



caudwell children

CHALLENGE PACK

THANK YOU

for Joining The Change
and choosing to take on
a challenge in support
of Caudwell Children!

JOIN THE **CHANGE**

JOIN THE **CHALLENGE**

We are so pleased 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

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!



MEET MILA

Mila aged 9 has Cerebral Palsy, which is a lifelong condition that affects movement and co-ordination.

Mila was outgrowing her existing car seat which meant she wasn't getting the correct support that she desperately needed, causing her severe back pain.

After researching generic car seats on the market, Mila's mum Amy discovered that these didn't meet her individual needs.

Amy then came across Caudwell Children and applied for a specialised car seat where we guided her through the application, making the process easy and stress free.

Mila's new car seat was easy to install and provides her with vital support, giving room for growth and overall, a more comfortable experience. Amy and her family can now take Mila on long car trips knowing that she can relax and enjoy the journey.

Amy said "I would 100% highly recommend other families to apply for a car seat with Caudwell Children as it was such an easy user-friendly process. All the staff I spoke to were extremely friendly, knowledgeable on my case and really helpful."

LOOKING FOR A CHALLENGE?



DO A SKYDIVE

RUN A MARATHON



DO YOUR OWN CHALLENGE!



DIVE WITH SHARKS



TRY WING WALKING

Looking for ideas?
Check out our challenges page:
www.caudwellchildren.com/get-involved/fundraising

JustGiving™ HELPSHEET

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

Setting up a JustGiving page is nice and easy and just takes a matter of minutes.

Visit www.justgiving.com to get started!

OUR SERVICES

* FAMILY SUPPORT

Providing families caring for a disabled child or young person with vital support, signposting and information over the phone, email, or via live chat.

* EQUIPMENT

Supporting families with mobility, sports and sensory equipment to help children and young adults with their development, mobility and independence.

* TREATMENT

Providing support with life-changing treatment for children with disabilities or chronic illnesses.

* THERAPY

Supporting families to access funding enabling them to receive therapeutic intervention programmes for children with cerebral palsy, brain injuries and other associated conditions.

* SENSORY PACKS

Supporting families to access a range of portable sensory support packs.

* SHORT BREAKS

Hosting activities for children and young people with Special Educational Needs and Disabilities. These sessions enable children to have fun, spend time with friends and build upon their confidence and skills, in a safe, inspiring and welcome environment. We also provide family opportunities.

* AUTISM SERVICES

Providing diagnostic assessments, practical and emotional support for autistic children and their families.

* WORKSHOPS

Providing families with a range of workshops that focus on many of the common differences associated with raising a child with a disability or an autistic child.

* EMPLOYABILITY

Offering employability and life skills to neurodivergent young people aged 16-25, while being fun and enjoyable. The programme will demonstrate useful techniques that will help them to transition into the next chapter of their life.

1

Log into your Just Giving account and click **'Start Fundraising'**.

2

When asked, 'are you raising money for a charity?' select **'yes, I'm fundraising for a charity'**.

3

Select **'Caudwell Children'** as the cause you would like to support.

4

Choose the option that most suits your fundraising – whether you're taking part in an event, doing your own activity or just fundraising.

5

Add in your fundraising target and customise your page to show why you're choosing to fundraise. Choose the web address you'd like to use – this will be the link you're sharing with friends and family when asking them to donate.

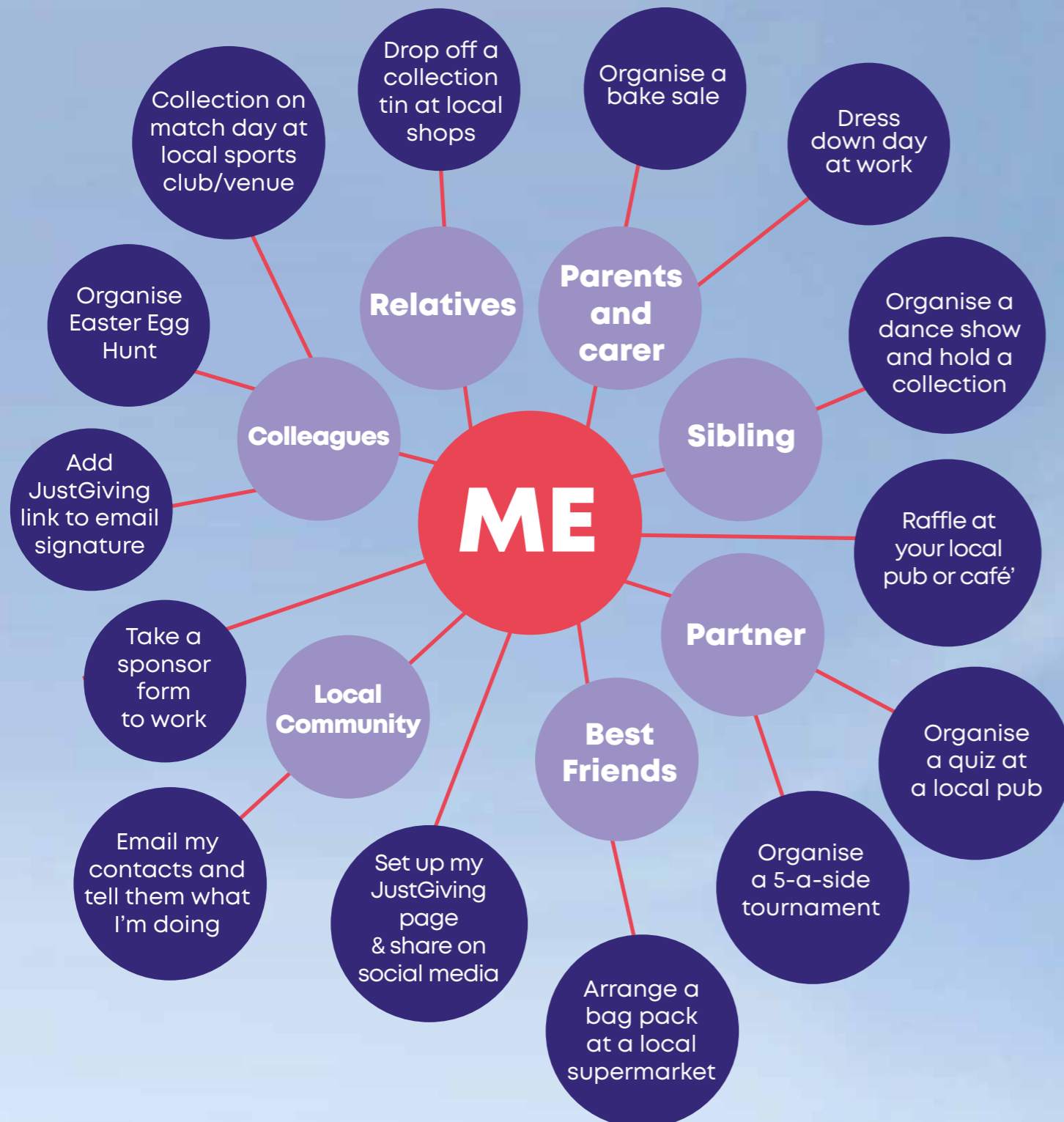
6

Launch your page!



PLAN YOUR **FUNDRAISING!**

Don't fundraise alone – get your friends and family involved!
Use the inspiration below to help you plot your fundraising.



A-Z

FUNDRAISING IDEAS

A

AUCTION

Ask your family, friends or local businesses to donate items for you to auction off or you could ask your colleagues in your workplace to auction their services e.g., making the winning bidder cups of tea for a week.

B

BIRTHDAY GIVING

Celebrate your birthday differently this year and ask for your family and friends to make a donation to Caudwell Children instead of giving you gifts.

C

CAKE SALE

Host a bake sale at your workplace, local school or for friends and family. You can also ask people to donate cakes to your sale.

D

DANCE EVENT

Bust out some moves and see who can last the longest on the dancefloor or arrange a ballroom event in a community hall.

E

EBAY

Sell any unwanted items you have lying around on eBay (or Vinted, Etsy etc).

F

FOOTBALL MATCH

Organise a charity football match, ask spectators to make a donation and see who will score the winning goal.

G

GAMES NIGHT

Get together and play some classic board games or get competitive in your favourite video games. Ask each participant to make a donation.

H

HOUR OF PAY

Donate an hour of your pay to your fundraising page and ask family, friends and colleagues to do the same.

I

INTERNATIONAL FOOD EVENING

Ask everyone to bring dishes from around the world to enjoy.

J

JUMBLE SALE

Host a jumble sale, a great way to get rid of your unwanted items whilst raising money.

K

KARAOKE

Who doesn't love a bit of karaoke? Get your friends together for an evening of fun and music.

L

LEARNING SOMETHING NEW

Get people to sponsor you to learn a new skill.

M

MATCHED GIVING

Ask your employer if they have a matched giving scheme and you could double what your raise!

N

NAME THE...

Name the teddy bear, bunny or doll, whatever you decide get participants to guess the name and ask them for a donation per guess. The person who guesses the correct name will win the item.

O

OFFICE FUNDRAISING

Introduce fun ways for your colleagues to support you, this could be a fancy dress day or a PJ/dress down day. You could set up a tea trolley and collect donations for making drinks, or even host an office Olympics!

P

PURPLE NIGHT

Get your workplace or local school to wear purple for a day and make a donation.

Q

QUICKEST TIME CONTESTS

See who can complete a task in the fastest time.

R

RAFFLE

A raffle is a great way to fundraise, you can ask local businesses, friends and family to donate prizes.

S

SWEEPSTAKE

Host a sweepstake with friends or colleagues on events like The Grand National or The Euros.

T

TALENT SHOW

Set up a tuck shop at your workplace, school or college. Filled with sweet treats and drinks your colleagues will be keen to donate in return for a treat!

U

UNIVERSITY CHALLENGE

Host a university challenge quiz competition and see who is the smartest! Teams can donate to enter the competition and you can ask the audience to donate to watch the challenge!

V

VIRTUAL CHALLENGE

Do you have friends and family who live far away? Host a virtual quiz or task master challenge, or even host a class where you share a skill!

W

WAX IT

A classic fundraising challenge where friends, family and colleagues can pay to hear you say 'Ouch'.

X

X MARKS THE SPOT

Host a treasure hunt with friends, family or colleagues. Set a donation fee to take part and give players a list of items they must find in their own house! With the winner finding all items in the quickest time!

Y

YOGA MARATHON

Do you know what warriors, cobras and trees all have in common? Test out your yoga poses with a yoga marathon.

Z

ZUMBATHON

Feel the rhythm and take on a Zumbathon.

MEDIA **CONSENT** FORM

Name of Campaign / Event

Date of Campaign / Event

Name of Individual / Child

Age of any children in images
(image can be removed at 12 years)

Parent/Guardian Name
(If person is under 18 years old)

Email Address

Telephone

At Caudwell Children we produce and publish a wide range of printed and online materials to inform people about the work we do. These are designed to communicate our charitable activities and fundraising campaigns. This may include published articles, photographs and videos of children for use in case studies and news stories, which includes personal details, such as name, age, town or place of work.

By completing this form, you give us permission to use the images (still and video) as stated below to promote the Charity's services and/or evidence service delivery. The images will not be used for any other purpose than is stated below and will not be shared with any third party for publication without your expressed permission.

I have been able to discuss the use of how my personal data will be used and agree for Caudwell Children to use as stated below:

How we may use your photos or videos

Internally within our organisation:

To support staff training, raising awareness of our services, evidence for our commissioners and regulators.

Externally outside of our organisation:

To help us raise vital funds and communicate our services that transform the lives of disabled children.

How we may use your photos or videos continued

- * On the charity's social media platforms (X, Facebook, Instagram, LinkedIn, YouTube, Tik Tok)
- * On the charity's websites
- * In press releases sent to third party news media (e.g. newspapers, TV or radio stations)
- * In printed materials (e.g. leaflets, fliers or brochures)
- * In online advertising (e.g. Facebook adverts)
- * On promotional materials (e.g. display materials, event banners)

Please note: If your photo, video or case study is likely to be published by a newspaper or news website, we will endeavour to inform you in advance to ensure you are happy for it to be used in this way. However once the story has been published, we will no longer be able to prevent it being published again by the same newspaper or potentially shared elsewhere.

Please note that social media content remains live indefinitely until it is manually removed by the account holder. If your image is shared by other social media followers, we will be unable to manually remove it from another user's social media account.

Please state here if there are any ways in which you do NOT want us to use photos/ footage:

Name

Signature

Date

Right to Withdraw Consent

This consent will be valid for a maximum of 2 years.

MEET **EZZY**

Ezzy was diagnosed with Spastic Diplegia Cerebral Palsy at 18 months old, her parents were given a bleak future outlook, they were told that she may never walk, she could be non-verbal and that she would need the use of a wheelchair and full-time care for the rest of her life.

After tirelessly researching, Ezzy's parents discovered an operation in America called Selective Dorsal Rhizotomy, unfortunately this operation wasn't available in the UK at the time.

After many months of trying to raise money, Caudwell Children stepped in and helped with vital funding for this life-changing surgery.

The SDR surgery was a massive success and Ezzy was able to take her first steps just three weeks later. We also helped to fund the last two years of Ezzy's much needed rehabilitation which has given her the chance to thrive.

Ezzy's passion is horses, they have been her strength and a source of comfort throughout and this year she has started dressage riding, something her parent's never thought was possible.

DIANE'S **STORY**

DIANE TOOK ON THE EXTRAORDINARY CHALLENGE OF SHARK DIVING



I was approaching my 39th birthday so I decided to create a bucket list of 40 things to do before I turned 40. The list was made up of things that I had always wanted to do with shark diving being one of them. I started researching shark dives in the area and came across Caudwell Children, that's when I decided to combine my dream experience with raising funds to change children's lives.

The fundraising team at Caudwell Children were amazing, from their first email to my post event thank you card, I felt completely supported by them. One of most memorable moments was receiving a "good luck" card just before my shark encounter, this was totally unexpected and warmed my heart with the lovely message inside.

Preparing for the shark encounter was tough, my main fear was the scuba diving as I had never done this before and I'm not the most confident person in water. I knew this was going to be an extremely hard challenge for me to overcome.

On the day of my experience, my heart was racing but the instructor was amazing. When it was my turn to dive, I was extremely nervous but the whole encounter was so calm and peaceful, Betty the oldest shark was huge and came to say hello a few times.

I absolutely loved the shark encounter and would recommend it to anyone. Although this was a personal challenge for me, it was even more worthwhile knowing that I was helping autistic children and children with a disability.

In total I raised £540.

JOIN THE *CHANGE*

GET **ORGANISED**

AND BECOME A FUNDRAISING MASTER!

MAKING YOUR DONATION

Thank you so much for raising funds to help disabled and autistic 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 Social Media to spread the word about what you are doing and encourage your friends and family to share it too. Instagram, Facebook, X and LinkedIn are all great tools to use!
- Create some publicity about what you are doing, as it can help to increase the amount of money you will raise.
- Ask your sponsors to tick the Gift Aid box on your sponsor forms, if applicable.
- Put up posters and order any other materials you might need, such as running vests, by contacting our dedicated Challenge Team.

Don't forget, our Challenge Team are on hand to support you, simply contact them on challenges@caudwellchildren.com

Please ensure that your fundraising is safe and legal by following all fundraising guidelines and laws. Caudwell Children are not responsible for your fundraising and cannot accept liability.



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