

acLT

1996 - 2016 Saving lives in memory of Daniel De-Gale

Promoting
bone marrow &
blood donation

#ACLT20WeekChallenge 20th Anniversary Fundraising Pack



ACLT (African Caribbean Leukaemia Trust)
2a, Garnet Road, Thornton Heath, Croydon CR7 8RD
Charity Number: 1119516

FRSB
give with confidence



Thank you for getting involved in the ACLT 20th Anniversary fundraising [#ACLT20WeekChallenge](#)

The funds you raise will help kick start the next 20 years of ACLT registering lifesaving donors and giving the Gift of Life to another generation.

2016 will mark 20 years since ACLT was founded. Over this time our small charity has raised awareness on stem cell (bone marrow), organ and blood donation throughout the UK in its millions.

ACLT has registered over 70,000 individuals of all ethnicities onto the stem cell register and registered tens of thousands of blood donors and organ donors. Over 70 lives have been saved by matching lifesaving stem cell donors with blood cancer patients needing lifesaving transplants.

Over the next 20 years, ACLT aims to register another 70,000 potential lifesaving donors and reach and support many more patients.

On behalf of the patients and families ACLT assists now and will assist in the future, our volunteers, patrons and trustees, we thank you for supporting ACLT.

E mail: info@aclt.org

Call: 0203 757 7700

Facebook: [The ACLT \(African Caribbean Leukaemia Trust\)](#)

Twitter: [@ACLTCharity](#)

Instagram: [@acltcharity](#)

Achievements:

- Registered over 70,000 people of all ethnicities on to the UK stem cell (bone marrow) registers.
- Saved 70+ lives by finding unrelated, matching stem cell donors.
- Registered tens of thousands of new blood donors and thousands of organ donors.
- Hosted the annual 'Donate4Daniel' campaign to register new blood donors during Black History Month (October).
- Increased awareness among black, mixed race and minority ethnic communities of the need to carry organ donor cards.
- Worked with young people from London boroughs to develop skills as part of the Youth Ambassador project 'Giving the gift of Life'
- Supported over 250 patients and their families offering advice, guidance and counselling

Background to ACLT

ACLT is an independent charity based in the UK which strives to increase the number of ethnic minorities on the UK stem cell (bone marrow), blood and organ donor registers. We exist to provide a lifeline to those living with blood cancer or other illnesses where a transplant is required to save a life.

In the 20 years since ACLT was founded the charity has offered support services for over 250 patients, their families, carers and friends; giving invaluable assistance to people diagnosed with cancer and those in need of organ transplants, helping them to understand the illness, treatment provided and what may happen over the coming weeks and months.



Introduction to ACLT video

Why your support is needed

The charity has registered over 70,000 people of all ethnicities on to the UK stem cell registers and saved nearly 100 lives. Collectively, over 100,000 stem cell, blood and organ donors have been registered by ACLT.

- Someone is diagnosed with blood cancer every 20 minutes
- About 2000 people a year in the UK need a stem cell transplant; usually their last hope of survival
- Bone marrow contains racially specific characteristics. The chances of finding a match are greater if the donor is from the same racial background as the recipient
- 4 in 5 Black, mixed race and minority ethnic patients will not find their best possible match

How your funds will help ACLT

ACLT relies on the generosity of the general public to meet costs and fund activities designed to motivate potential lifesavers to join the bone marrow, blood and organ donor registers.

1. promote bone marrow, blood and organ donation
2. support and assist people suffering from leukaemia, all bone marrow related illnesses such as aplastic anaemia, multiple myeloma, lymphoma as well as anyone in need of an organ transplant
3. provide practical and home help, counselling, advice and moral support
4. educate the public about the needs for better services which will assist all patients diagnosed as needing a donor

#ACLT20WeekChallenge

There are many ways to get involved in the 20 weeks between ACLT's 20th anniversary on 12th June and the end of the annual #ACLTDonate4Daniel blood donor campaign ending on 31st October.

1. Organise a fundraising event

- Cake Sales
- Coffee Mornings
- Patty Parties
- School Summer Fayre
- School Black History Month events
- World Food Days, African & Caribbean Food Days
- Variety Shows, Fashion Shows & Club Nights
- Dress Down Days at work or school
- Barbecues
- Quiz Nights
- Raffles

2. Personal and Team Challenges

- 5k and 10k runs
- Marathons and Half Marathons
- Walking challenges e.g. [Trek Fest](#) and [Thames Path Challenge](#)
- Tough Mudders and Ultra Challenges
- Cycling and bike rides

3. Bespoke team or individual challenges

- 20 hour football match
- 20 hour round of golf
- 20 hour rave
- 20 week weight loss challenge
- 20 week beard growth
- 20k run

How to set up your online fundraising page



- Setting up your Virgin Money Giving page [CLICK HERE](#)
- [Virgin Money Giving Ideas & Tips](#)
- Virgin Money Giving [HELP GUIDES](#)

JustGiving™

- Setting up your Just Giving page [CLICK HERE](#)
- Just Text Giving codes [CLICK HERE](#)
- [Just Giving 12 Top Tips](#)
- Linking your social media to your Just Giving page [CLICK HERE](#)
- [Just Giving HELP](#)

Fundraising Tips & Hints

- Link your social media, Face Book and Twitter etc. to your online fundraising page
- Add images, videos, updates etc.
- Add your picture or suitable image in the Page Owner window
- Include your reason for fundraising for ACLT.
- Set a fundraising target
- Just Text Giving codes: [CLICK HERE](#) to set up
- [Just Giving Top Tips](#) and [Virgin Money Giving Tips](#)
- Circulate your link as widely as possible to people that know you e.g. family, friends, neighbours, colleagues, clients and customers, social club/societies etc.
- If possible, consider other activities to support your fundraising e.g. cake sale, raffle etc.
- Ask if your employer runs a matched fundraising scheme

How to pay in the funds you raise

1). Via the ACLT website

Click on the one-off donation button to make your donation via the ACLT website (Gift Aid can be added if you are a UK tax payer. There is no extra cost to you and the Government will add 25% to your donation).

2). ACLT bank account

Account Name: ACLT (African Caribbean Leukaemia Trust)

Bank name: CAF Bank

Account Number: 00010931

Sort Code: 40 52 40

3). Cheque made payable to 'ACLT' and posted to:

ACLT

2a Garnet Road

Thornton Heath

Croydon

CR7 8RD





Are YOU an adrenalin junkie?

Would you like to experience jumping 15,000ft to raise funds for our lifesaving work and be part of a Guinness World Record attempt?

Are you up for the challenge?

We have one FREE space to offer ONE of our followers!

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DETAILS TO ENTER:
The first 5 people to email info@acit.org with the subject heading: "I AM AN ADRENALIN JUNKIE" will automatically be entered into our final prize draw.
For terms & conditions visit acit.org
Deadline: 24 February 2014



Supporting the

acit

Promoting bone marrow & blood donation



**GIVE HOPE AND SAVE LIVES
JUST BY SHOPPING ONLINE**




Shop with your favourite stores and they'll donate to us.
At no extra cost to you.

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PRUDENTIAL RIDE LONDON

Ben Castle, Michael Cupid and Kirk Benjamin are taking part in the Prudential Ride London-Surrey 100mile cycle to raise funds for ACIT on **Sunday 2nd August 2015!**



Funds raised will go towards supporting patients and registering more stem cell, blood and organ donors.
Please support!

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How to write a press release

A press release is a news statement for the media that is newsworthy and timely e.g. an event, donation, notable achievement, award etc.

A press release **MUST** be attention-grabbing and aimed at a specific audience of the publication(s) being targeted. Keep this in mind before you begin drafting the release.

To draft a press release follow the guidelines below:

Headline

Headlines should be clear, brief and to the point.

Don't over-complicate it. No clever puns. Your press release aims to create a good first impression for the journalist and if they want a clever pun, they will write one.

Opening paragraph

The opening paragraph, particularly the first sentence, needs to be strong; it will be the deciding factor for a journalist to carry on reading. Opening sentences should be clear and simple and expand on the opening paragraph to include the 5Ws and H - what, who, when, where, why, and how.

Main Body

The press release is compact and should include:

- starts with a summary of the news
- a news elaboration
- overview of who is involved
- a concluding summary
- an overview of the company or organisation planning the activity.

Don't use long sentences and keep paragraphs brief. Avoid repetition and don't use too much jargon. Keep the copy factual e.g. events, products, services, people, targets, goals, plans, projects. No personal opinions or exaggerations – keep to maximum use of concrete facts.

Fundraising - Safety & Legal Guidelines

Planning a fundraising event for ACLT?

Before you get going, just take a minute to read the following guidelines.

We want your fundraising event to be fun, and we want you to raise lots of money for people needing stem cell (bone marrow) and organ transplants - we'd also like to help you to keep everyone safe and happy when you raise the funds.

Be responsible. Be Safe.

Your support is really appreciated, however, ACLT is not responsible for organising, supervising or hosting your fundraising activity and all activities are at the organisers' and participants' own risk. ACLT accepts NO responsibility or liability for any loss or damage, or for any death or personal injury arising out of any fundraising activity in aid of ACLT charity.

Please consider whether you need appropriate insurance cover for your fundraising activity. If necessary, carry out a risk assessment and make sure participants are fully briefed about the activity.

Keep It Legal

Whatever you do to raise money MUST be legal. Please make sure any publicity and fundraising materials that you create (e.g. posters) include the line 'Supporting ACLT, registered charity 1119516 in England & Wales.'

You can use the 'Supporting ACLT' logo on fundraising materials and you can get the logo by calling 0203 757 7700. You must use the logo in accordance with the terms and conditions provided.

ACLT does not authorise you to act as an agent for or on behalf of ACLT; you must suggest that you represent ACLT verbally or via your fundraising materials.

If you are fundraising by selling goods or services, you must have an agreement a Fundraising Agreement with ACLT. You will also need a fundraising agreement if you are deducting any costs, expenses or other amounts from your fundraising. Please email info@aclt.org and we will contact you about your activity/event.

If you intend to collect money in a public place you need a licence from your local authority. ACLT is unable to obtain this licence for you. You can get relevant information from your local authority website. **PLEASE NOTE:** ACLT does not endorse door to door or street collections.

If you are planning a lottery, raffle or sweepstake, or a pay to enter competition, you should be aware that there are strict laws about what you can do. In England, Scotland and Wales the Gambling Commission publishes a useful guidance at www.gamblingcommission.gov.uk. The Northern Ireland Council for Voluntary Action publishes guidance for Northern Ireland at www.nicva.org

If children under 16 are involved in fundraising, please ensure you have written permission from their parent or guardian. All children **MUST** be properly supervised by a responsible adult. Children should never approach strangers about fundraising.

Thank you