



# Children's Burns Trust FUNDRAISING PACK





# Contents

Introduction .....	3
Background Information.....	4
Why Fundraise for Children’s Burns Trust?.....	5
8 Simple Ways....That Won’t Cost a Penny .....	6
What Your Support can Help Achieve.....	7
Fundraise for Children’s Burns Trust.....	8
Plan Your Own Fundraising Event .....	9
Children’s Burns Trust Fundraising Ideas .....	10
Spare a Penny?.....	12
Ways to Directly Donate .....	13
Link up on Social Media.....	14
Social Media Posts.....	15
Extra Materials to Help You .....	16
JustGiving Tips .....	16
Sponsorship Form Template.....	17
Gift Aid Form .....	18
Need Our Help?.....	19



“ *The Children’s Burns Trust doesn’t receive any government funding and we are only able to continue the work we do as a result of the fundraising efforts of our wonderful supporters.* ”

Princess Marina Lobanov Rostovsky nee Wladimiroff  
*Chairman of Trustees*

# Welcome!

This fundraising pack has been developed to help you to support the Children's Burns Trust.

There is so much more to supporting the Children's Burns Trust than just making a one-off donation, and this pack contains information that will help you plan your own fundraising and awareness activities to help the Children's Burns Trust continue their vital work in the emergency care and long term rehabilitation of severely injured children.

**It doesn't matter if you want to help us by donating a few pennies or hundreds of pounds, there are endless ways to support!**

“ *During my year as captain of Knebworth Golf Club I decided that I wanted my Captain's charity for the year to be The Children's Burns Trust. I had heard about some of the great work it does through our contacts with the Hertfordshire Fire Service, and my wife and I also experienced our own trauma when my oldest son was only 6 months old. He suffered burns from a hot drink being spilt, and we still remember the screams and how terrible we felt as parents from this happening. Luckily for us the burn did not need the extensive treatment that many children require who are supported by Children's Burns Trust.*

*My wife and I wanted to support Children's Burns Trust to help promote their work and raise awareness of burns and scalds. We also wanted to raise enough funds to support the annual jamboree and the rehabilitation of the burns survivors.*

Mark



Hold a cake sale



Run a marathon



Organise an auction of promises



Spread awareness



- Join up with your friends
- Sponsored walk or run
- Golf tournament
- Hold a first aid burns awareness day
- Fancy dress day at the office

# Background Information

## A burn injury is for life.

The scars are physical as well as psychological and can present life long challenges. It is our aim to make those challenges easier to bear and to help children and young people to grow up and lead as happy and healthy a life as possible.

**Children’s Burns Trust (CBT) is a national charity making a positive difference in three ways:**

### PREVENTION

Working with others to raise the awareness of burns and scalds including PREVENTION campaigns.

### REHABILITATION

Working with NHS professionals to provide direct help and funding for REHABILITATION.

### SUPPORT

Giving direct financial SUPPORT to families and hospitals and providing advice & access to burns related information.

To find out more about Children’s Burns Trust visit: [www.cbtrust.org.uk](http://www.cbtrust.org.uk)



“ *At 18 months old, I was a curious child and when nobody was looking, boiling water scalded my chest, arms and face.*

*My parents rushed me to the hospital where they would stay with me for 9 weeks and through the first of several surgeries. Growing up I faced a lot of times where I felt like an outsider. I remember going swimming with my older brother at around 6 years old and other children commented that I had a disease. From then on, I would not go swimming without wearing a t-shirt to hide my scars.*

*Living in fear and shame is no way to live. But now I have embraced my experience and I no longer see my scars as a flaw to be ashamed of. My scars are the story of my triumph and I proudly wear them on my skin. I do not hide my scars but I show them just as anyone would show their normal skin.*

*With the support of the Children’s Burns Trust this is something I am able to achieve and I would love for you to help us.*

Nici

# Why Fundraise for Children's Burns Trust?

Severe burn injuries to children are life changing, often requiring multiple surgeries and painful treatments throughout child and young adulthood at specialist burns units many miles away from home.

The Children's Burns Trust is a small charity working on a national basis, we provide emergency funding to severely injured children and their families in the immediate aftermath of a life changing accident. We also sponsor activities like burns camps, jamborees and family weekends. The long term psychological scars of burns survivors, their siblings and carers are as significant as the physical scars and require long term care.

The Children's Burns Trust works hard to keep their overheads as low as possible so that we can divert the maximum funds towards our beneficiaries. The Children's Burns Trust works closely with medical and healthcare professionals on an individual basis to ensure that donated funds are managed properly and go towards specific support.

Our awareness and prevention work is instrumental in reducing the number of childhood burns and ensuring that if they do happen, fast and suitable first aid is administered.

## What 'Making a Difference' Really Costs

Caring for injuries and rehabilitating children, their siblings and families is very specialist, and equipment can be costly. Children's Burns Trust receives no government funding and are only able to continue the work we do as a result of fundraising efforts. In addition to the income generated from events and the support of various specialist trusts, we are heavily reliant on smaller donations.

£100	Pays for travel expenses for a parent or carer to visit their child in a specialist burns unit
£250	Pays for 10 children to have an afternoon bowling
£500	Pays for a child to attend burns camp at an adventure activity centre
£1,000	Pays for new play and exercise equipment for a burns ward
£2,000	Pays for the production of 5000 copies of "Lizzie's Accident" books
£5,000	Pays for a Family Therapy Weekend
£11,000	Pays for a 4 day Jamboree for up to 40 children





## 8 Simple Steps to Show You Care... ...That Won't Cost a Penny

- 1** Email [info@cbtrust.org.uk](mailto:info@cbtrust.org.uk) and pledge your support
- 2** Visit our learning zone and spread awareness through circulating Children's Burns Trust resources to your colleagues and wider professional network.  
[www.cbtrust.org.uk/learning-zone](http://www.cbtrust.org.uk/learning-zone)
- 3** Sign up to our newsletter and get regular updates from Children's Burns Trust  
[www.cbtrust.org.uk](http://www.cbtrust.org.uk) (bottom of page)
- 4** Follow the Children's Burns Trust on social media:  
**Twitter:** @CBTofficial  
**Facebook:** [www.facebook.com/ChildrensBurnsTrust](http://www.facebook.com/ChildrensBurnsTrust)  
**Instagram:** @ChildrensBurnsTrust
- 5** Dedicate a page on your website to highlight your support of Children's Burns Trust and the fundraising you achieve. Please put a link to our website on your page: [www.cbtrust.org.uk](http://www.cbtrust.org.uk)
- 6** Plan a fundraising activity or event
- 7** Visit the Children's Burns Trust Burns Database and review specific burns data for your area:  
[www.cbtrust.org.uk/burn-prevention/website](http://www.cbtrust.org.uk/burn-prevention/website)
- 8** Contact Children's Burns Trust to discuss your specific support



## What your Support Can Help Achieve

Pays for an ice cream at the beach for everyone at the family weekend

£25



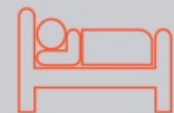
A discharge nurse contacted us to ask if we would be able to buy a supply of towels and a bath/shower hose adaptor for a little girl. Following a long in-patient stay she was ready to be discharged as long as she could have a shower twice a day but the rented accommodation they lived in didn't have a shower. For as little as £50 she was able to go home...

£50



Pays for overnight accommodation for a child and mum because they live over 100 miles from the hospital and have to be on the ward at 7am for remedial surgery

£100



Pays for 10 children to have an afternoon bowling

£250



Pays for a child to attend burns camp at an adventure activity centre

£500



# Fundraise for Children's Burns Trust

1

## PLAN!

Decide on the type of fundraising event that you want to organise and when you are doing it. It's a great idea to set yourself a target, and let your supporters know. Contact Children's Burns Trust and let us know. We can help to provide advice and links to resources. We can also let our other supporters know what you're up to via our newsletter and social media.

2

## PROMOTE YOUR EVENT!

Contact all the people that you know and ask them to support your fundraiser. Explain why you are doing it, what you hope to achieve and when it's taking place. Encourage them to join in or come along, and make sure they tell their friends about it. Social media is a great way to keep in touch with Children's Burns Trust and update us on your progress.

3

## REPORT BACK!

Once your fundraiser has taken place, please let us know how it went. We would love to receive photographs, quotes and feedback from our amazing supporters. We are often looking for guest bloggers to feature in our blogs and newsletters.



“ *My burns will always be a part of me. I want anyone reading this who does have burns or know someone who does that you are not alone. It's a rough road and one we've been unwillingly thrust onto, but it's ultimately unchangeable for us. Therefore it is our choice how we choose to walk down it. In regret that of the past, or in pride of how we can use it to shape us for the better in the future.*

India



# Plan Your Own Fundraising Event

## Could you run a fundraiser for the Children's Burns Trust?

No amount of money is too small and you can be sure the money you raise will go directly to help where it is most needed. We can even advertise your own event on our website and social media.



Raffle or auction of promises



Office cake sale



Golf day



Undertake a sporting challenge



Fundraising dinner



Donate a % from sales

## 50 Fundraising Ideas to Get You Started

- Bike ride
- 5 km walk
- Fun run
- Dog walk
- First aid training
- Sponsored swimming
- Football match
- Golf tournament
- Disco night with prizes
- Cake sale
- Yard or garage sale
- Donate a % from your business
- Auction of gifts
- Auction of promises
- eBay your unwanted stuff
- Film night
- Karaoke tournament
- Car wash
- Run a competition
- Collect all your spare change and donate it
- Talk to local business and ask them to support your event
- Fancy dress day
- Dress down day
- Raffle
- School fair
- Village fete
- Guess the number of sweets in a jar
- Promote awareness about children's burns and first aid
- Design your own hat competition
- Hold a competition for the best burns awareness poster
- Write a blog for Children's Burns Trust
- Easter egg hunt
- Art exhibition
- Pet show
- Dinner dance
- Coffee morning
- Picnic
- Book sale or book club
- Jumble sale
- Moonlight walk
- Pram push
- Tug-of war
- Sports day
- Barbeque and band
- Adventure challenges
- Swimathon
- Sponsored silence





# Children's Burns Trust Fundraising Ideas

You may have your fundraising idea all figured out, which is great!

But if you're looking for inspiration, check out the following ideas.

If there's one lesson we've learnt from all of the brilliant families who have raised money for us over the years, it's that not everyone wants to run a marathon or throw themselves out of a plane!

Whether you're sporty, a keen foodie, or want to get your school or workplace involved, there's a fundraising idea for everyone.

## Sporty Types

Are you sports-mad? An adrenalin junkie? Up for a physical challenge? Part of a team? Wanting to boost your fitness?

- Sky-dives
- Fun runs
- Marathons (\*see our important note on marathon places below)
- Bike rides
- Golf days/golf challenges
- Sponsored walks
- Three peaks challenge
- Endurance challenges e.g. tough mudder

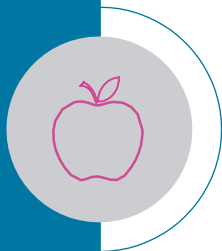
## Foodies

Do you make an unbeatable lemon drizzle? Are you addicted to peanut butter and want to give it up for a month? Want to see who out of your friends and family really is the better cook?

- Cake-sale
- Come dine with me
- Give up your favourite food for a month
- Donut challenge - how many can you eat!
- Guess the jellybeans/sweets in a jar competition

### \*Marathons/Fun Runs

As a small charity the only guaranteed place we have in any of the main marathons is one place once every 5 years in the London Marathon. If you would like to raise funds for us by participating in a marathon or other running event/sporting challenge, we ask that you please book your place (or enter the relevant ballot), and we will support you in any way that we can. We don't have a supply of running vests – but we are always happy to arrange a T-shirt/vest, with our logo on. We will also publicise your event through our social media channels.



## Personal Challenges

Are you someone who likes a challenge? Do you thrive on completing things that people dare you to do?

- **Shave your head**
- **Wax your legs**
- **Give up your mobile phone for a week**
- **Bungee jump**
- **University challenge - take on your local university for the challenge**

## Get the Kids Involved

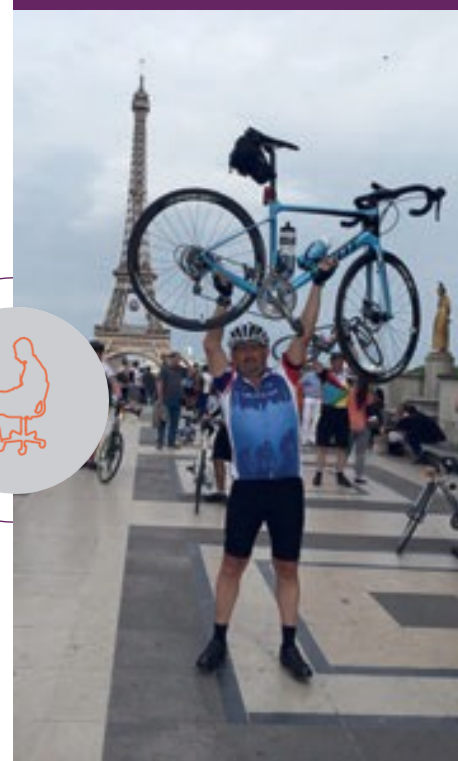
Do you want your kids to have a purpose? To encourage them to think about helping others? Do they have things they no longer need, but which others could benefit from? Want them to get stuck in to something new?

- **Pocket money matching - for every month your children keep their room tidy, match their pocket money with a donation to Children's Burns Trust**
- **Garage sale of unwanted toys, clothes and books**
- **Board game competition**
- **Movie night - sell tickets, and extras like popcorn**
- **Disco - sell tickets and encourage their friends to get their dancing shoes on**

## In the Workplace

Work in a busy workplace with a fun, creative culture? Colleagues who are always happy to support others and come up with ideas? Or simply want to encourage your bosses to 'do their bit'?

- **Ask your employer to do a Dress Down Day at work**
- **Suggest to your HR or Personnel team that Children's Burns Trust be your nominated 'Charity of the Year'**
- **Office bake off competition**
- **Coffee donation - pick one day a month where you have to 'pay' for your beverage in the office kitchen**
- **Charity competition - which team, department or branch can come up with the best ideas and raise the most money**





## Spare a Penny?

Even a few unwanted pennies can make an enormous difference to our beneficiaries.

**Many of our supporters choose to either:**

1

Collect all their spare change and donate it directly to the Children's Burns Trust

*or*

2

If you own a retail premises or take online payments, give your customers the opportunity to automatically round up their payment to the nearest pound. It's an amazing way to show your customers that you support the Children's Burns Trust. Contact us for more information.

“ *This weekend has been the best weekend for me and my family.* ”

Burn Survivor at our Family Weekend



## Ways to Directly Donate to Children's Burns Trust

Your donations to the Children's Burns Trust are very much appreciated and you can be sure the money you give will go directly to help where it is most needed.

**You can donate in the following ways:**



Bank Transfer direct to:

**Children's Burns Trust**  
**Barclays Bank**  
**Sort Code 20-21-78**  
**Account No 90755362**



Payment by cheque made payable to Children's Burns Trust and send to:

**Children's Burns Trust**  
**13 The Vale**  
**Ingatstone**  
**CM4 9PW**



By clicking on the **DONATE** button on our website, or going direct to:

**PayPal: If you would like to donate via PayPal please contact us.**

**Charity Choice: <http://bit.ly/2ICTPSa>**

**Just Giving by clicking here: <https://www.justgiving.com/cfbt>**





## Link Up with Children's Burns Trust on Social Media

Social media is an excellent, fast and economic way to keep up to date with all of Children's Burns Trust's current activities, news, events and resources. It's also a great way to start seeing how the wider charity works and who else supports us.

Most organisations communicate with their wider network in this way, so forward this page to your marketing department or representative and follow us!



@CBTofficial



@ChildrensBurnsTrust



@ChildrensBurnsTrust

*And then send us a tweet to let us know!*



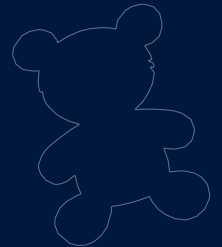
Read and circulate our blog here: [www.cbtrust.org.uk/blog](http://www.cbtrust.org.uk/blog)



Sign up to our newsletter here: [www.cbtrust.org.uk](http://www.cbtrust.org.uk)



You can also support National Burn Awareness Day. Find out more about what's happening here: [www.cbtrust.org.uk/national-burn-awareness-day](http://www.cbtrust.org.uk/national-burn-awareness-day)



## Social Posts at the Ready!

Social media is a great way of telling friends and family about your fundraising activity and encouraging them to support. It also helps raise awareness of the Children's Burns Trust and burn prevention.

We have written some social media posts to help you get started. Hopefully these will help but do please feel free to make up your own! The more you post, the better!

If you quote, tag or @mention us in your posts we can also share the activity, raising more and more awareness.

- 1 I'm fundraising for @CBTOfficial, helping to support children and families who are impacted by burns. Can you help? #BeBurnsAware
- 2 I'm doing a sponsored [insert fundraising activity] in aid of @CBTOfficial, helping to raise money for burn prevention and direct support to families. Check out my @JustGiving page here: [insert your pages' link]
- 3 We're raising money for @CBTOfficial and need your help to reach our target of [£xxx] which will help children and families affected by burns and scalds in the UK.
- 4 Can you spare a penny, pound or more? Help me raise as much money as possible for @CBTOfficial by visiting my @JustGiving page here: [insert your pages' link]
- 5 More than 11 toddlers experience severe burns & scalds in the UK every day. This can be avoided. Help me fundraise for @CBTOfficial #BeBurnsAware <http://www.cbtrust.org.uk/burn-prevention>



# Extra Materials to Help You

## JustGiving tips

JustGiving is a brilliant website, allowing you to set up an online fundraising platform to collect donations online for your activity. It means you no longer have to worry about sponsorship forms or collecting money from people.

Because it's online, you will get a dedicated link for your page which you can easily share with friends, family and colleagues - and share on social media too.

**To set up your own JustGiving page for Children's Burns Trust is very easy:**

Simply go to the website and get started.

<https://home.justgiving.com/startfundraising>

## How to Make Your JustGiving Page a Success



**SHARE A PHOTO** - Fundraisers with pictures on their page raise 14% more per photo.



**TELL YOUR STORY** - Tell people why you are fundraising, why it matters to you and why they should support you.



**HAVE A TARGET** - Pages with a target raise 46% more.



**BE SOCIAL** - Sharing on Facebook, Twitter, WhatsApp and Instagram raises more money. Don't be shy, your friends and family want to hear about the good things you are doing.



**UPDATE YOUR PAGE** - Let your supporters know how you are doing, and any updates about your progress. It's a lovely way of thanking people too.





# Sponsorship Form Template

**Children's Burns Trust**  
PO Box 13402, Ingatestone, CM4 9YR  
Tel : 07802 635590  
Email: info@cbtrust.org.uk  
Web: www.cbtrust.org.uk

## SPONSORSHIP GIFT AID DECLARATION FORM

### BOOST YOUR DONATION BY 25p OF GIFT AID FOR EVERY ONE POUND YOU DONATE

If I have ticked the 'Gift Aid' I confirm that I wish Children's Burns Trust to claim Gift Aid on my donation detailed below. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay the difference.

Full Name	Home Address & Phone	Post Code	Tel No	Amount	Date Given	Gift Aid (✓)

Please return this form with your sponsor money to Children's Burns Trust, 13 The Vale, Ingatestone. CM4 9PW. Please make cheques payable to Children's Burns Trust.

*To be completed by the charity*

Date funds received: .....

Total amount of Gift Aid donations £ .....

Registered Charity No. 1082084 | Registered No. 4007007 (England & Wales)  
Registered Office: Potton House, A1/A428 Interchange, Great North Road, Wyboston Lakes, Bedford MK44 3BZ



# Gift Aid Form

Using Gift Aid means that for every pound you give, the Children's Burns Trust will receive an extra 25p from the Inland Revenue, helping your donation go further. This means that £10 can be turned into £12.50 - imagine what a difference that could make, and it doesn't cost you a thing.

**Children's Burns Trust**  
PO Box 13402, Ingatestone, CM4 9YR  
Tel : 07802 635590  
Email: info@cbtrust.org.uk  
Web: www.cbtrust.org.uk

## GIFT AID DECLARATION

Name of charity: Children's Burns Trust - Charity Registration 1082084

Please treat the enclosed gift of £..... as a Gift Aid donation.

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the current tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

### Donor's Details

**Title:** ..... **First name or initial(s):** .....

**Surname:**.....

**Home address :** .....

.....

.....

**Postcode:** .....

**Date:** .....

**Signature:**.....

#### Please notify the charity if you:

- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax on your income and/or capital gains
- If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code

Registered Charity No. 1082084 | Registered No. 4007007 (England & Wales)  
Registered Office: Potton House, A1/A428 Interchange, Great North Road, Wyboston Lakes, Bedford MK44 3BZ

# Need Our Help?

Children's Burns Trust is pleased to work with individuals to provide support for your fundraising activity.

**So if you need a speaker for a specific event, attendance of a Trustee or more tailored PR support and would like to further discuss your requirements, please contact Children's Burns Trust directly on:**

[info@cbtrust.org.uk](mailto:info@cbtrust.org.uk)

“ *At first I was very wary of what the weekend would entail. It was better than I thought it would be - relaxing and not at all stressful.* ”

Parent of a Burn Survivor at our Family Weekend

## Patrons

HRH Prince Michael of Kent GCVO  
Amanda Redman MBE

## Trustees

### Chairman of Trustees -

Princess Marina Lobanov Rostovsky nee Wladimiroff

### Vice Chairman -

Ken Dunn, BSc FRCS (Lond) FRCS (Plast) FRCS (ed),  
Consultant Burns & Plastic surgeon

### Hon Treasurer -

Mr Alan Clyde IPFA

Full details of all Patrons and Trustees can be found on our website.





**Address**

Children's Burns Trust  
PO Box 13402  
Ingatestone  
CM4 9YR

**Phone**

07802635590

**Email**

[info@cbtrust.org.uk](mailto:info@cbtrust.org.uk)

