



Business Sponsorship Pack



Registered Charity No: 1203710



Cards for Bravery
making cards - brightening lives - raising funds

Introduction

Thank you for considering to support Cards for Bravery. The money you raise or support you give will make a **real difference** to the lives of **hospitalised** and **seriously ill children** and their families. In this sponsorship pack you will find everything you need to raise funds, create cards and help us **successfully** and **enjoyably**.

About us

Cards for Bravery is a charity dedicated to **brightening the days** of **hospitalised and seriously ill children** and their **families**. These children and young people tend to be admitted to hospitals, hospices, CAMHS units or being cared for at home. We provide a range of services such as the distribution of **positive handmade cards**, **bravery packages** and **activity packs**.

Katie Callaghan founded Cards for Bravery at 13 years old in 2015 during a 4 month long hospital admission after her best friend gave her a card that brightened her day. This **sparked** the idea to **create handmade cards**

for the other patients in her ward. Beginning with distribution in one hospital, Cards for Bravery has since **grown** to working with over **30** hospitals, CAMHS Units and hospices to deliver a range of services to children across the UK. The charity has **expanded** over the years

and is **maintained** by a group of **dedicated volunteers**, many who are chronically ill themselves—relating to the charity's aims and ethos.

Cards for Bravery runs entirely on **voluntary donations and support** and therefore relies on people raising funds for us and volunteering. We appreciate **any support**, small or large, to help us continue our services and **brighten the lives** of the **children, young people** and **families** we support.



How can you support us as a business?

01



Card making event

At Cards for Bravery, we are always happy to receive more positive, handmade cards to brighten the days of hospitalised children. Hosting a card making event as a company and sending them to us is one way you can support our mission.

Sponsor a Bravery package

Our bi-monthly Bravery packages are tailored packs given to children living with serious long-term health conditions to show them that someone is thinking of them during difficult times. Sponsoring a bravery package will help us continue to provide these personalised packages for seriously ill children.

02



03



Corporate Sponsorship

As a corporate company there are many ways you can help our charity. Corporate sponsorship is one of these options. This can be from choosing as your company's charity of the year, helping to sponsor an event, providing matched funding and more. We would love to hear your ideas!

Fundraise for us

Hosting a fundraising event for Cards for Bravery will be able to help us continue our various activities, from covering the costs of delivering cards to hospitals to printing more activity packs. Any fundraising activity would make the biggest difference to us at Cards for Bravery.

04



1

Card making events



Card making Event Guidelines

What are cardmaking events?

Card making events can be hosted by your company to create a fun and creative environment for anyone to create cards. All cards will be sent to us to be distributed to hospitalised children to brighten up their day.

The event can be as big or small as you like and can be a great way to have fun with your team members.

Before hosting a cardmaking event, please provide us with the following information:

- Location of event
- Date and time
- Whether you want cardmaking supplies, printable card guidelines and/or flyers and posters

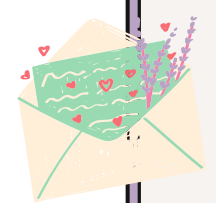


Making cards

When making your card, make them as colourful, bright and uplifting as you can! We have cardmaking guidelines to help you get started!

Ideas

- Be brave
- You're roarsome!
- Thinking of you!
- Stay Strong
- Keep fighting
- You're turtley awesome!



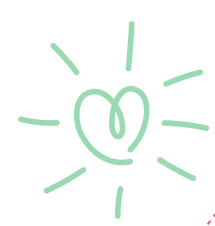
We do not accept 'Get Well Soon' or religious messages in our cards.

Sign the cards with 'Love, Cards for Bravery', with your name (and company) at the back so the children know you are thinking of them!

Mailing cards

If possible, advertise your event on social media and tag us so we can share it on our page. Any pictures would be amazing to show off your creations!

Deliver all your cards to:
 Cards for Bravery
 74 Heath Row
 Bishops Stortford
 CM23 5DF
 England



For more information, contact our Admin Volunteer at contact@cardsforbravery.com



2 Sponsor a bravery package

What are Bravery Packages?

Bravery packages are personalised packages for children with serious long-term health issues with the goal of brightening their days during lengthy hospital stays and difficult treatments.

Bravery packages are made up of items tailored to the recipient, which can include toys, skincare items, and creative activities.



Who gets a Bravery Package?

Bravery packages are received by those who fill in our nomination form for the recipient. You can find this form on our website, or Instagram bio.

How can I sponsor a Bravery package?

Bravery packages can range from £50-100. At Cards for Bravery, we look to send out Bravery packages every two months.

Any financial support to help us continue to create Bravery packages for seriously ill children and teens would be a massive help to us as a small charity.

To sponsor a Bravery package one-off or more regularly, please contact our Projects Volunteer at projects@cardsforbravery.com



3 Corporate Sponsorship

Choose us for Charity of the Year

Your company can choose Cards for Bravery as its charity of the year to support hospitalised and seriously ill children and young people. This partnership would not only help us continue the work we do towards the charity's mission, but also involve employees in a meaningful cause all year round.



Event Sponsorship

At Cards for Bravery, we host events, such as card making events and fun days to help support our activities, which you can sponsor to support our activities.



Matched Funding

Committing your business to matched funding can help our charity double our donations. Your company can match the donations from a fundraising event or campaign within a predetermined ratio, such as 1:1. For example, if we raise £100, your business can match this funding with another £100.



For more information related to corporate sponsorships or if you have any other ideas for corporate sponsorship please contact us at projects@cardsforbravery.com

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Fundraise for us



Where does your money go?

All money raised is used **directly towards our work** and to **benefit** the **children** and **young people** we support.

Some **examples** of what your donations may be used for include:

- Sending regular cards to hospitals, hospices, CAMHS units and to children and young people within the community
- Purchasing items for our Bravery packages, Activity packs and other services
- Providing gift bags and treats to children, young people and families spending holidays within hospital

£5.00

could cover the cost of sending 100 cards to a hospital within the UK

£50.00+

could cover the cost of a Bravery package for a seriously ill child

£100.00+

could cover the printing costs of 200 activity packs

Planning your fundraising event

To help **fundraise** for us, you can **organise** your **very own event**.

Organising an event can be **really fun!** Although every event will be different, there are a number of things to consider and plan. **Good planning** is one of the most important elements of running a successful fundraising event. We have highlighted a number of things you may have to **consider** to help with this.

If you are organising a fundraising event, please make sure to make our team aware by emailing contact@cardsforbravery.com so we can acknowledge the amazing work you are doing and thank you for fundraising for us.



7 step process

Type of event

You will have to decide what you want to do and what type of event you want to hold. Have a think about the audience you will be reaching out to for donations, and what your supporters and/or attendees may be interested in. If you are stuck for ideas, you can have a look at our A-Z of fundraising events listed on pages/section X. You can also participate in solo challenge events - such as marathons, a sponsored swim or a cycling challenge!



Location

Make sure to choose an appropriate venue for the event you are hosting. You could hold it at home, school, work, or reach out to places, such as a local community centre or pub for more public and larger fundraising events!



Date and time

When choosing when to hold your event, give yourself enough time to plan and prepare. For example, consider the weather and time of year the event will take place. You might also want to consider other events and special dates that may clash with your event.



Support team

If it's needed, find people to help with planning and running the event. You could ask friends, family members and colleagues if they are available and interested in helping you out. This will help with any stress with events planning, where each person can be tasked with something different, for example booking venues and event advertising.



Event advertising

Create buzz leading up to your event. Send out personal invitations asking them to attend. Consider displaying posters in local public places. Hand out leaflets giving details about your event; or advertise your event on local radio and newspapers. Most importantly, email and share your event across social media with an eye-catching graphic that will draw people in. The internet is an amazing resource nowadays, and can reach many people.

Day of event

On the day of the event, make sure you are all set up and prepared! Gather your support team if you decide to have one to help run the event on the day and ensure everything runs smoothly. Make sure everyone is aware of their role and any problems can be easily dealt with. Most importantly—have fun!



Post event

After the event, collect all money raised and send it to us as soon as possible. More details about where to send your money too can be found below! Make sure to thank everyone involved!



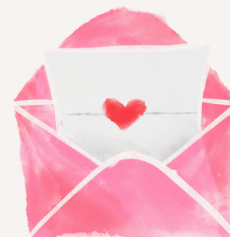
Assets and support we can provide

Whilst organising your fundraising event, Cards for Bravery is happy to **support** you with many things **you may need** during the process.



Providing more information about Cards for Bravery

Give advice regarding publicity of your event and we can help publicise it where possible



Provide a letter from Cards for Bravery confirming that you are raising money on our behalf

Help to answer any questions you may have on organising your fundraising event, including legal requirements

We can help you with things such as:

Help with creating sponsorship forms and creating online sponsorship pages, such as JustGiving and GoFundMe

Provide assets for promoting your event and for use on the day where possible, such as downloadable logos, poster templates, leaflets, posters, collection boxes and more.



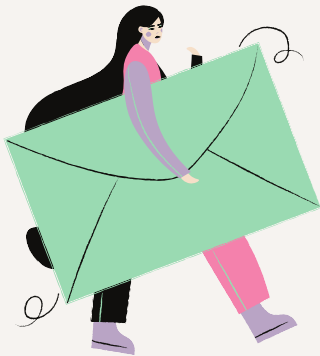
Please do get in touch with our team at contact@cardsforbravery.com if you need any help with the above or have any further queries.



Where to send the money you fundraised

Now that your hard work is done, all you need to do is **pay in the money you fundraised** to **Cards for Bravery** as soon as you can.

We are really grateful for any money raised for us, where all of it will be used to help **brighten the days** of **hospitalised** and **seriously ill children**, as well as their families.



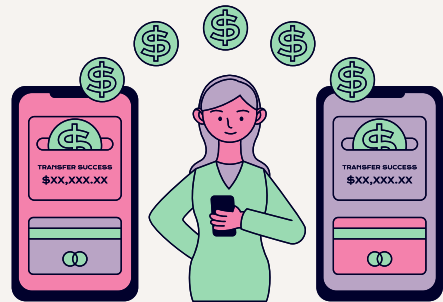
By post

A cheque made payable to Cards for Bravery can be sent to the following address:
74 Heath Row, Bishops Stortford,
Hertfordshire, CM23 5DF

Bank transfer

You can pay your donation to:
Cards for Bravery
Sort code: 60-02-36
Account number: 68054998

Please include your name as the reference and make sure to email our Treasurer at finance@cardsforbravery.com to ensure your payment has been received



Online

Money can also be donated online via our JustGiving or PayPal account. This can be found on the 'Donate' page on our website, or you can be emailed the link from a member of our team.

Fundraising regulations

As well as fun and successful, your fundraising event should also be safe and legal. We don't want it to be daunting, but here are a few things you must know.



Raised funds

In law, you will be **responsible** for all funds raised, where all donations and sponsorship money from your event must be paid to Cards for Bravery. You **must inform potential donors** if **any funds raised are not paid to us**.

Please understand that if you do something that **threatens** or **damages** the **reputation** of Cards for Bravery, we can **ask you to stop fundraising** for us.

Food and alcohol

There are **several regulations** regarding **serving food** at events. If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit food.gov.uk for more details.

If you **plan to sell alcohol**, you need to **obtain an alcohol licence** from your **local authority**. You can give alcohol away for free at events without a licence, but you must **make it clear** that the value of the alcohol is not included in any ticket price, entrance fee or fundraising. If you are still unsure about the rules and regulations surrounding serving food and drink at an event, you can get in contact with your local authority.



Small lotteries and raffles



Small lotteries, such as tombolas or raffles **do not need to be registered**, but have to be part of an exempt entertainment, such as a dinner dance or fete.

Certain conditions have to be met, such as no cash prizes and the sales of tickets and announcements must take place during the event.



Make sure you **check the latest information** and advice at gamblingcommission.gov.uk or get in touch with us if you are unsure and we will be happy to help.

Fundraising regulations



Street collection

If you want to **collect money** or **sell items** on the street for charity, you might **need a street collection licence** depending on your local council. Contact your local council and if required, obtain a street collection licence before fundraising.

Street collections can **only be done by those 16+**. If you are collecting on private property (such as a supermarket), you also need their permission. Collection boxes and buckets must be **clearly labelled** with Cards for Bravery's name, address and charity number and must be sealed.

Licensing activities

Some activities **require a licensing**, including:

- Providing alcohol or live music
- Holding a collection
- Holding a raffle or lottery

Please check with your local authority to see if you do require a license for your activity (the above is not an exhaustive list).



Writing about your event

When you are writing about your event, it is required you state it is being held 'in aid of Cards or Bravery'. Please also include our charity number using these words: Registered charity number 1203710 (England and Wales).

This information may seem overwhelming, but it is simply contacting the people where necessary and obtaining any needed licences. Please do contact us if you would like further help or advice regarding this.

A-Z list of fundraising ideas



A	Art fair, auction, afternoon tea
B	Bingo night, bake sale, bike ride, barbeque
C	Craft fair, car boot sale, coffee morning, car wash
D	Dog show/walk, disco, dancing marathon, drawing challenge
E	Exercising challenges, eating contest, egg and spoon race
F	Facebook fundraiser, fun run, film evening, fancy dress day
G	Games night, golf day, 'guess how many' competition
H	Hiking challenge, head shave, horse race
I	Iron man challenge, indoor market, ice cream stand
J	Jewellery making, jigsaw marathon, juice stand
K	Knittathon, karaoke night
L	Lego contest, loose change collection
M	Murder mystery, marathons, music festival/concert

N	'Name the' competition, nail art, needle work
O	Outdoor theatre, office fundraising, obstacle course, open mic
P	Poetry reading, poker night, plays
Q	Quiz night, quiet hour, quilt making,
R	Readathon, raffle, race nights, running challenges
S	Sports day, sky diving, street party,
T	Talent shows, table tennis tournament, tea party, treasure hunt
U	Uniform free day, used book sale, university challenge
V	Video game stream/marathon, vintage sale
W	Walking challenges, wishing wall fundraiser, walks
X	X Factor competition, Xmas fair
Y	Yoga marathon, yoyo contest, YouTube stream
Z	Zumba challenge, zero waste day