



# 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. 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 cake sale, 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 £2,000, 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](http://www.theisabelbakerfoundation.com) or email us at [theisabelbakerfoundation@gmail.com](mailto:theisabelbakerfoundation@gmail.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 set up in memory of Isabel Baker who passed away from Infantile Acute Lymphoblastic Leukaemia eight days after her first birthday in 2015, after being diagnosed at 3 weeks old.

Having spent a lot of her life in hospital, Isabel fought long and hard, for over a year before peacefully passing away at Gully's Place, Poole Hospital.

Isabel taught us so much in her short life. She lived every day with courage and bravery. She always smiled no matter how awful she was feeling from the side effects of her treatment. She fought everyday to live and we will forever remember the lessons she left with us.

After Isabel passed away, we quickly realised how little financial support there was for bereaved parents and so we launched The Isabel Baker Foundation to provide grants for funeral and headstone costs, as well as bills, to allow parents more time off work to grieve (at the time of Isabel's death, parents were expected to return to work up to 8 weeks after their child has passed away).

In 2016, we donated £886.00 to Bloodwise to complete their research project 'Understanding the foetal origins of infant and childhood leukaemia' by Dr Andi Roy.

A lot has changed since then. In 2017 we went to parliament to support Carolyn Harris MP's Children's Funeral Fund Campaign! This was a success and implemented in 2019, meaning that all funerals are now free for children in the U.K . This is not means tested.

Later in 2018, we also went on to win Arthur J Gallagher's first ever 'Making A Difference' Award!

Fast forward to today and the charity has gone from strength to strength, we have raised over £250,000 and helped over 950 families.

We are dedicated to our cause, but we need your help!

"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



## £300

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.



**"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 food 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.

If the worst should happen, The Isabel Baker Foundation supports a bereaved family with a grant at crisis point. Many families are unable to work or need to work reduced hours while their child is receiving treatment, combined with the increased living costs of having a poorly child, this can cause financial hardship.

"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

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Host a Quiz Night or Race Night

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Hold a Car Wash

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Organise a Football Match

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Collect sponsors to shave your head

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Climb a mountain

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Jump out of a plane in a tandem skydive

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Abseil the Spinnaker Tower

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Complete Tough Mudder

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## With your colleagues

Hold a dress down (or up) day

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Display a collection pot

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

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Put together a corporate Plane Pull team

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

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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.

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

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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.

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If you would like to use The Isabel Baker Foundations logo on your fundraising materials, please contact us at [theisabelbakerfoundation@gmail.com](mailto:theisabelbakerfoundation@gmail.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](mailto:theisabelbakerfoundation@gmail.com) and we can provide you with support.

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

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If you would like a collection pot for use on private property, please contact us on [theisabelbakerfoundation@gmail.com](mailto:theisabelbakerfoundation@gmail.com)

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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.

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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 [theisabelbakerfoundation@gmail.com](mailto:theisabelbakerfoundation@gmail.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 [theisabelbakerfoundation@gmail.com](mailto:theisabelbakerfoundation@gmail.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 £2000, 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; 133 Barrack Road, Christchurch, Dorset, BH23 2AW

## 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 [theisabelbakerfoundation@gmail.com](mailto:theisabelbakerfoundation@gmail.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](mailto: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 - [theisabelbakerfoundation@gmail.com](mailto:theisabelbakerfoundation@gmail.com)

W - [www.theisabelbakerfoundation.com](http://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)

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The Isabel Baker Foundation supports families impacted by Childhood Cancer.

For more information please see [www.theisabelbakerfoundation.com](http://www.theisabelbakerfoundation.com)

The Isabel Baker Foundation is a registered charity in England & Wales (1166529). Registered Office; 133 Barrack Road, Christchurch, Dorset, BH23 2AW

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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