



fundraising pack

LETS WORK

TOGETHER

TO SUPPORT THOSE AFFECTED BY CMN



Registered with
**FUNDRAISING
REGULATOR**

www.caringmattersnow.co.uk

Registered Charity No: 11192670



caring matters now

UK Charity for those affected by Congenital Melanocytic Naevi

hello

CARING MATTERS NOW IS THE ONLY DEDICATED CHARITY IN THE UK & IRELAND SUPPORTING FAMILIES AFFECTED BY CONGENITAL MELANOCYTIC NAEVUS. THROUGH YOUR FUNDRAISING EFFORTS, CARING MATTERS NOW IS ABLE TO PROVIDE PRACTICAL AND EMOTIONAL SUPPORT FOR CHILDREN AND ADULTS LIVING WITH CMN, FUND PIONEERING RESEARCH TO FIND THE CURE FOR CMN, AND RAISE GLOBAL AWARENESS OF CMN.

In this pack you will find some helpful tips to get you on your way with your fundraising. It includes:

- A-Z of fundraising ideas
- CMN information leaflet
- Blank CMN poster for you to advertise your event
- Sponsorship form
- Fundraising tips
- Social media toolkit
- How to pay in your funds
- Gift aid form

Did you know we have lots of CMN branded items which could help you in your fundraising? Including bunting, balloons, t-shirts, wristbands, hoodies and lots more. Visit our website for more information or get in touch to see how we can help.

It means so much to all of us at Caring Matters Now that you have chosen to support us.

We are on hand to support you in any way we can, so please do not hesitate to get in touch with us by emailing fundraise@caringmattersnow.co.uk

Enjoy your fundraising and

thank you





caring matters now

A^{to}Z

Fundraising Guide

Want to raise money to support Caring Matters Now, but don't know where to start?

Whether you're a first timer or a regular fundraiser, everybody needs a little inspiration sometimes. Take a look at our A-Z Fundraising Ideas, it's packed full of great suggestions to get you started. Once you've chosen how you would like to raise money for Caring Matters Now, take a look at our step by step guide to help you plan your event.



Auction of Promises

Dog walking, babysitting, gardening, cleaning, ironing - and sell them to the highest bidder!



Golf Day

Are you or someone you know a keen golfer? Organise a golf day or even a golf competition. Start talking to your local golf course for ideas and support.



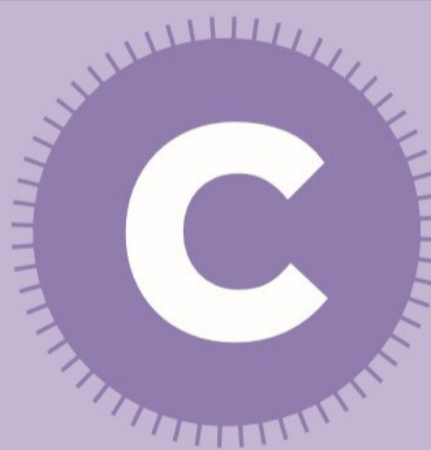
Bake Sale

Who doesn't like home-made cakes! So, bake, bake, bake and sell your delicious cakes to friends, family and work mates.



Hair Cut / Head Shave

Are you brave enough to part with your lovely locks? Get sponsored to have the chop or go one step further and shave it all off to raise awareness and funds.



Coffee & Cake Morning

Organise a fun filled morning of coffee, tea, biscuits, cakes. Host at home, local community centre, school or work. Maybe add in a raffle or name the teddy!



Indulgence Day

Round up your pals for a day of pampering and yummy treats. Foot spa, facials, nail painting, glass of bubbles and sweet treats.



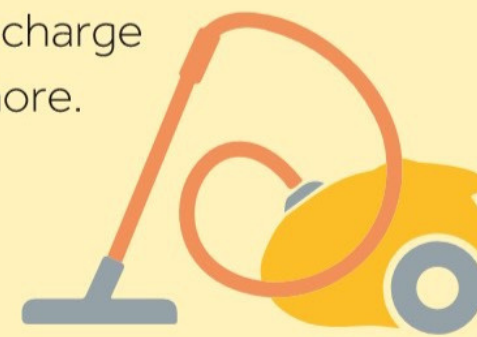
Dress Up or Dress Down Day

Get sponsored to swap your school uniform or work wear for something fancier – or casual, maybe even your pj's!



Jobs Around the House

Make a chores list and charge for each completed chore. This is a win, win fundraiser for all!



Extreme Challenge

Take your fundraising to the next level and book an extreme challenge; abseiling, ski diving, obstacle course.



Karaoke Night

Rent or borrow a karaoke machine and either at home, in the local pub or community hall, host a karaoke evening. Sing to your hearts content!



Fetes, Fairs, Festivals

Music, stalls, crafts, cakes, bouncy castles, get yourself a big open space, recruit all your friends and family and run your own outdoor event!



Loose Change Collection

Get yourself a Caring Matters Now Collection Box and fill it with loose change and pennies! Order them from our website.





Music Event

Bring music to your local community with a themed concert or sing along event. Collect an entry fee on the day and sell refreshments.



Treasure Hunt

Organise a treasure hunt for friends, family or the local community. Lay a trail of clues with an exciting prize at the end. Pay to play!



Name the Teddy

A favourite! Buy a teddy and draw up a list of potential names. Get players to pay a fee for each guess and the winner either wins the teddy, a prize or a share of the funds.



Unwanted Stuff

Why not collect everyone's unwanted clothes, shoes, accessories and organise a swishing night where you charge for items or charge an entry fee?



Obstacle Course

Sign up for an organised event or create your own in a big field and charge people to participate. You could do this alone or why not recruit friends and have a team!



Virtual Challenge

Cycle to Rome on your exercise bike or trek or run London to Scotland on your treadmill. Simply choose your challenge, work out the distance and get sponsored.



Pub Quiz

Everyone loves a good old pub quiz, so why not set one up at your local pub or local venue to raise funds. You could even organise this online, so those not local can participate too.



Wine tasting evening

Charge an entry fee and lay on wine, but keep them disguised so they don't know what wine it is until the end of the session.



Quit Something

Could you give up your greatest love! Whether its chocolate, sweets, sugar or even Netflix or box sets, ask your family and friends to sponsor you to take on this challenge.



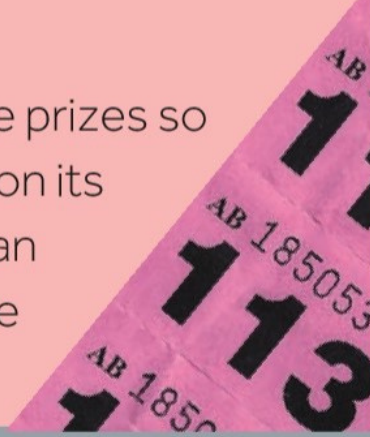
Xbox or PlayStation Marathon

Get your buddies together for a mammoth gaming session and ask for a small fee to take part. It's the perfect excuse to game all night!



Raffle

Ask local businesses to donate prizes so you can raffle them off. Great on its own but can also work well as an extra fundraiser at an event like the coffee and cake morning.



Year Long Challenge

New Year – new start, so get sponsored to take on a year-long challenge, such as cooking a dish from scratch each week, training for a marathon or giving up your favourite treats for a year!



Sponsored Sports Events

Do you love sports? Get sponsored to participate in one of our organised sports events detailed on our website or sign up to a local fun run.



Zumbathon

Find a local Zumba teacher and organise a fun fundraising Zumba session. You choose how long you want to do it for and charge a small fee to join in.



Fundraising Step by Step Guide

Now you've made the decision on how you want to raise money for Caring Matters Now, take a look at our simple Step by Step guide to help you start planning.

1. Create a plan of action

Set a date for your fundraising event and consider your fundraising target. Create a task list of everything you need to do to make your event a roaring success.

2. Set up a JustGiving page

A JustGiving page makes it easy for your friends and family to sponsor you or donate. Personalise your page, add photos and tell people why you have chosen to support Caring Matters Now.

3. Tell us about your event

Get in touch to let us know about what you're planning and register your fundraising event through our website.

4. Order your resources

We have many free fundraising resources including t-shirts, posters, leaflets, balloons and collection boxes, to help you promote your event and encourage donations.

5. Tell everyone about your event

Use social media to spread the word, display posters of your event, send invitations by post and email to all of your contacts.

If you have any questions or need support, please get in touch info@caringmattersnow.co.uk.



Caring Matters Now is the only dedicated UK charity supporting those affected by Congenital Melanocytic Naevi

The 3 main aims of the charity are:

- To support those affected by CMN
- To raise awareness about CMN
- To raise funds for the CMN research

What is Congenital Melanocytic Naevi (CMN)?



CMN is a brown or black mole present at birth



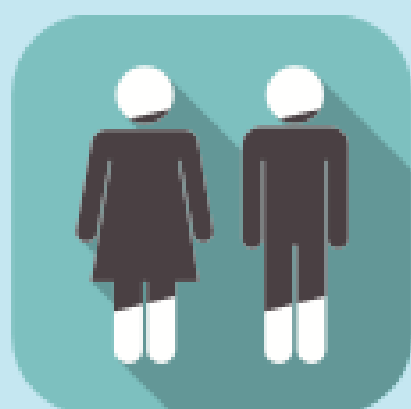
CMN can be very numerous and appear on any part of the body



Large or multiple CMN are untreatable



Those with CMN have to deal with constant questions about why they look different



CMN covers up to **80%** of the body



1 in 10 of high-risk patients develop melanoma



2 in 10 have neurological complications



90% of melanoma cases in children are fatal

All statistics stated above are taken from research projects undertaken at UCL focused on children affected by CMN.

What can you do to help?

Contact **Caring Matters Now** today to discuss ways we can work together to help those affected by Congenital Melanocytic Naevi



07786 458883



info@caringmattersnow.co.uk



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Caring Matters Now



PO Box 184



St Ives



PE27 9DU



www.caringmattersnow.co.uk

Registered Charity No: 1192670



sponsorship form

PLEASE SPONSOR ME, I AM DOING...

Title	Forename(s)		
Surname		Contact Number	
Address			
Postcode		Event Date	

Please complete all details in **BLOCK CAPITALS**. **Please Gift Aid your donation so we can claim Gift Aid tax relief of 25p on every pound you give – at no extra cost to you.** Just tick the box and don't forget to give your full home address and postcode. *By ticking the Gift Aid box, I confirm that I'm a UK tax payer and want to Gift Aid my donation and any other donations I have made in the past four years or make in the future to Caring Matters Now. I'm aware that The Charity will reclaim 25p of tax on every £1 that I give and understand that I must pay more Income tax and/or Capital Gains Tax for that tax year than the amount of Gift Aid claimed on all my donations, I know it's my responsibility to pay any difference. If my circumstances change, I will notify Caring Matters Now.
Please return this form to PO Box 184, St Ives, PE27 9DU or email to info@caringmattersnow.co.uk

First Name	Surname	House name/ number	Postcode	Amount pledged	Amount paid	Gift Aid ✓	Date
		We need both of these details in order to reclaim gift aid (company address is not accepted)					



sponsorship form

CONTINUED

First Name	Surname	House name/ number	Postcode	Amount pledged	Amount paid	Gift Aid ✓	Date
		We need both of these details in order to reclaim gift aid (company address is not accepted)					

Data Protection
We use the details you've provided to process your donation, including claiming any Gift Aid from HMRC. Your details, and those of your sponsors, are held electronically on a secure database. We promise to always keep the details you provide safe and we will NEVER share or sell the details you provide with unauthorised third parties. We will only hold the data until HMRC has successfully processed the gift aid claim. Please see our Data Protection Policy (www.caringmattersnow.co.uk/about-us/data-protection-policy/) for more information. If you have any queries, please get in touch and email info@caringmattersnow.co.uk or call 07786 458883.

Please return this form to PO Box 184, St Ives, PE27 9DU or email to info@caringmattersnow.co.uk

helpful tips



SET UP A JUSTGIVING PAGE

Using JustGiving is the easiest way to raise funds. You can ask friends and family to donate online and all of the money will come to us directly. All you have to do is go to our JustGiving page: www.justgiving.com/caringmattersnow and click on the 'Fundraise for us' button to get started creating your own page.

USE SOCIAL MEDIA

The best way to get the word out there about your fundraising efforts is to share it publicly as much as you can. Take a look at our Social Media guide within this pack for more detailed tips.

ASK THERE AND THEN

It is always easier to ask your sponsors to give you the money up front, if it is possible. This saves you the awkward job of having to chase them to collect it afterwards.

USE TEXT GIVING

You could ask those who are supporting or sponsoring you to make a donation via text giving. All they have to do is text the word 'GIVING' to 70560 to donate £10.
(TEXTS COST £10 PLUS ONE STANDARD MESSAGE RATE)

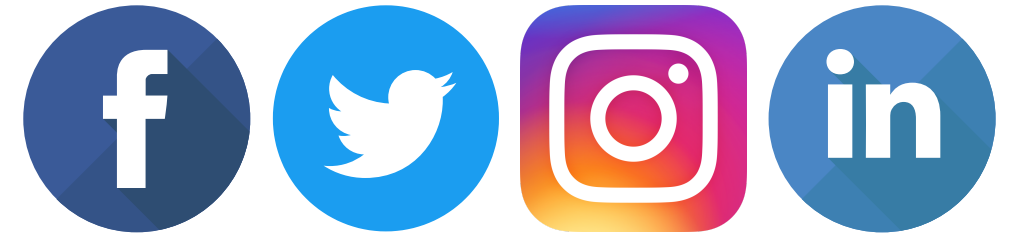
MATCH FUNDING

Ask your workplace if they will match fund you. There are a lot of companies out there that support charity fundraising in this way by matching any money that you raise.

GIFT AID

Whenever you make a donation, or you ask someone to sponsor you, always think about Gift Aid. Include the full address, and tick the box and we will receive an extra 25% of the donation, at no cost to yourself or those sponsoring you.

social media toolkit



GET INVOLVED - WHEN IT COMES TO SOCIAL MEDIA, THE MOST IMPORTANT THING IS JUST TO JOIN IN! THIS TOOLKIT CONTAINS JUST A FEW HELPFUL TIPS FOR YOU TO THINK ABOUT WHEN TAKING PART IN FUNDRAISING OR SUPPORTING CARING MATTERS NOW.

1

UPDATE YOUR FOLLOWERS

If you are fundraising for Caring Matters Now and you are asking your friends to support you, keep them up to date with how you are getting on. This will encourage them to give generously.

2

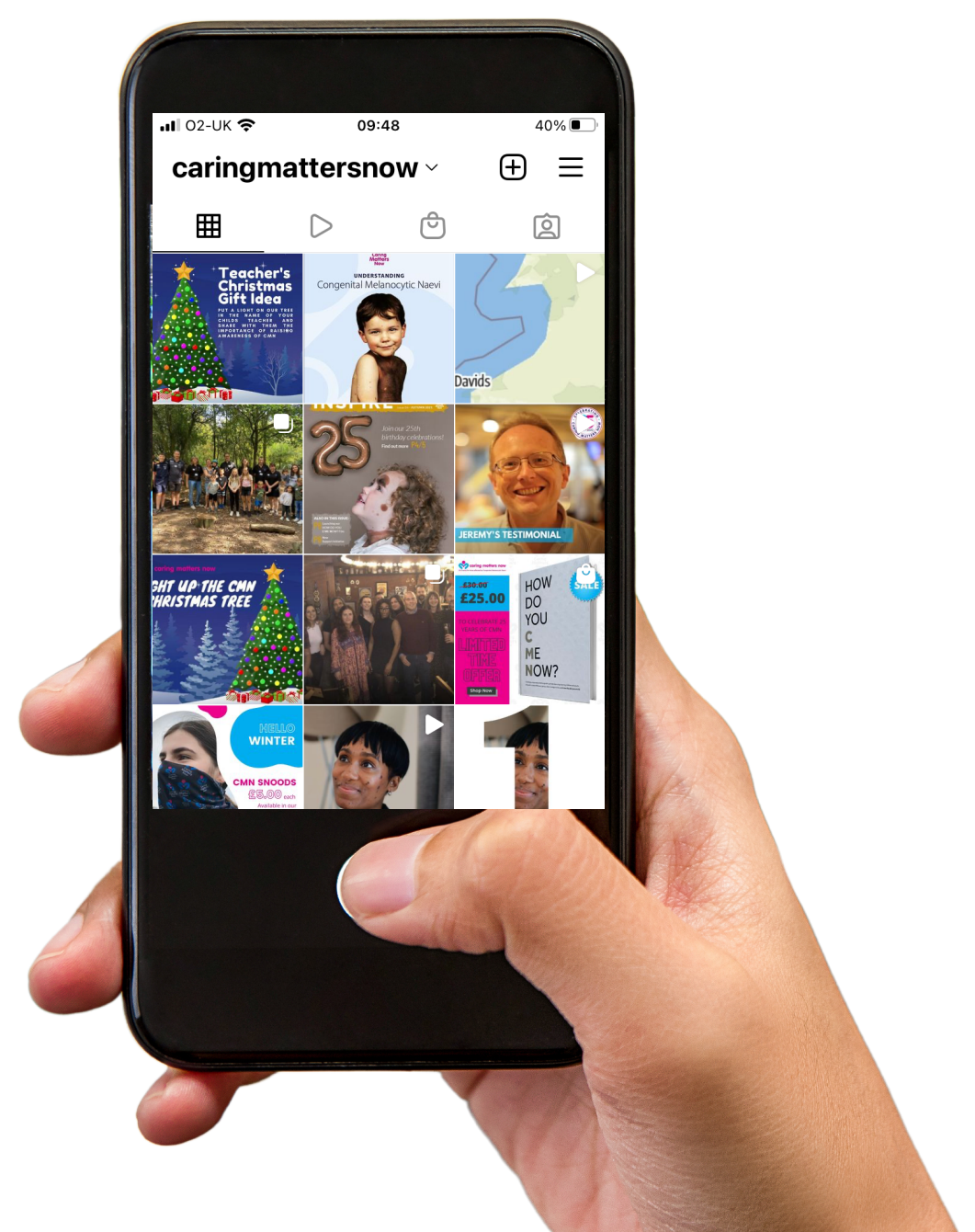
USE HASHTAGS

Using hashtags is a great way to get your posts noticed by a wider audience. You can use one of our Caring Matters Now Hashtags; [#cmn](#) or [#caringmattersnow](#) ... or you can create your own that is specific to your event.

3

SHARE & TAG

Whenever you are sharing posts about your efforts or involvement don't forget to tag us in it so we can see what you are getting up to and share it on our page. You can also share everything that we are getting up to by visiting our social media channels and sharing onto your own pages.



banking your funds

THERE ARE A FEW DIFFERENT WAYS YOU CAN PAY IN YOUR FUNDS TO CARING MATTERS NOW:



JUST GIVING

You can make your payment by visiting our JustGiving page here: <https://www.justgiving.com/caringmattersnow> - You can either set up a JustGiving page to share with friends & family, or you can make a payment yourself by clicking the donate button.



PAY IT ONLINE

If you want to make a one-off donation, you can do so by visiting our website: <https://www.caringmattersnow.co.uk/donate/one-off-donation>



POST IT IN

You can send a cheque made payable to 'Caring Matters Now' to us at:
PO Box 184, St Ives, PE27 9DU



Charity Gift Aid Declaration

Boost your donation to Caring Matters Now by 25p of Gift Aid for every £1 you donate. Gift Aid is reclaimed by Caring Matters Now from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

☐ I want to Gift Aid my donation of £_____ and any donation I make in the future or have made in the past 4 years to Caring Matters Now

I confirm I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

My details:

Title	Forename(s)
Surname	
Address	
Postcode	Date

Please notify Caring Matters Now if you want to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.