



children today

30 FOR 30

YOUR CHALLENGE, YOUR WAY

September 2024



30 FOR 30

Fundraising Pack



SCAN TO GET
STARTED!

Children Today is turning 30,
and we want **YOU** to be a part of
the festivities!

To mark this incredible milestone, we're challenging you to create **your very own fundraising challenge based on the number 30.**

It could be a 30-mile cycle, 30 days of squats, or 30 acts of kindness. The possibilities are endless and **the choice is yours!**

Whether you raise £3 or £300 **every penny helps** change the lives of disabled children, young adults and their families for the better. So, let's turn 2024 into a year of **giving, kindness, and positive change!**

£30 could help support 6 families with our 'Family Toolkit'

Raising £300 could provide vital sensory equipment for a visually impaired child

£3000 could help 3 children access vital mobility equipment

Why should I get involved?

Every child deserves the **opportunity to thrive**, regardless of their abilities. By taking on a fundraising challenge for Children Today, you **have the power to make a profound difference** in the lives of countless families and their precious children.

Together, we can create a **brighter, more inclusive future** where every child, regardless of disability, is valued, supported, and given **the opportunity to thrive!**



A story of Hope!

10-year-old Hope – named so because all her parents had was hope – has quadriplegic cerebral palsy, meaning all four of her limbs are affected and she has limited head control.

Born at just 27 weeks, Hope was given just a ten per cent chance of survival. Her mum, Rachel, says: ***“When we found out we were having twins we were told about the potential risks involved, but you never think it will happen to you. Unfortunately practically everything that can go wrong, did!”***

“We found out the girls had twin-to-twin transfusion syndrome. Hope’s twin sister, Ava, was getting all the goodness from the placenta, which meant Hope wasn’t getting enough nutrients or growing.”

Twin-to-twin transfusion syndrome (TTTS), is a condition that can occur in identical twin pregnancies who share a placenta and results in one twin receiving more blood and therefore nutrients, causing developmental problems for the other twin.

Rachel explains: ***“Doctors carried out a procedure, which initially helped Hope grow, but then I caught Sepsis at 27 weeks. It was a really difficult time for us as a family. Hope was in NICU for 10 weeks and we had to take each day as it came.”***

“Hope needs a lot of support including physio twice a week. She can get very stiff, especially when she’s tense or upset. She also has scoliosis, which means she needs additional support.”

“She’s such a fighter though! Hope has been feisty from the get-go, but despite everything she’s been through, she’s a chilled out, happy soul and has a wicked sense of humour!”

Due to her condition, Hope requires specialist equipment to ensure she gets the support she needs. Her physiotherapist advised that sitting on the sofa wasn’t good for Hope’s posture and could make her scoliosis worse, but she needs to be comfortable as well as supported.

Rachel explains: ***“The NHS provided a specialist seating system to allow Hope to sit safely for things like mealtimes, but we didn’t have anything at home that she could relax in and get comfy safely.”***





Hope's family looked into different options and found a special vacuum posture cushion which moulds around the body. But it was expensive and they already have to fundraise to cover the cost of Hope's physio. So, Children Today was able to help provide the vacuum seat cushion.

"It's made such a big difference! Knowing that Hope is comfortable while her body is also being supported in the way she needs gives us peace of mind. We've also been told it's helping to reduce the twisting in her spine, which hopefully means she won't need operations to correct it."

"It's just nice for us all to be able to feel like she's included more too. Hope's a big Disney fan, so she's enjoying cosying up in, what she calls her 'movie chair', and watching films with her brother and sister. They are a really solid unit. Ava is Hope's number one fan and Ben is very protective of her too – we all are!", says Rachel.

So how do I get started?



SCAN NOW TO TAKE PART!

It's as easy as 1, 2, 3...

- 1. Choose your challenge:** Think of something fun, creative, and related to the number 30. Whether it's a run, bake-off, or a series of small acts of kindness, let your imagination run wild!
- 2. Register your challenge:** Set up your fundraiser and get ready to raise vital funds for disabled children and young adults!
- 3. Fundraise for a good cause:** Encourage your supporters to donate to Children Today in honour of your challenge. Every contribution helps make a positive impact on the lives of children in need.

Don't forget to **share your donation page** on social media and challenge your friends, family, and colleagues to join in the fun. Use the hashtag **#ChildrenToday30**



@ChildrenTodayUKCharity



@ChildrenTodayCharity



@ChildrenToday

Need some Inspiration?

30 for 30 challenge ideas

Get moving!

- Take on **30 laps** of your local park, school field or garden!
- Challenge yourself to complete **30 minutes of your chosen exercise** each day - yoga, running, swimming? The choice is yours!
 - Pledge to **ditch the car** and walk or cycle to work/school for 30 days!
 - Why not challenge yourself to do **30 lengths or widths** at your local swimming pool!
 - Take on **30 days of your favourite sport** - football, wheelchair basketball, tennis!



Make it interesting!

Why not use your hobbies and interests for inspiration?

Are you an avid baker? Do you love to garden? Maybe arts and crafts is your thing? Or perhaps you enjoy a game of golf?

You could put your interests to good use and **conjure up a fundraising challenge to suit your skills**. It could be a bake sale, a golf tournament, hosting a quiz or selling your cleverly crafted goods.

Get Creative and start fundraising!



Do something different!

- Go green and take on **a litter-picking challenge**. Get sponsored to bag up 30 bin bags of rubbish in September!
- Could you sign up 30 friends and family to **support Children Today on Easyfundraising?**
- **Have a declutter!** Sell 30 unwanted items and donate the proceeds to Children Today!
- Gather 30 friends and family to help **pack shopping bags in your local supermarket** for donations towards Children Today!
- Invite 30 friends, family or colleagues to take part in an **'Ugly Jumper Day'** for a donation and offer prizes for the ugliest jumper - you could even **ask local businesses to donate prizes!**

Fundraising tips to get you off to a flying start!



1

Personalise your page! **Make your page compelling and stand out**, add your own photos and text. Make sure you **communicate why you are fundraising**, and why you believe your chosen charity deserves support. Be creative!

2

Before contacting everyone you know **ask your closest friends and family to donate first**. An empty page can be intimidating. People also tend to match donations already listed, so **start with your most loyal and generous supporters!**

3

Get social! Be sure to share your fundraising page on all the social media channels that you use. **Be prepared to share it multiple times**, thank donors and don't forget to **explain why you're supporting Children Today**.

4

Share your success!

Share your fundraising challenge progress with friends and family. People like to know how you're getting on and it can also help you **stay motivated!**

5

Track your personal best! If you're taking on a physical challenge Using apps like Strava or a smart watch can help you keep a track of your physical activities and **set yourself personal goals!**

6

Contact your local newspaper!

Publicity in the local media can be an invaluable fundraising tool. An **article in the local paper**, or interview on your **local radio station**, can yield amazing results. The best way to get some publicity is by sending out a press release, and **we can help with this**. Get in touch on fundraising@childrentoday.org.uk.

7

Ask for support from your employer!

Many companies like to promote the charitable and public-spirited efforts of their staff and help raise extra donations. Some companies also offer

'matched-funding' where they offer to match any amounts you have raised, which could help **boost your fundraising efforts!**



Need more support?

If you have any questions please drop an email to our fundraising team, and we'll be happy to help fundraising@childrentoday.org.uk

Calendar - September 2024

Sun Mon Tues Wed Thur Fri Sat

GO 1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	 30					



Print out your calendar to keep track of your progress!