



The Isabel Baker Foundation

Supporting families impacted by childhood cancer



Fundraising Guide

IDEAS, ADVICE, INSPIRATION, HINTS & TIPS FOR
OUR **AMAZING** FUNDRAISERS

THANK YOU

For fundraising in aid of The Isabel Baker Foundation!



Childhood cancer claims the lives of more children than all other diseases combined! in the UK, around 11 children and young people under the age of 25 are diagnosed with cancer every day. Three of these will not survive past five years. For those that do survive, the battle is never over.

Because of the treatments they had as kids, by the time they are in their 30s and 40s, more than 95% of Childhood Cancer survivors will have a chronic health problem and 80% will have severe or life-threatening conditions.

The average age of a child diagnosed with cancer is 6. But you do not have to be a child to be diagnosed with childhood cancer. Childhood Cancer is diagnosed in all ages, from new born infants to children, to young adults.

"In 80% of kids with cancer, the cancer has already spread to other areas of the body by the time it is diagnosed. That is why so many children with cancer need to begin treatment right away. Awareness of Early Signs & Symptoms can save lives."

*'Make September Gold for Childhood Cancer'

The Isabel Baker Foundation is here to support families at crisis point. Every coffee morning, every run, swim and abseil that you do, helps us provide vital support that helps ease financial, mental and emotional distress.

Our unique support is funded entirely by donations. Your gifts of money and time are vital to the support we offer.

We are here to support you in all of your fundraising endeavours. It really can be as simple or elaborate as you'd like it. Whether you raise £20 or £20,000, it all makes a huge difference to the families we help.

In this fundraising guide you will find hints, tips and inspiration! We would love to hear any ideas you have too! Please register your fundraising online at www.theisabelbakerfoundation.com or email us at hello@theisabelbakerfoundation.com to tell us your plans.

We wish you the best of luck with your fundraising and thank you so very much!

Thank you

Around the world, a child is diagnosed with cancer every 2 minutes. It is NOT rare.

About us:

The Isabel Baker Foundation



We have been supporting families living with childhood cancer since 2015

The Isabel Baker Foundation was created in memory of Isabel Baker, who passed away from Infantile Acute Lymphoblastic Leukaemia in 2015, eight days after her first birthday. Despite everything she faced, Isabel met each day with courage, strength, and a smile. Her resilience continues to inspire everything we do.

After losing Isabel, we quickly realised how limited support was for bereaved parents. Many families were expected to return to work within weeks of losing their child. The charity began with a simple mission: to ease the financial pressure on families so they had space to grieve, heal, and find their footing again.

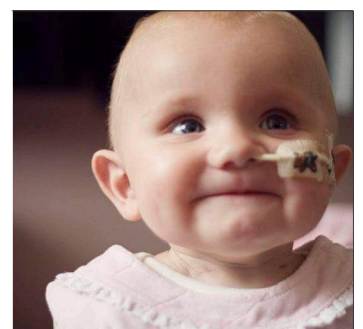
In 2016, we supported Bloodwise (now Blood Cancer UK) with a donation to help complete ground breaking research into the origins of infant and childhood leukaemia. In 2018, we stood in Parliament alongside Carolyn Harris MP to support the Children's Funeral Fund campaign, which led to free funeral provision for children across the UK, a change rolled out in 2019 that continues to help families today. Since then we have expanded our support to include supermarket vouchers, complementary therapies, and dry suits, providing specialist suits for children with Hickman lines so they can safely enjoy the water and experience freedom and joy during treatment.

One of our proudest achievements came in 2023 when, through the support of the Roger Raymond Charitable Trust, we opened Isabel's Retreat — a peaceful holiday home in Dorset offering free, memory-making breaks for families of children with life-limiting conditions and for bereaved parents.

Today, in 2025, the foundation has raised over £500,000 and supported more than 1,200 families across the UK. Every family we help stands as part of Isabel's legacy. We are proud of how far we've come — and we know there is still more to do.

With your help, we can continue providing comfort, relief, and cherished memories to families who need it most.

"Thank you so much for your extremely generous grant. Your letter was like a ray of sunshine for us, it is hard to put into words what a huge difference this will make to us"



HOW YOUR MONEY MAKES A DIFFERENCE



£350

Pays for a dry suit for a child receiving treatment for cancer. This is so they can safely enjoy the water, be this a splash in the bath, playing with their siblings in a paddling pool or getting out into the sea. Without a dry suit, children with cancer would be at risk of fatal infections if they were to get their Hickman line wet.



"It was a heart warming moment to see our boy back in his element. We couldn't get him out the water because he was having so much fun with his brother and friend."

£75

Pays for a supermarket voucher for a family experiencing financial difficulty whilst their child receives treatment for cancer. Many parents find themselves unable to work whilst their child is receiving treatment for cancer. The treatment is gruelling, and the child can spend a lot of time in hospital. The parents are not fed on the ward.

"Vouchers from The Isabel Baker Foundation have been a lifeline. My toddler is due to have major surgery and the food vouchers I was kindly given have been a massive worry off my mind."

'Thank you so much for the kind gift of the M&S voucher given to us by CLIC Sargent. We have been in hospital now for just over 5 months so this help is really appreciated'

HOW YOUR MONEY MAKES A DIFFERENCE



£250 +

Provides a grant for families to fund complimentary therapies. Chemotherapy & radiotherapy are gruelling with harsh side effects. We believe families should have the option to explore avenues that will help reduce these side effects and have a positive impact on their child's health.

The charity was originally established to provide bereavement grants as there was not much support available back in 2015. However, as a result of the children's funeral fund, which we are very proud to have supported, we are no longer funding bereavement grants and have moved our focus to other areas.

"Thank you so much for your generous donation. It was a sad day but a wonderful celebration of his short but full life. The donation helped enormously "

We so appreciate your help at this difficult time...we have some comfort knowing that the service and his burial was what he wanted'

In the UK, 11 families are told every day that their child has cancer. Of these, three will not make it. Childhood Cancer can affect anyone. No one prepares or saves for the unthinkable, which is why we are here to help.



HOW YOUR MONEY MAKES A DIFFERENCE



Isabel's Retreat

Isabel's Retreat has been a dream of ours for many years, and finally came true in 2023 thanks to funding from the Roger Raymond Charitable Trust. We are delighted to be able to offer families whose children have life limiting or terminal illnesses free holidays in our premium holiday home. We know this time is valuable and being able to extend some escapism and an opportunity for memory making without the worry of how they will pay for it is invaluable to the families we support. We also offer free holidays to bereaved parents, its important to us to also support those that are experiencing the most harrowing time of their life.



"You supplied every extra conceivable – It was great. We are really impressed with the caravan. It is probably the best of this type of accomodation we have stayed in

"Our stay here was incredible, everything had been thought about thoroughly. The little basket was a lovely touch along with the games which the girls enjoyed so much. Thank you again for giving us the opportunity to have a much needed getaway"



FUNDRAISING IDEAS



With your friends and family

Organise a Coffee Morning or Bake Sale

Host a Quiz Night or Race Night

Hold a Car Wash

Organise a Football Match

Collect sponsors to shave your head

Climb a mountain

Jump out of a plane in a tandem skydive

Abseil the Spinnaker Tower

Complete Tough Mudder



With your colleagues

Hold a dress down (or up) day

Display a collection pot

Get sponsored to give up a bad habit or something you love

Put together a corporate Plane Pull team

Ask for match funding from your company in support of your efforts



I'M SMASHING THE SOUTH DOWNS WAY

WALK · JOG · RACE · EXPLORE
DOUBLE MARATHON NON-STOP



FUNDRAISING

DO'S & DON'TS



If you are fundraising for The Isabel Baker Foundation, it is important you stay safe & legal. Please take a few moments to read this before you start.

You are responsible for your event, ensuring that it is run in a safe and legal manner and that it does not in anyway damage our name or reputation, or cause harm to any participant or guest. We do not accept any liability or responsibility for your activity or for anyone taking part in it.

It is a legal requirement that the words "raising funds for The Isabel Baker Foundation. Registered Charity 1166529" are included on all publicity materials.

If you would like to carry out a street collection, you will need a license from your local authority and a letter of authority from The Isabel Baker Foundation. Please ensure all collectors are over 16.

If you would like to use The Isabel Baker Foundations logo on your fundraising materials, please contact us at hello@theisabelbakerfoundation.com and we will send it across.



If your event requires a risk assessment and you need help with this, please get in touch at theisabelbakerfoundation@gmail.com and we can provide you with support.

Please be safe! Whilst we are very grateful for your support, we cannot accept any liability or responsibility for your event.

If you would like a collection pot for use on private property, please contact us on theisabelbakerfoundation@gmail.com

If you would like to sell alcohol at your event, you must check if the venue is licensed. If you need a temporary license, please contact your local authority.

Please ensure your venue is accessible for disabled guests and/or participants.

MAXIMISING YOUR FUNDRAISING



SPONSORSHIP FORMS

Sponsorship forms are a great idea for those people who would rather sponsor you in person. Don't forget to take them to your events to maximise your fundraising efforts.

CORPORATE MATCHED FUNDING

Some employers will support you by matching your fundraising total. Check with your employer to see if they have a matched giving scheme.

RAFFLES OR TOMBOLAS

Raffles or tombolas are a great addition to your event as a way to raise extra money. Contact local businesses or ask friends and family if they can donate prizes, or ask if they have any unwanted gifts they may wish to contribute. There are strict laws regarding what you can and can't do with raffles and tombola's. Please contact us at hello@theisabelbakerfoundation.com if you wish to hold a raffle so we can support you in fundraising legally.

ONLINE DONATION PAGE

Once you have decided on your challenge, you can set up an online donation page with Just Giving (<https://www.justgiving.com/isabel-bakerfoundation>) and spread the word on social media! Don't forget, the more you share the more likely you are to hit your target. It's also a good idea to keep people updated with any training or organising you are doing for your challenge or event.

TAKE LOTS OF PICTURES

Take lots of pictures! Send them to us at hello@theisabelbakerfoundation.com or hashtag #isabelsarmy on social media

KEEP IT SIMPLE AND GIVE
YOURSELF LOTS OF TIME. MOST
IMPORTANTLY – HAVE LOTS OF
FUN!



HOW TO SEND US YOUR MONEY

Congratulations you have done it!



Whether you've raised £20 or £20,000, your donation will be spent supporting children with cancer and their families

Please remember to send us your donations within two weeks following your event. To make it super simple for you, there are a number of ways you can do this.

SEND US A CHEQUE

You can send cheques made payable to 'The Isabel Baker Foundation' to our registered office; The Isabel Baker Foundation, PO Box 9870, Christchurch, BH23 9PQ

BANK TRANSFER

You can send donations directly to our bank account. The details are as follows:

Bank: Santander

Bank Account Name: The Isabel Baker Foundation

Account Number: 94310020

Sort Code: 09-01-28

CREDIT OR DEBIT CARD

Pay by telephone using your credit or debit card. Please email hello@theisabelbakerfoundation.com to arrange this.

Any money raised via Just Giving. Enthuse or Facebook is paid straight into our bank account

TELL US YOUR STORY

We would love to hear how your fundraiser went. Please let us know at theisabelbakerfoundation@gmail.com. With your permission, we would love to use your photos and videos on our social media pages and website.

THANK YOU

We really do appreciate everything you do to raise funds for families impacted by childhood cancer.

You are **INCREDIBLE!**

CONTACT DETAILS

E – hello@theisabelbakerfoundation.com

W – www.theisabelbakerfoundation.com



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



[theisabelbakerfoundation](https://www.instagram.com/theisabelbakerfoundation)

Sponsorship Form



Name: _____

Address: _____

Event / Activity Details (Including Date & Location)

The Isabel Baker Foundation supports families impacted by Childhood Cancer.
For more information please see www.theisabelbakerfoundation.com
The Isabel Baker Foundation is a registered charity in England & Wales (1166529).

Under the governments Gift Aid Scheme, all donations made by UK tax payers are worth a third more. You must be a UK tax payer and be paying at least as much in income and/or capital gains tax each year as The Isabel Baker Foundation reclaims on your donation. Please clearly fill in all of your details and tick the Gift Aid box if you give consent for us to reclaim on your behalf

Full Name	Address	Post Code	Email	Sponsorship Total	Date Collected	Gift Aid (Please Tick)	Hear more from the Charity (Please Tick)
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Sponsorship Form

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