

# Fundraising Guide



Empowering young women, and their families, through cancer and beyond.

Charity Reg. #1156377

www.victoriaspromise.org



## Our Story

In the January of 2013, Victoria's father passed away after a rigorous three year ordeal with cancer. This was not Victoria's first experience of cancer, having seen her mother face cancer during Victoria's youth and losing her grandmother to the illness shortly before. Victoria was in the early throws of grieving the loss of her father when, in November of that year, as a healthy, vibrant and energetic 29 year old, she was struck with her own cancer diagnosis.

Victoria was fully hospitalised with a rare and very aggressive cancer. CJ, her husband of not yet a year, Fiona, her mother, and Alexander, Victoria's brother, moved into the hospital room with her, , making do with one armchair and a single pop up bed. to form a united front in supporting her back to health. During this time Victoria stated that she was going to overcome the disease and promised to go on to use her experiences to inspire and support others going through a similar ordeal.

Despite showing extraordinary courage and determination, Victoria's health declined rapidly and tragically, in January 2014, Victoria was taken from her family and friends, short of a year after her father had passed. Her passing was felt by all that loved her and the loss impacted so greatly, so deeply, that her family knew they had to direct all of the love coming in for Victoria toward something positive, towards fulfilling her legacy, and uphold the promise she made.

Having seen first-hand just how many additional and critical struggles Victoria and other young women go through, the family knew that this was the first place they had to address. Thus, Victoria's Promise was born. A charity dedicated to supporting young women through cancer and beyond.



"I've had all the scary visions in a flash, but my overall vision is the gift that I am fighting to receive, not a material gift – but the gift of gratitude and possibility. Possibility to help others and remove the fear from life"

- Victoria XX



## Vision

A community of young women discovering peace, joy connection and understanding, as they are supported and empowered to flourish through cancer.





## Mission

The mission of Victoria's Promise is to connect, support empower and serve its tribe, so that each individual may flourish through their journey with cancer.



# Raising money

Here are some examples of how the money you raise will be spent:



£10

This pays for a yoga session.



£30

This pays for a family to have a weekly house clean.



£50

This pays for a young woman, or a member of her family to have a counselling session.



This pays to help a family with after school childminding for a week.



£100

This supports our online webinars via our VP
App with specialist speakers to empower our ladies



# Pick the challenge to suit you:

Choose something you love doing and set yourself a challenge. Please then let us know so we can help promote and support your challenge.

Start planning, training and fundraising.

## 1. Set up your Fundraising Page:

It is fairly straight forward to set up your fundraising page on one of these platforms:

- Just Giving
- Facebook

# 2. Approach local businesses to help support your fundraising:

Local businesses are often very happy to be seen to support good causes and will sometimes do match fundraising or offer products, services or experiences for auction or to raffle as well as prizes for winners if there is a competition element.



# 3. Remeber to let everyone know what you are planning so they too can support you:

Social media is a great way of promoting your event or challenge, such as through Facebook, Instagram or Twitter.

## 4. Ask us for any collateral you may need:

Please contact us for leaflets, donation boxes, posters and VP Roller Banners. We do have a VP stand (3m x 3m) if this is something you are able to collect and return to us.

Running vests are also available.

AND MOST IMPORTANTLY, HAVE FUN!

## Fundraising Ideas

#### Walk

There's so many beautiful places to walk in England, do some research and find the perfect place for you.

## Running

Whether it's a 5k run, 10k run 1/2 marathon or a marathon, challenge yourself and complete a sponsored run.



## Cycle

5 mile family bike ride or go extreme with Land's End and the London to Paris Cycle.

#### Other

Do you have a passion for any other sports? Other ideas could be a sponsored row, tennis match and more. get creative!

## Ideas for work

#### Dress Down Day

Ask your boss to host a dress down day where employees can dress what they want, by charging just a £1 it's an simple way to make money. Easy.

## Host a Sport Event

Set up a sport competition such as a 5 aside football match, each person could pay to play.

## Charity of the Year

Making VP your charity of the year provides team-building opportunities and shows your company's selfless commitment to charitable giving.



## Payroll Giving

A tax-effective way for staff to donate through. Their salary, allows employees to decide how much they would like to donate.

## Matched Funding

A tax-effective way for staff to donate through. Their salary, allows employees to decide how much they would like to donate.

## Ideas for School

## Non-School Uniform Day

If you wanted to make it interesting you could do a fancy dress day - children could dress up as their favourite literature character.

## Jumble Sale

Have a clear out and host a jumble sale!

## Sports Day

Host a school sports day, you could charge a £1 to play to take part.



#### School Fetes

Maybe you could take some inspiration from our previous fundraising events?











# Paying the money in:

## Online Fundraising:

If you set up an online fundraising page such as JustGiving, you don't need to worry about forwarding your money as it automatically comes straight to us.

## Offline Fundraising:

Donate by Post to:

Victoria's Promise Landmark House, Station Road, Hook, Hampshire, RG27 9HA

If you need any additional support please do not hesitate to contact us: ed@victorias-promise.org