

On behalf of our patients both present and future, thank you for your support. To find out more about our work visit

www.clatterbridgecc.org.uk

or call us now on

0151 482 7948

The Clatterbridge Cancer Charity

Clatterbridge Road
Wirral
CH63 4JY

also at

The Clatterbridge Cancer Centre

Lower Lane
Liverpool
L9 7AL

fundraising@clatterbridgecc.nhs.uk

How to get your donation to us

There are a few ways you can get your money to us. Please complete the form below and return with your donation.

By Post - send a cheque payable to The Clatterbridge Cancer Charity to the address above.

In Person - call into the fundraising office and see us, we're in the main reception of the Centre.

Online - visit www.justgiving.com/ccotrust to make your donation or set up an online fundraising page.

Company / Organisation / School (if applicable) _____

Your Name _____ Position / Role _____

Address _____

_____ Postcode _____

Please find enclosed £ _____

Tell us more about your event _____

 *give with confidence*
Registered charity number 1051727



**Organising an event for
The Clatterbridge Cancer Charity**

Your guide to raising money your own way

For more information:

0151 482 7948

www.clatterbridgecc.org.uk



**THE CLATTERBRIDGE
CANCER CHARITY**

Your guide to organising an event to remember

We've put together this simple checklist to make your life a lot easier. It'll help you to spot potential pressure points, see how your fundraising is progressing and plan for success!

Keep an eye on your costs

- ✓ What do you need to buy, how much are you going to spend and when do you need to spend it?
- ✓ Do you know any companies who can help? Let us know if you need a letter on official charity letterhead to approach local businesses.
- ✓ Keep an accurate record of all your financial transactions & if possible use a separate bank account

Where and when

- ✓ Make sure it doesn't clash with school hols, football matches or big events.
- ✓ What date is best for you? Have you left enough time for planning?
- ✓ Is it the right venue? Make sure its not too small or too big.



We're here to help!

Need banners, balloons or badges? We've got them. We don't stop there... we have t-shirts, sponsor forms, invaluable advice and much more. Just give us a call!

Tell the world - attract support & raise awareness

- ✓ If you have a personal reason for supporting Clatterbridge then share it with potential supporters and the local press. It will really help to bring your appeal to life and inspire others.
- ✓ Promote it at work; use email, intranet, staff notice boards or your newsletter.
- ✓ Use our sample press release and contacts list to send to the local media. If you send a photograph, make it eye-catching and interesting.

Keep it organised

- ✓ Keep a list so you know exactly what needs to be done and what equipment you might need
- ✓ Will you need help? If you're roping in friends and family to help then ask them in advance
- ✓ Get a Plan B - draw up a contingency plan, just in case the event cant go ahead as planned. Don't be scared to postpone or cancel an event if you need to.

Finally...

- ✓ Double check all your equipment is working and your volunteers know what needs to be done
- ✓ Say thanks! Let everyone know how much you've raised so they know how valuable their contribution is.

Keep it legal and keep it safe

There are a number of laws relating to charity giving, there are certain things you can and can't do when raising money. If in doubt please contact the Charity Team who should be able to give you any advice you need. Here are some of the more important points:

- ✓ Ensure your publicity materials include 'all proceeds/profits will go to The Clatterbridge Cancer Charity'
- ✓ Safety is so important. Always check facilities in advance, including fire exits.
- ✓ Raffles are carefully regulated and the only type of raffle that can be held without a licence is on for which the tickets are sold and prizes given on the same day. You cannot pre-sell tickets.
- ✓ If you want to sell alcohol at your event and the venue is not already licensed you will need to obtain one from your local police station. Alternatively, you can sell tickets which can be exchanged for drinks.
- ✓ Consider first aid requirements. Is it worth contacting your local Red Cross or St John's Ambulance.
- ✓ Collections must be organised through your regional office to ensure they do not clash with ongoing activity and that the relevant permissions are sought.
- ✓ If you are holding an event in a public place, tell the police and those responsible for the area you are going to use.
- ✓ The Clatterbridge logo is our trademark and can only be used within certain guidelines, so please contact our team who will give you the advice you need.

Your event is so important to the work we do here. We are the only charity directly raising money for Clatterbridge cancer patients across the region.

We are dedicated to providing outstanding care to patients at our centre in Wirral, our satellite radiotherapy centre in Aintree and our network of chemotherapy clinics in local hospitals across the region. The money you raise by organising your own event will help us to continue offering the most up to date treatment, support our research, treat our patients with the best equipment and provide vital support services that would otherwise be unavailable.

A final word about your event... have fun!

If you choose an event you enjoy, your enthusiasm will rub off on everyone around you and it means you'll have a great time too!

Good luck & thank you



For more information about holding an event visit www.clatterbridgecc.org.uk or call 0151 482 7948