



The Isabel Baker Foundation

Supporting families living with childhood cancer



Fundraising Guide 2023

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 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 or email us at 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 the

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 (parents were expected to return to work up to 8 weeks after their child has passed away at the time of Isabel's death)

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 2023 and the charity has gone from strength to strength, we have raised over £250,000 and helped over 850 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 this brother and friend."

£50

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



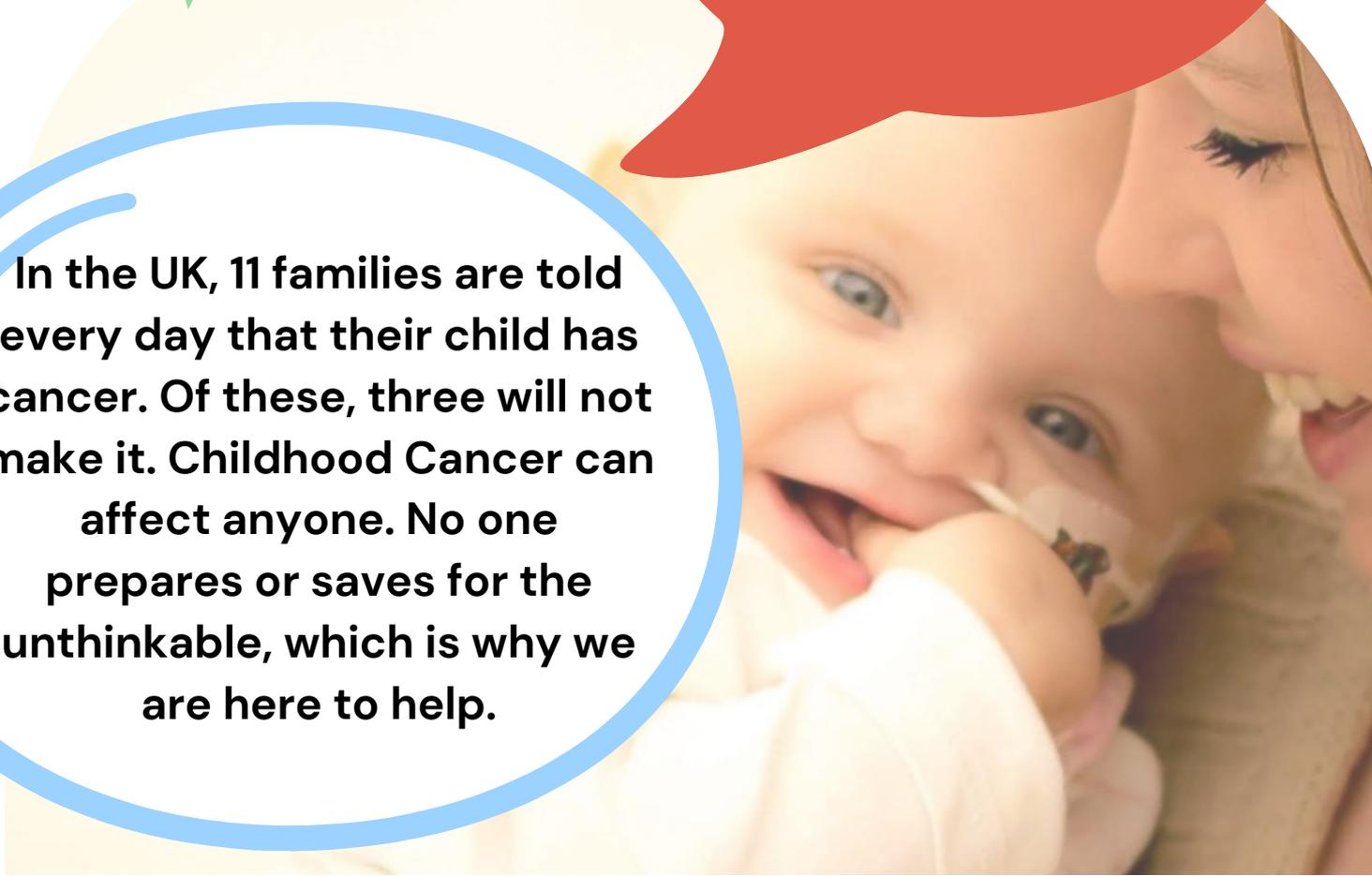
£250

Supports a bereaved family 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. If the worst should happen, many families struggle with the funeral and headstone cost.

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

"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 "

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.



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

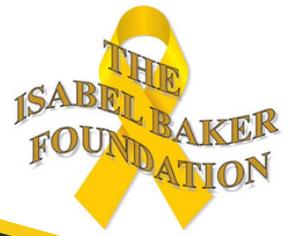
Put together a corporate Plane Pull team

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



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 and 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 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 and we can provide you with support.

Please be safe! While we are very grateful to you for your support, we cannot accept any liability or responsibility for your event

If you would like a collecting tin 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 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 tombola's 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 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 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 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 wisely 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 in by telephone using your credit or debit card. Please email theisabelbakerfoundation@gmail.com to arrange this.

Any money raised via Just Giving 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 living with childhood cancer and we will thank you once we receive your donation.

you are **INCREDIBLE**

CONTACT DETAILS

E - theisabelbakerfoundation@gmail.com

W - www.theisabelbakerfoundation.com



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