



CHALLENGE PACK



THANK YOU

By choosing to take on a challenge in support of Caudwell Children you are directly helping disabled children across the UK in desperate need.



WE ARE

THRILLED

...that you have chosen to take on a challenge for Caudwell Children. Our challenge team are on hand to chat through your ideas, answer your questions and provide you with as much help as you need.

You can contact us by email or by phone:

✉ challenges@caudwellchildren.com

☎ 01782 433 750

For the latest information about Caudwell Children, our challenge events and lots of other downloadable material, visit our website:

🌐 www.caudwellchildren.com

Just click on Fundraising and Events.

This pack is filled with everything you need to get you ready for the challenge ahead, whether you're just starting out or a seasoned fundraiser. Read on and remember, every penny you raise goes directly to change the lives of disabled children across the UK!



Help us today to change tomorrow

You know that buzz you get after a run or a cycle? The freedom you feel when you are pounding the streets, or sat in the saddle? Well, Cameron feels that too...

Cameron has cerebral palsy and while he may never compete in an event like you will, his trike means the world to him. It means his daily physiotherapy isn't so painful and rather than watching from the side lines he can now get out and about with his family and friends, just like any other child.

By taking on a challenge for Caudwell Children, you are directly helping children just like Cameron. Your fundraising could provide a young child like Cameron with a therapy trike so he can feel the buzz of cycling too.



“Crossing the finish line and smashing my fundraising target, you can't beat that feeling! It was hard work, but it all paid off in the end”.

Sara, Swansea Bay 10k



What makes us special

The Charity's management and running costs are covered by a kind benefactor so that donations go directly to help children in need

We don't believe in waiting lists for children

We treat families and their children as individuals

We're a national charity with a local heart

Your funds will help to transform the lives of disabled children across the UK. You will enable Caudwell Children to act as a safety net for families who are unable to gain the help they need by providing:

- Family support services and short break activities, at times of crisis
- Mobility and Sensory Equipment
- Access to life-saving surgeries and treatments
- Life changing therapy and support programmes for children with Cerebral Palsy and brain injuries
- Holistic therapies and support programmes for autistic children and their families
- Sports equipment to enable talented athletes to participate in competitive sport
- Fully supported family holidays for children fighting life threatening illnesses

JustGiving™ Helpsheet

Thank you for choosing to help us change the lives of sick and disabled children across the UK.

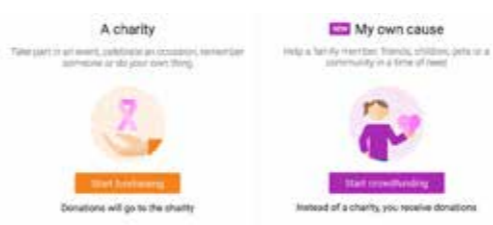
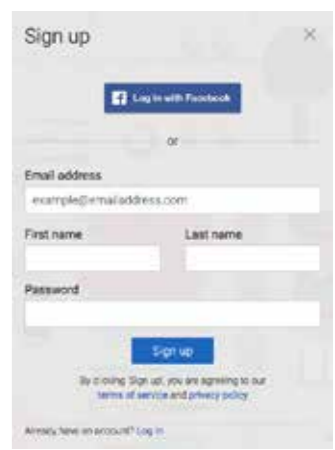
Setting up a JustGiving page is nice and easy and takes just a matter of minutes. There are no more paper forms, or chasing people for cash or cheques. Visit www.justgiving.com/caudwell to get started!

Here's how to get fundraising in 6 easy steps!

Start fundraising

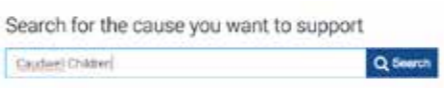
1 Click on 'Start Fundraising' to get started

2 If you already have an account, log in with your email address. If not, enter your email address and click 'Continue'. Enter your personal details and create a password for your account, then hit 'Sign Up'.
Alternatively use the 'Log in with Facebook' option.



3 Select I'm raising money for a charity, hit the orange 'Start fundraising' and follow the on screen instructions.

4 Search for 'Caudwell Children' as the cause you want to support. 'Select' the charity.



5 Choose 'Organised event' and scroll to find the event you wish to take part in, or simply add your own if the event is not already listed.



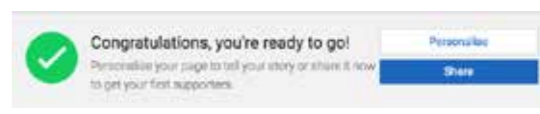
6 Create your JustGiving web address, supporters will use this to access your JustGiving page.



8 Share your JustGiving page wherever you can! Facebook, Twitter, via email or even on your own website!



7 Now you are ready to start personalising your JustGiving page. Here you can give your page a title add any other team members and tell everyone your story. Set yourself a fundraising target and fill in any other information you can. If you don't have time to do all this now, you can come back and amend your page at any time.



FUN DRAISING IDEAS



Car boot sale

Ask your friends and family to donate a box of items you can sell, all the money raised will go towards your fundraising total.

Introduce dress down days at work

Colleagues pay a fee to leave their suits at home.



Bake sale

Hold a cake stand at a local fete or at work. Check health and safety regulations.

Weight of the cake

Pay to guess the weight and win the cake if you're right!



Quiz night

Set one up at your local pub and test the local's knowledge on pop, trivia and sport!

Raffle

Ask local firms to donate prizes and sell tickets. Check raffle rules with the charity first.

Guess your time

Competitors guess how long it will take you to complete your challenge. The closest answer wins a prize.





FUNDRAISING IDEAS

There are lots of ways to raise money, all you need is some imagination and lots of enthusiasm!

Make the most of social media! Share your JustGiving page.

Regularly update your online giving page with photos and details about how your training is going.

Share your story tell everyone what motivated you to take on a challenge for Caudwell Children.

Collection tins can be provided, see if some local businesses, bars or restaurants will have some on their counters for you.

Ask everyone you know, even if vaguely, and try to get a big mail shot or email out at the earliest opportunity.

Apply for match funding with your work place, or your company's bank.

Share your sponsorship form on pay day you'll find people are often more willing to donate if they've just been paid.

Don't be shy! The number one reason people give money to charity is because they're asked. You're doing a fantastic thing by raising money for Caudwell Children. If you tell all your friends, family, colleagues and contacts about it you'll find people will sponsor you and your total will go up and up.

Tell people how their donation helps, you will find people are more generous when they know where their money is going.

Change your email signature to show people what you are doing and include a link to your fundraising page.

Order form

Additional fundraising materials

Running and cycling tops will be provided free of charge to fundraisers who have pledged to raise £50 or more for Caudwell Children. Additional vests may be purchased at a cost of £15 per running vest, and cycling jerseys at a cost of £25.

Place an order for any of the following items to use for your fundraising simply by putting a quantity in the relevant boxes below. All items of clothing are unisex.

T Shirt £5.00	S <input type="checkbox"/>	M <input type="checkbox"/>	L <input type="checkbox"/>	XL <input type="checkbox"/>	XXL <input type="checkbox"/>
Running Vest £15.00	S <input type="checkbox"/>	M <input type="checkbox"/>	L <input type="checkbox"/>	XL <input type="checkbox"/>	XXL <input type="checkbox"/>
Cycling Jersey £25.00	S <input type="checkbox"/>	M <input type="checkbox"/>	L <input type="checkbox"/>	XL <input type="checkbox"/>	XXL <input type="checkbox"/>

Please tick any of the materials you require in the box provided

	Amount	Tick
Collection tin	1	<input type="checkbox"/>
Banger Sticks	4	<input type="checkbox"/>
A4 Event Poster	3	<input type="checkbox"/>
A3 Event Poster	1	<input type="checkbox"/>
A3 Fundraising Totalizer	1	<input type="checkbox"/>
Caudwell Children Balloons	10	<input type="checkbox"/>
Charity Information leaflets	10	<input type="checkbox"/>
Sponsor Forms	3	<input type="checkbox"/>

Full Name(s)

Address

Post Code

Type of Event Date of Event / /

Contact Number How much you are hoping to raise £

Payment for your additional fundraising materials

To pay for your fundraising materials you can: Send a cheque made payable to Caudwell Children with this form OR fill out your debit/credit card details on this form OR call 01782 600435 with your credit or debit card details.

Debit / Credit Card Enclosed Cheque* *Please note: All cheques should be made payable to Caudwell Children

Name on card

Credit / Debit Card payment method: Mastercard Visa Amex Maestro

Credit / Debit Card Number: Issue No:

Security Code: Valid From: Expiry Date:

Please return this form to Challenges Team, Caudwell International Children's Centre, Keele Science & Innovation Park, Innovation Way, Newcastle-under-Lyme, Newcastle ST5 5NT

Media consent form

We're always looking for stories to help raise our profile. This could be in the local community or nationally.

We'd like to hear about newsworthy challenges e.g. a heart-warming story, a personal achievement, a world record attempt or even something that has never been tried before.

If you would be happy to speak to our Press Office regarding your challenge, please fill out and return this form. All information will be kept confidential and we will not pass on your details without your consent.

1. Your details

Full Name	Mr / Mrs / Miss / Ms		
Address			
	Post Code		
Contact Telephone		Date of Birth	/ /
Email			
Occupation		Place of work	

2. Your event

Your event / activity	
Please tell us about your fundraising, including what, where and why it's different?	
✍️	
Why have you chosen to fundraise for Caudwell Children?	
✍️	
I confirm that Caudwell Children may contact me about publicising my challenge activity.	
Signature:	Date / /

Please return this form to Challenges Team, Caudwell International Children's Centre, Keele Science & Innovation Park, Innovation Way, Newcastle-under-Lyme, Newcastle ST5 5NT



I'm raising money for Caudwell Children Please Sponsor Me

Full Name	Mr / Mrs / Miss / Ms	Event	
Address			
	Post Code	Date of Event	/ /
Tel No.		Email	

If I have ticked the box headed 'Gift Aid ✓' I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Caudwell Children to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand Caudwell Children will reclaim 25p of tax on every £1 that I have given. Remember, provide us with: Full name, Home address and Postcode.

Full Name	Home Address (please don't add your work address)	Post Code	Amount	Date Paid	Gift Aid ✓
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THANK YOU for supporting Caudwell Children. Sponsorship cheques should be made payable to Caudwell Children and posted to Caudwell International Children's Centre, Keele Science & Innovation Park, Innovation Way, Newcastle-under-Lyme, Newcastle ST5 5NT. Please do not send cash in the post.

Cut in half

Tear me out

Tear me out

Cut in half



I'm raising money for Caudwell Children Please Sponsor Me

Full Name Home Address (please don't add your work address) Post Code Amount Date Paid Gift Aid ✓

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Address		
	Post Code	Date of Event / /
Tel No.	Email	

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GUESS MY TIME



How long will it take to cross the finish line?

Please donate (suggested donation £.....) to support Caudwell Children*
The person with the closest guess to my official finishing time will win

🕒	1hr 20mins	🕒		🕒		🕒		🕒	
Name ▶	Joe Bloggs								
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Name ▶									
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Name ▶									

*No donation is necessary. To enter, pick a box and fill out your name and guess time in the box. Caudwell Children is not the promoter and does not accept any responsibility for your sweepstake.

Closing date...../...../..... Winner will be revealed by...../...../.....
The promoter is.....
▶ Please write the name and address of the participant here ▶

The person whose guess is closest to the finishing time will win the prize listed above. If the winning time is exactly between two guesses, the prize will be given to the guess with the lowest time of the two. All monies raised will be donated to Caudwell Children.
Please send monies raised to:
Caudwell International Children's Centre, Keele Science & Innovation Park, Innovation Way, Newcastle-under-Lyme, Newcastle ST5 5NT



Help us today to change tomorrow

Leo was six years old when he underwent the Selective Dorsal Rhizotomy operation in the USA.

The operation, social costs and follow up physiotherapy required meant that a huge amount of money was needed to be raised so that Leo would hopefully be able to take his first independent steps. Caudwell Children's fundraising support programme meant that his mother's dream would become reality. Since Leo had his operation he has gone from strength to strength.

"We are so proud of Leo. Yesterday he went on a school trip and walked from his school to ferry meadows, all round ferry meadows and then back again (to put this into perspective, I couldn't walk that far). We estimate this is a distance of over 5 miles in total! His teaching assistant took his chair but he didn't use it. 18 months ago he would have spent yesterday in his chair being wheeled along behind his friends. This year he really is part of the class."

Leo's Mum.

Your challenge could help a child like Leo walk for the first time.
For more information contact the Challenges Team on 01782 433 750



"My daughter has been extremely fortunate with the support that she has received from Caudwell Children. My challenge was hard work but crossing the finish line in Newcastle knowing the money I have raised will make a huge difference to children like my daughter is a great feeling."

Craig,
Ride 24 London to Newcastle.



"Jumping from a plane at 10,000ft was one of the scariest, but most exhilarating experiences of my life. I'm so proud that we managed to complete the jump and raised a fantastic amount for Caudwell Children while doing so!"

James & Rachel,
Skydive Shropshire.



"Having never ran a full mile in my life, training for the Stafford Half Marathon was one of the most difficult challenges I've ever faced - however crossing that finish line, knowing I had accomplished my first race, and raised over £500 towards changing children's lives made all the sweat, blood and tears well worth it!"

Kelly,
Stafford Half Marathon.

HELP TO MAKE

A DIFFERENCE



"It was a great experience and completed with a fantastic group of people, crossing the finish line and knowing the money we raised could make such a difference to children's lives is a wonderful feeling!"

Kirsten & Kerrie,
Snowdon Challenge



"Skydiving was the greatest challenge I have ever taken on, I was super nervous but I loved every second and knowing that the money raised will change children's lives, it made it all worthwhile."

Yagnesh, Skydive



"It was a fantastic day, very gruelling but I completed it in 3 hours and 35 minutes!"

I managed to raise a great sum of money for the charity and I hope that can go a little way to help the children. Bring on the next challenge!"

Helen, Tough Mudder

How you can make a difference



What your money can buy



£5 could help to provide special sensory equipment helping disabled children to engage their senses, promoting movement, learning and encouraging communication.



£10 can help to give a child fighting a life threatening illness an autograph book for when they meet Mickey Mouse and friends in Florida.



£20 could provide therapy for a child with a brain injury.



£30 could provide a short break activity for a child.



£40 helps to provide support for a family in crisis.



£100 could pay for a family day trip for two families with disabled children.



£200 can provide six weeks of emergency support for a family in crisis.



£350 gives independence to a disabled child.



£400 can help to send a terminally ill child on the trip of a lifetime.



£1,000 could buy a therapy trike for a child with cerebral palsy.



£1,500 can provide a home away from home for a family whilst their child is receiving cancer treatment.



£2,000 can provide an aerodynamic sports wheelchair to allow disabled athletes to compete in short and long distance races.



£5,000 can train 200 family support volunteers to deliver emotional and practical support in the home.

A close-up photograph of a woman with her face covered in colorful body paint (yellow, purple, blue, and pink). She is wearing bright green sunglasses and has her tongue sticking out. The background is blurred, suggesting an outdoor event.

Get organised and become a fundraising master!

Making your donation

Thank you so much for raising funds to help disabled children across the UK.

Every penny you have raised will make a difference to families in desperate need. You will find various methods to pay your money below:

Cheques:

Please send your cheque made payable to: Caudwell Children and any completed sponsorship forms to: Challenges Team, Caudwell International Children's Centre, Keele Science & Innovation Park, Innovation Way, Newcastle-under-Lyme, Newcastle ST5 5NT.

If cheques have been made payable to you, please bank them and send us a cheque for the whole amount.

Cash:

Cash should not be sent through the post. Please bank the funds and send us a cheque as above, or give us a call on **01782 433 750** for paying in details.


Credit/ Debit Card:

We can take payment by credit card, just give us a call on **01782 433 750**

Get organised with our fundraising checklist

- Decide how you want to raise money.
- Set up your online donation page - e.g. JustGiving.
- Set a fundraising target.
- Use Facebook and Twitter to spread the word about what you are doing and encourage your friends and family to share it too.
- Create some publicity about what you are doing, it will help increase the amount of money you will raise. Contact your challenge coordinator who can help you do this.
- Ask your sponsors to tick the Gift Aid box on your sponsor forms.
- Put up posters and order any other materials such as running vests and collection tins using the enclosed form.
- Send in your sponsor money using the paying in slip enclosed in this pack.



 01782 433 750

 challenges@caudwellchildren.com

 caudwellchildren.com  [caudwellchildren](https://www.facebook.com/caudwellchildren)

 [@caudwellkids](https://twitter.com/caudwellkids)  [@caudwellchildren](https://www.instagram.com/caudwellchildren)

Caudwell International Children's Centre,
Innovation Way, Keele Science & Innovation Park, Newcastle-under-Lyme, Staffordshire ST5 5NT
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