



Fundraising guide

Helping families of seriously ill children to keep moving forward

Welcome

Thank you for choosing to support Momentum Children's Charity.

We support families across Surrey, Sussex and South West London whose children are facing cancer or a life challenging condition. We work in partnership with local hospitals who refer families to us following a child's diagnosis. Through our Family Support Team, we work with those families to understand their individual needs, offering them personally tailored support both in hospital and at home.

Our support services include counselling and a range of creative therapy services - such as play, art and music – as well as special experiences and respite breaks to ease some of the stresses that come with a gruelling treatment plan. If the unthinkable happens, and a child dies, we offer bereavement support and stand by families for as long as they need us. We also improve the environment for children treated in local hospitals with our children's ward refurbishments, transforming bare, clinical areas into bright, child-friendly spaces.

We're there whatever the outcome, for as long as we're needed, so that no family has to cope alone.

We're here to support you every step of the way with your fundraising too. If you have any questions or need any advice, please email us at fundraising@momentumcharity.org or call us on **020 8974 5931**.

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The difference you make

We receive no government or statutory funding and rely entirely on voluntary donations to fund our work. So, every individual donation, big or small, really does make a difference to the lives of families whose children are facing cancer and other life-challenging conditions.

£5

Could restock a hospital fridge with ice lollies and cold drinks to help soothe child suffering with the sore side effects of chemotherapy.

£15

Could provide a creative activity pack for a sick child, to enjoy at home, in hospital or as part of our art therapy service.

£75

Would enable us to host a support group, led by a Family Support Worker, enabling sharing of experiences to make families feel less alone.

£200

Gives a sick child their own media tablet, to help them stay in touch with friends, family and schooling whilst they are in hospital or unwell at home.

£500

Gives a parent a course of counselling to help them talk through the fears and worries that come with caring for a seriously ill child, and provide them with coping strategies

£1,000

Would give a wonderful bedroom makeover for a seriously ill child, or a child whose sibling has died.

For every £1 donated

88p

is spent supporting children with cancer or life-challenging conditions, and their families.



Our Impact



240 families with a child in active treatment received personalised support from Momentum Children's Charity



149 families enjoyed time together through our respite breaks and boat trips.



117 hours of one-to-one support from Family Support Workers each week.



110 families dealing with the loss of a child received bereavement support through our Momentum Echoes programme

145 virtual music, art and magic sessions delivered.

53 personalised messages from princesses, special characters and celebrities.



94%

of parents who were experiencing poor emotional or mental wellbeing said this was improved as a result of their Family Support Worker

80%

of seriously ill children supported felt that their Family Support Worker helped to alleviate their feelings of loneliness

87%

of parents agreed that play therapy helped to reduce their child's feelings of isolation.

100%

of parents agreed that our educational support service helped their child to better cope with their studies.

93%

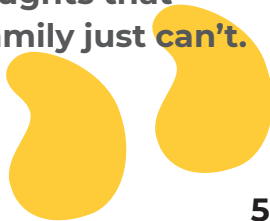
of families who went on a Momentum respite break agreed that it strengthened family relationships



The telephone calls and texts have been a real help. The Christmas gifts and stay at the cabin were just amazing and did us all so much good. The tutor that helps our son with his school-work arranged by our family support worker is brilliant.

It is nice to talk to someone you don't really know as I seem to open up more. They were fantastic at spoiling us with the lodge, boat ride and other treats, which made us feel supported and that they were there for us as a family. They also included my daughter even though it was my son that was sick, along with also treating us as parents. The little things make such a difference.

Our Family Support Worker made us feel thought of and remembered at times when we feel the rest of the world is moving on without us. They understood the thoughts that some friends and family just can't.



We've benefitted in so many ways from Momentum Children's Charity's support. Rory had a course of play therapy at home and loved it; the therapist really lifted his mood, which could be negatively affected by the steroids and chemotherapy.

We've had a couple of trips on the riverboat, and went to the New Forest cabin. We wanted to do something to say thank you, so my husband ran the half marathon and I took part in the Thames Bridges Trek. We wanted to raise as much money as possible so that the charity can continue to help families like mine for many years to come.



A-Z of fundraising ideas

All successful fundraising starts with a great idea. Here's just a few to get you started. Head to www.momentumcharity.org/fundraise to find out more

Auction

Ask friends or local businesses to donate items or 'promises' (e.g. a week of washing up!) and auction them off to the highest bidder.

Birthday donations

Rather than unwanted pressies or an expensive party, why not set up a Facebook Birthday Fundraiser and ask friends and family to donate in honour of your big day.



Coffee Morning

Charge a small entry fee and invite friends over for a social morning of coffee and cake.

Dust off your goods

You'd be surprised how much can be raised with a simple doorstep sale of items you no longer need.

Ebay

And let's not forget Ebay. Sell your unwanted items and donate the profits to Momentum Children's Charity.

Fancy dress

Get your office or school to have a fancy-dress day and pay a small fee to take part.



Give it up

Could you go without chocolate, booze or coffee for a month? Donate what you'd save or get sponsored for your sacrifices!

Hair raising hero

Brave the shave, dare to dye or cut off those locks. A drastic hair transformation is surely worth some donations.

Indoor games night

Dust off the monopoly, scrabble or Xbox and charge a small fee to get involved. The winner shares the pot with us!

Jog #MilesforMomentum

Or walk or run. You choose how, when and where, and every mile sponsored will make a difference.

Karaoke

Bring out your inner Elvis or Kylie with a good old sing-a-long at home or in the office. Charge a small entry fee to take part or fines for those who don't!

Leave a lasting tribute

Raise funds in memory of someone special with an online tribute www.muchloved.com.



Matched giving

Check if your company offers a matched giving scheme... If so, every pound you raise is doubled by your boss!

Naughty but nice

Challenge your friends or colleagues to an indulgent bake off then sell the delicious creations.

Office Olympics

Waste paper bin basketball or an egg and spoon race? Charge your colleagues to compete.

Party time

Charge an entry fee and host a fun night of dancing. Boost funds with a high stakes dance off competition.



Quiz night

Get your mates together and organise a classic pub quiz. There are lots of free quiz questions online or get creative and create your own.

Raffle

A great way to boost money raised at an event; ask friends or local business if they can donate an item to raffle off for Momentum.

Sweepstake

Football, Grand National, World Cup – pick your winner and split the sweep with us!

Tandem sky dive

Take on the challenge of a lifetime and experience an adrenaline rush you'll never forget. Great for teams whether it's friends or colleagues.



Uniform-free day

Get your school or workplace involved and pay a pound to wear whatever you like for day.

Vintage giving

Sign up for a pack at vintagegiving.com, parcel up unwanted vintage items (e.g. clothes, jewellery etc) and Vintage Giving will pick them up from your doorstep and sell them on our behalf.

Wing Walk

One for the thrill seekers out there. Strap yourself to a plane and see the donations fly in with this once in a lifetime fundraising.



Xbox comp

Get competitive without leaving your sofa. Charge a small entry fee to join in and have a prize for the winner.

Yoga-thon

Aspiring Yogi? Challenge yourself to a marathon yoga session and get sponsored for every hour you last.

Zip wire

Take on an adrenalin fuelled zip-wire challenge and ask for sponsorship for your bravery!





Online fundraising

Online fundraising is a quick, simple and very effective way to raise funds for your event or challenge. Just follow these easy steps...

1. Pick your platform

Visit [JustGiving](https://www.justgiving.com), search for Momentum Children's Charity and follow the instructions to set up your online fundraising page.

2. Personalise your page

- **Add a photo:** people will be more inclined to support if they see your friendly face.
- **Add a target:** people with a set fundraising target raise significantly more than those who don't.
- **Tell your story:** write a few words about why you decided to do your fundraising event or challenge for Momentum Children's Charity.
- **Get the ball rolling:** ask a family member or good friend to kick things off with a generous donation. People often decide how much to sponsor you based on the last donation made.

3. Spread the word

The best way to tell people about your fundraiser quickly and easily is through social media. Here are our top tips:

- **Create a Facebook event** invite all your friends and family.
- **Follow local groups, businesses and high profile people in your community:** They could help promote, donate or even contribute some prizes or gifts
- **Use badges to ask for sponsorship and support.** Share on Facebook, Twitter or Instagram. You could even pop it on your story with a link to yourpage.

Top Tip: Stay connected

Let your friends and followers know what you're doing and why. Post regular updates to keep your supporters engaged. Don't forget to include a link to your online fundraising page.

Violetta's story

At fifteen years old, Violetta was diagnosed with osteosarcoma - a cancerous tumour in the bone. Momentum Children's Charity have been supporting Violetta and her family throughout her treatment and subsequent remission. But on Christmas eve 2019, aged 18, Violetta was told that the cancer had returned, this time in her lungs.

"A few weeks into my first chemotherapy treatment, things had got bad. My hair was falling out, I'd lost loads of weight and the side effects were kicking in.

"I'd been rushed into Kingston Hospital and was having a really hard time when Bianca, our Family Support Worker, walked in. She whisked me out into the garden for an ice cream and managed to put a smile on my face amidst all the upset.

"When you're 15 and diagnosed with cancer, it's not just the treatment that's hard, it's seeing all your friends moving on with their lives - going to school, talking to boys, going out. It was the hardest thing to watch that happening around me when I felt my life had stopped. I felt very alone.

"Momentum organised for a therapist to meet me regularly and talk through everything I was going through. It helped so much.

"I remember I was meant to see Beyoncé for my birthday, but I thought there's no way it was going to happen. Aside from the hospital stays, no clothes fit you and you don't feel good about yourself. But then Momentum sent me gift vouchers so that I could buy clothes that made me feel like me again. It was the first time in ages I could say 'I look good, I feel good'.

Momentum Children's Charity have been there every step of the way since my first diagnosis.



"The next day we had a call from Bianca saying there would be a limousine coming to take us to the concert too. I was so happy, I had the most amazing time!

"It took a long time, but in 2019 things were looking up. Mentally and physically I felt good, I met Tom - my new boyfriend - and got away on lots of holidays with my family.

"But in December I started feeling an ache in my chest, and when things felt worse the next day I asked mum to take me to A&E. After a long wait, we were told that a mass had been found in my lungs and two weeks later, on Christmas Eve, it was confirmed that my cancer had returned.

"Even between treatments Momentum has been there, and now, starting treatment again, they've already organised some therapy sessions and a tutor to help with my studies.

"They offer support for my whole family too. For my mum, no one can put a smile on her face like the Momentum Team, and we're soon hoping to get away together at one of Momentum's respite cabins in the New Forest.

"I'm so grateful for their support. I'm ready for treatment and what comes with it, I know it's going to be rubbish but with Momentum there by my side I say 'bring it on!'"

The legal stuff

Without the fantastic fundraising of our supporters, we wouldn't be able to make a difference to the lives of families with seriously ill children. Your safety and wellbeing is our priority, so please follow these guidelines and ensure you adhere to all laws and health and safety regulations when organising your event.

Collections

Public collections are governed by strict legal requirements and must be licensed by the Local Authority. Before you approach your local authority, please contact our team on 020 8974 5931 or fundraising@momentumcharity.org. Some popular premises for public collections may require you to arrange public liability insurance. It's worth checking with your contact beforehand. Private collections take place on private premises and do not need the permission of the local authority. If you're organising a private collection, for example inside a train station or at a supermarket, you need the permission of the owner of the premises.

Handling cash and sending in your donation

Always have two people present to count any money raised and all donations collected should be sent to the charity within six weeks of collection.

Event, alcohol and public entertainment licenses

If your event involves the sale of alcohol and/or live or recorded music, dancing, showing of a film or performance of a play, an indoor sporting event or any entertainment of a similar nature, you may need a licence. You can check whether your event will require a public entertainment or alcohol licence on the Government's website.

Health and Safety

Events need to be adequately risk-assessed to find, reduce and control the risk to all those taking part and members of the public who may be attending. It is best practice to complete a risk assessment form to show that you have considered and mitigated any potential risks around your event, but it is not a legal requirement unless the organiser is an employer.



Momentum Children's Charity cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event organised in aid of Momentum. Help for how to complete a risk assessment can be found at the Health and Safety Executive.

Liability and insurance

Please make sure that it is clear that you are fundraising in aid of Momentum Children's Charity and that your activities are not representing or organised by the charity. The charity cannot accept any responsibility for your event or anyone who participates in it. We advise that all fundraisers seek advice regarding public liability insurance if your event involves the general public.

Raffles, lotteries and prize draws

There are strict legal requirements about the organisation of raffles, lotteries and prize draws. More information about these rules can be found at the Gambling Commission. As a rule, if you are planning a raffle or other game of chance (such as a tombola or duck race) as part of an event, and tickets will only be sold at that event, you would not require a licence for this. If, however, you wish to sell tickets in advance, or to people not attending the event, this would require a licence, or an alternative such as a prize draw.

Safeguarding

Extra care should be taken if your event involves children. This should include proper adult supervision and you should carry out background checks if adults or suppliers at your event are to have unsupervised access to children. Some other things to consider when fundraising with children include: i) Children under the age of 16 are not allowed to purchase raffle tickets ii) Children under the age of 18 are not allowed to take part in bucket collections iii) If children are photographed at your event, you should seek permission from their parent or guardian before doing so.

Jarmany's story

Data management and analytics company, Jarmany, have been supporting Momentum Children's Charity since 2018. We spoke to Jenn Kent and Donato Difelice from the Kingston based firm to find out more about why they chose Momentum and their experience of fundraising and working with the charity.

"We chose to support Momentum Children's Charity because it is local to us and the families it supports are part of our local community. It's more rewarding to be involved in something which is directly helping people you may know or know of. Also, by supporting a small, local charity, we know that the money we raise is going directly towards families in the local area who need it most. We like knowing we are able to make a difference.

"Supporting Momentum Children's Charity has become a major part of who we are as a company."

Supporting Momentum Children's Charity has become a major part of who we are as a company.

Many of our social events, like the bake sales and quizzes, are centered around raising money for Momentum, so we have woven fundraising into the way we operate as a business. We are also really competitive, which helps to spur us on to raise even more money!

"Our favourite fundraising event so far was probably the Kingston Dragon Boat Race because it was a really fun day. We all came together as a team and really got behind the cause. We just wanted to win and raise as much money and awareness as possible for the charity. Another favourite is our bake sales; they are a delicious way to fundraise and to sample and admire each other's baking skills!"

Top Tip: Use your networks

Talk your ideas through with friends and don't be afraid to ask people to get involved. From selling tickets to providing raffle prizes, people are usually very happy to help a friend for a good cause.



More useful bits

Ordering materials

We're here to help make your event a big success. So if you need any of the following please drop us a line at fundraising@momentumcharity.org and we'll be happy to pop them in the post for you.

- Momentum T-shirts
- Balloons
- Charity leaflets
- Charity posters

If you need a collection tin please complete and return our [collection tin request form](#) and agreement.

Paying in money

If you've got money to pay in, here's how:

1. Send a cheque, made payable to Momentum Children's Charity, to
Momentum Children's Charity, 11a Creek Road, East Molesey, Surrey, KT8 9BE
2. Make a bank transfer using the details below:
Momentum Children's Charity
HSBC Walton
Account Number: 41477129
Sort Code: 40-45-22
3. Pay by debit or credit card online at: momentumcharity.org/get-involved/donate

Whichever method you choose, please remember to include your name in the reference or accompanying note so that we can be sure to send you a huge and personal thank you!



Top Tip: Give back

Whether it's a simple sticker, a chance to win a prize, or a fun night out, giving a little something back to your supporters will help boost donations and make it much easier to ask for support.

020 8974 5931 | info@momentumcharity.org

www.momentumcharity.org

11a Creek Road, East Molesey, KT8 9BE Registered charity: 1106677

