

# Fundraising Kit



**Mitchell's Miracles**  
Neuroblastoma Charity

Supporting Families affected by Neuroblastoma Childhood Cancer



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Registered Charity No. 1152726

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# About Us

**Set up in legacy to provide financial and emotional support and raising awareness of the early signs & symptoms of Neuroblastoma.**

**Our financial grants are given directly to the families battling with the financial effects of Neuroblastoma .**

**The financial grant can help with travel costs to and from hospital, utility bills, loss of income from unemployment, employment & self employment, to food costs in hospital.**

# Fundraising Ideas



If you have signed up to take part in a challenge, or looking into organising your own event and need ideas on how to fundraise successfully for our charity but have no idea how, then this is the pack for you!

We hope you take advantage from our fundraising pack, as we believe it will give you inspiration to reach your end goal in raising as much money as you can for Mitchell's Miracles.

Should you need any more help, please get in touch with us:

[info@mitchellsmiracles.co.uk](mailto:info@mitchellsmiracles.co.uk)



# A-Z Of Ideas



- Abseil
- Bike Ride
- Coffee/Make Morning
- Dog Walk
- Easter Egg Hunt
- Fun Run
- Golf Tournament
- Indoor Boot Sale
- Head shave
- Jumble Sale
- Karaoke Night
- Ladies Night
- Movember
- Non- Uniform Day



# A-Z Of Ideas



- Office Collection
- Parachute Jump
- Quiz Night
- Raffle
- Sponsored Silence
- Talent Contest
- Uniform Free Day
- Valentines Ball
- Wax A Work Colleague
- X-Box Gaming Night
- Yoga-Thon
- Zip Wire



# Top Tips for Raising Money



**Here are some effective tips in raising donations for your fundraising challenge.  
We hope this encourages and inspires you to hit your targets and more so!**

**Top Tip No.1**  
Tell your story!  
Whether it is via social media, blogging, etc let people know your journey and always leave your sponsor page link for people to sponsor you

**Top Tip No.2**  
Hold a Quiz night, we can help you with this, gather friends and family and host in your local pub, restaurant or hall, sit back and see how competitive it gets!

**Top Tip No.3**  
If you work in an office or place of more than ten people, get them to do a collection on your behalf. To make it even more fun, have a dress down day or fancy dress day!

**Top Tip No.4**  
Hold a bake sale!  
If your baking isn't that great, get friends and family to bake on behalf of you and you can do the selling at local schools or coffee mornings

**Top Tip No.5**  
Set up a Sponsor Page, More information in this pack, but by having a sponsor page online, it is easier for you to hit your target by sharing at least once a week

**Top Tip No.6**  
Odd Jobs  
There is always someone who needs their car washing or their dog walking! Offer to do this in return of a sponsored amount.



# Case Study - A Fundraisers Journey

**"Please read how one of our supporters challenged herself by climbing the Three Peaks in Wales, and achieved above her target sponsorship".**



“

*I set up a fundraising page via Virgin Money Giving which I shared at least once a week to begin with to get people noticing this huge challenge! As the event got closer, I tried to add little snippets of my training and reasons for doing the challenge so that people knew where their money would be going.*

*A month before the event, I boosted my total by hosting a pub quiz and gathered friends and family to take part. This was a great idea as some people hadn't sponsored me yet but having a quiz with a raffle certainly made my total become higher!*

*As I climbed each mountain, I updated my Facebook status to let everyone know how it was going and over the three days, I hit my target and even more so!*

*I kept my sponsor page open for another month. I would always say keep talking about your challenge, any training you are doing and any events you are putting on to keep people interested and remain in their minds around pay day!...* ”

**Fundraising Target £1000  
Actual Amount Raised - £1350**





# Meet Our Previous Fundraisers



**Terry and Jamie took part in the Brighton Marathon and raised over £3,000 between them**



**James bravely grew his hair long and then got it all cut off raising over £1,500 on his own**



**Amy has twice swam a length of the Thames raising over £1,000**



**Gavin ran the London Marathon for us in and raised £1,400**



**Tough Mudder team raised £1,500**

# How Your fundraising Helps

**"Mitchell's Miracles rely solely on public funding so any amounts raised go straight towards helping families affected by Neuroblastoma".**

## How does my fundraising help?

Fundraising for Mitchell's Miracles will give you such an overwhelming sense of pride, in knowing you have given support to one of our many families that urgently need a financial grant whilst their child is receiving hospital care for Neuroblastoma.



The news that a child has been diagnosed with Neuroblastoma (childhood cancer) is difficult enough to comprehend, without the situation being made worse with the financial worries. We understand that parents / guardian's often need to leave employment to provide the necessary care their poorly child needs, and although they are entitled to the same state benefits as other non-working parents, outgoings can soar dramatically and can leave many families in dire straits.



Our financial grants donated can help with anything from travel costs to and from hospital, household utility bills to food costs in hospital.



# Setting Up Your online Sponsor Page



# moneygiving

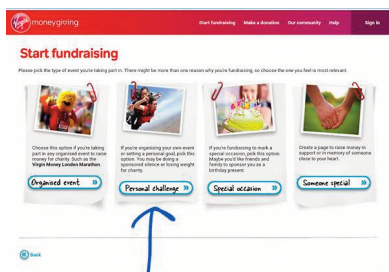


Step 1

Go to  
[www.virginmoneygiving.com](http://www.virginmoneygiving.com)  
 and click on  
**'START FUNDRAISING'**



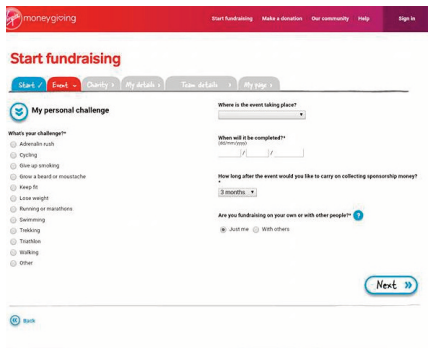
Step 2



Click on  
**'PERSONAL CHALLENGE'**

Step 3

Fill out the details of your event and how long you would like to keep receiving sponsorship for after you have completed your event. We recommend no more than one month.



# How to Set Up Your Sponsor Page



## moneygiving



### Step 4

Type in our charity name including the apostrophe  
**Mitchell's Miracles.**

To make sure you have the right charity, our registered charity  
number is 1152726

#### Charity's name\*

Search for the charity you'd like to support by typing in part or all of the charity's name and click search to select it from a list.

Mitchell's miracles  [Search](#)

#### Can't find your charity?

Your charity may not have signed up to Virgin Money Giving yet.

[Invite them to join](#)

How much are you planning to raise? If you haven't got an amount in mind, just leave this blank.

£

#### Has your charity contributed to the cost of your event?\*

Yes  No [?](#)

[Next](#)

### Step 5

Register your details or sign in and you will have your very own  
fundraising page!

Use it to tell your story about why you are fundraising, how your  
training is going and where their sponsor money is going.

The screenshot shows the top navigation bar with the Virgin Money Giving logo and links for 'Start fundraising', 'Make a donation', 'Our community', 'Help', and 'Sign in'. Below this is the 'Start fundraising' section with a breadcrumb trail: 'Start' (checked), 'Event' (checked), 'Charity' (checked), 'My details' (active), and 'My page'. There are two main options: 'I'm already registered' with a 'Sign in' button, and 'I'm not registered' with a 'Register' button. A note under 'I'm not registered' says 'Click "register" to create a Virgin Money Giving account'. At the bottom left, there is a 'Back' button.

# How to Set Up A Facebook Fundraiser



facebook



## Did you know that you can set up a Facebook fundraiser for your challenge?

Any type of online fundraising starts with the incorporation of social media. Facebook has millions of users worldwide, which makes it the perfect place to raise awareness about your fundraiser.

Create An Engaging Facebook announcement about your challenge.

For example, if your doing a tandem skydive , then you will want to avoid using a short one line status update such as "I'm doing a skydive, Please donate here", as most people will simply scroll past it.

If you go with a status update that provides more detail,

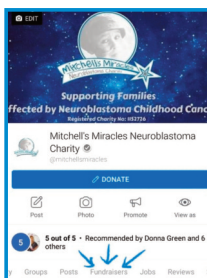
Example: Hello friends and family, as you may or may not know, I have decided to take part in a charity challenge of a lifetime and will be skydiving 13,000 ft. Please help me to achieve my target amount of £....

People will be more engaged by an inspiring status, and are more likely to make a donation.

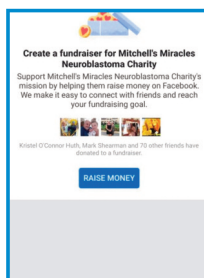
Another great way to fundraise is a Facebook Live broadcast.

Facebook Live will attract more traffic to your fundraiser than any other type of content you will post.

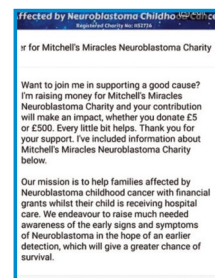
## How to set up a Facebook fundraiser



Search for Mitchell's Miracles Facebook page. Click fundraiser, as seen on image above.



Click "Raise Money"



Set up your page, inform your friends & family about your challenge

Well done on successfully creating your fundraiser, please also remember you have other useful platforms including Texting, WhatsApp, and emailing, where you can shout about your fundraising journey to your friends and family.

# Frequently Asked Questions



## What kind of assistance will Mitchell's Miracles give me for my challenge/ Event?

Not only will we help you, but we will supply you with our fundraising pack, which includes branded merchandise such as, T-shirts, wristbands, pens, sponsor forms, banners, posters, and help you to promote your challenge/event on our social media platforms. We are here from start to finish to ensure your fundraising activity is a complete success.

## How do I get my sponsor money to Mitchell's Miracles?

You've done the hard part in raising the donations for your challenge/event, and now you want to send the monies to Mitchell's miracles.

It's super straight forward and there's lots of ways to send it.

If you've set up an online giving page via VirginMoneyGiving or Facebook Fundraiser, then you don't need to do anything as this will get paid automatically to the charity.

Or

If you have cash, this can be handed into our office:  
1-3 Western Road, 2nd floor, Suite 6, Romford, Essex, RM1 3LD.

Cheques are to be made payable to  
Mitchell's miracles

## How else can I get involved with Mitchell's Miracles?

There are lots of ways to get involved with our charity. From volunteering at our events, to hosting your own event, to donating unwanted gifts for our tombola, raffle and organised events

All ideas are welcomed by us, so please get in touch to discuss it further:  
[info@mitchellsmiracles.co.uk](mailto:info@mitchellsmiracles.co.uk)

We hope our fundraising pack has given you the tools needed to fundraise for Mitchell's Miracles !



Here's a check list to tick off as you go along your fundraising journey.

# Checklist

- Read this fundraising pack
- Choose a Challenge/Event
- Contact Us to let us know
- Set up a VirginMoneyGiving Page
- Set up a Facebook fundraiser
- Request a sponsor form /promotional material
- Share to all social media platforms
- Do the challenge / event
- Collect remaining donations
- Share your journey
- Send sponsor form and all monies collected to charity

Contact Us

Mitchell's Miracles



[www.mitchellsmiracles.co.uk](http://www.mitchellsmiracles.co.uk)



07799252726 / 07825272792



[info@mitchellsmiracles.co.uk](mailto:info@mitchellsmiracles.co.uk)

