

DASHING THROUGH THE SNOW

JOURNEY TO THE

NORTH

POLE



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# JOURNEY TO THE NORTH POLE

## THANK YOU

**FOR JOINING OUR CHALLENGE DASHING THROUGH THE SNOW IN SUPPORT OF CAUDWELL CHILDREN!**

We are so pleased that you have chosen to take on this challenge for Caudwell Children. Our festive helpers are on hand to chat through your activities, answer your questions and provide you with as much help as you need.

You can contact us by email or by phone:

✉ [marketing@caudwellchildren.com](mailto:marketing@caudwellchildren.com)

☎ 01782 433 650

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

[www.caudwellchildren.com](http://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."

# IT'S SNOW JOKE, SANTA NEEDS *YOU!*



Christmas is in jeopardy, Santa's mischievous elves have left the workshop and have decided to take a vacation instead, leaving this year's toys unfinished. But fear not, Caudwell Children is stepping in to save the day, but we can't do it alone.

Thank you for joining our courageous team of Santa's helpers to trek over 2,500 miles through snow-covered mountains and icy valleys to reach the North Pole before Christmas Eve and help Santa save Christmas.

The campaign is taking place from 4th November until 15th December. How you reach the North Pole is entirely up to you - whether you wheel, walk, cycle, or even swim, every mile counts!

But that's not all! Each mile you complete brings us closer to reaching our £2,500 fundraising target which will help Caudwell Children to provide essential support for disabled and autistic children, ensuring that they have the freedom to thrive, unlocking their full potential.

Together, we'll make this festive season truly special for those who need it most.







# 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.



# JustGiving™ HELPSHEET



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

Donating or paying in donations to the challenge JustGiving page is nice and easy and just takes a matter of minutes.

Visit [www.justgiving.com](http://www.justgiving.com) to get started!



1

Head over to the Dashing Through The Snow Challenge JustGiving Page. You can find the direct link here - <https://www.justgiving.com/page/dashing-through-the-snow-challenge>

2

Once on the page, click on the 'Give Now' Button

3

Select the amount you wish to donate. You can either choose from One-Off or Monthly with the amount of your choice.

4

You have the option to leave a message of support for the challenge.

5

Enter payment details securely. JustGiving accepts most major debit and credit cards.

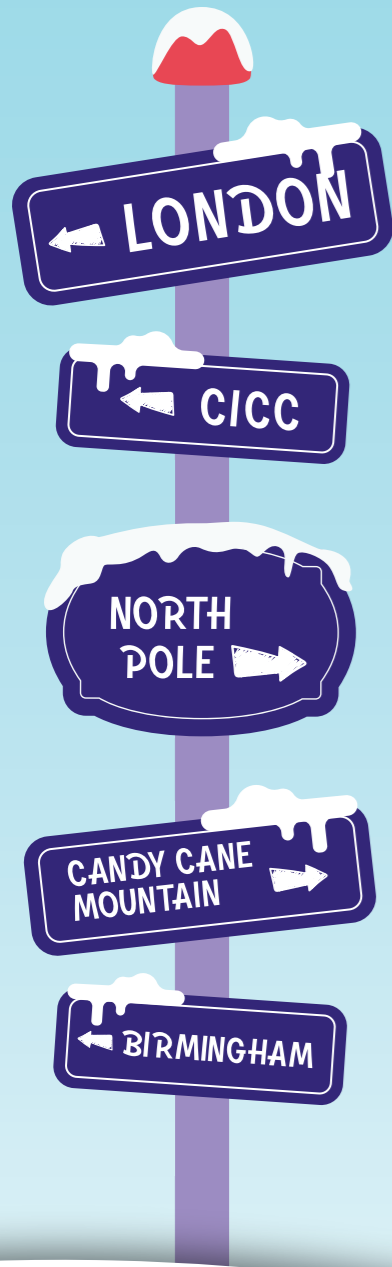
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Donation Confirmed. Congratulations you have donated to the challenge.



# HOW YOU CAN **REACH** THE NORTH POLE

You can run, cycle, swim, wheel or do whatever Activity you want to help us reach 2,500 miles.



- ★ **Run Like Rudolph** - Put on your running shoes and channel your inner Rudolph! Whether you're sprinting through the snow, jogging along frosty trails, or dashing through the streets in festive gear, every step gets you closer to the North Pole. You might not have a red nose, but your determination will light the way!
- ★ **Cycle Like Santa's Sleigh** - Hop on your bike and imagine you're steering Santa's sleigh! Pedal fast enough, and you might just make it to the North Pole in time for Christmas. Whether it's through city streets, countryside lanes, or an indoor cycling session, every turn of the pedals counts toward your journey!
- ★ **Splash Like A Polar Bear** - Dive into the pool, lake, or ocean and swim your way to the North Pole like a brave polar bear! Every stroke brings you closer to the icy waters of the Arctic. Whether you're swimming laps in the pool or braving the chill of open water, you're sure to make a splash on your journey!

- ★ **Wheel To Winter Wonderland** - Roll your way to the North Pole using your wheelchair, handcycle, or mobility aid. Whether you're speeding through snow-covered streets or wheeling along smooth pathways, you're well on your way to helping Santa prepare for his big night. Bonus points if you decorate your wheels like a sleigh!
- ★ **Do Something Snow-mazing** - Not a fan of running, cycling, or swimming? No problem! Why not skip to the North Pole, dance like a Christmas elf, or skate across imaginary ice? Whether it's hula-hooping, snowshoeing, or even just doing jumping jacks in your living room, any activity can count as your journey to the North Pole. Be creative – the sillier, the better!





# 12 WAYS TO FESTIVE *FUNDRAISE*

## 1 CHRISTMAS QUIZ

Gather your friends, family or colleagues for a Holly Jolly Quiz. Test their Christmas knowledge from Festive Films to Reindeer Trivia.

## 2 FESTIVE BAKE SALE

Who doesn't love a good Christmas treat? Hosting a bake sale is a fun and easy Christmas fundraising idea for all ages.

## 3 JOURNEY TO THE NORTH POLE

Help us to reach our goal of £2,500 by joining the ultimate festive challenge and dash your way to the North Pole!

## 4 CHRISTMAS MOVIE MARATHON

Nothing gets us more in the Christmas Spirit than enjoying our favourite Christmas films. Host a cosy movie night with friends and family and ask for an entry fee or donation.

## 5 FESTIVE FANCY DRESS

Bring out the reindeer antlers, Christmas jumpers, and elf hats! Whether it's at work, school, or home, hold a festive dress day. Ask everyone to donate to take part, and maybe even have a prize for the most creative look.

## 6 CAROL SINGING

Get ready to fa-la-la-la-la your way to some festive fundraising! Gather your friends, family, or colleagues for some good old-fashioned carol singing.

## 7 DECK YOUR DESK WITH BOUGHS OF HOLLY

Host a desk or home decoration contest, and let the baubles, tinsel, and twinkly lights fly. Ask for a small donation to enter and get people to vote on the best-decorated space by donating.

## 8 FESTIVE SPORTS DAY

Ready, Set, Rudolph! Organise a Christmas-themed sports day with games like reindeer races or snowball toss (even if they're just paper!).

## 9 WREATH MAKING

Host a Christmas Wreath making party. Ask that participants pay a small donation to decorate a wreath.

## 10 GET WRAPPING

Not everyone likes wrapping presents, so consider setting up a wrapping station, and wrap gifts in exchange for a small donation.

## 11 GUESS THE ANGEL

Have people share baby photos, then let everyone guess who's who. Charge a donation to enter and offer a fun prize for the person who guesses the most correctly.

## 12 CHRISTMAS GAMES NIGHT

Host a fun and cozy games night to keep the frosty weather at bay. Think board games, Christmas-themed bingo, or even a "Pin the Nose on Rudolph" game. Everyone can chip in a small donation to join, and the festive spirit will be sure to follow!



# 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.



# 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**



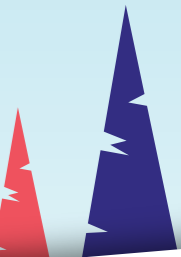
## GET ORGANISED WITH OUR FUNDRAISING CHECKLIST



- Decide how you want to raise money.
- Share the Dashing Through The Snow: A Journey To The North Pole JustGiving Page
- 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](mailto: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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