idea to let your employer know about your fundraising, as many will often match your total.



Useful Links

Set up a Solving Kids' Cancer UK JustGiving fundraising page:

<https://www.justgiving.com/charity/solvingkidscancer>

Tell us about your fundraising event:

<https://www.solvingkidscancer.org.uk/forms/tell-us-about-your-fundraising/>

Keeping your fundraising safe and legal:

<https://www.solvingkidscancer.org.uk/get-involved/fundraising/keeping-your-fundraising-safe-and-legal/>

Order fundraising supplies:

<https://www.solvingkidscancer.org.uk/forms/place-an-order/>

How to pay in your funds:

<https://www.solvingkidscancer.org.uk/get-involved/ways-you-can-give/>

A to Z of fundraising ideas:

<https://www.solvingkidscancer.org.uk/get-involved/fundraising/a-z-of-fundraising-ideas/>

JustGiving Tips:

<https://www.justgiving.com/for-fundraising/how-to-create-a-fundraising-page>



Thank you!

Thank you for your support, without your help Solving Kids' Cancer UK wouldn't be here to support children and families when they need it most.

Get in touch

For more information and support with your fundraising:



fundraising@solvingkidscancer.org.uk



0207 284 0800



Registered with
**FUNDRAISING
REGULATOR**

[solvingkidscancer.org.uk](https://www.solvingkidscancer.org.uk)

Solving Kids' Cancer UK is a registered charity in England and Wales 1135601 and in Scotland SC045094