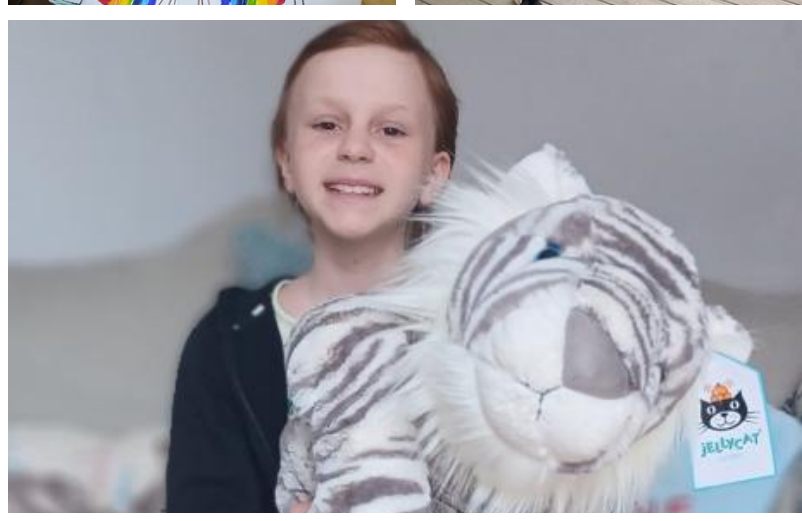


# FUNDRAISING PACK



IMPROVING THE LIVES OF CHILDREN  
WITH BRAIN TUMOURS



# WELCOME TO LARSEN'S PRIDE

Hello! I'm Holly, and I started Larsen's Pride in memory of my son, Larsen.

Larsen was a beautiful, bright and kind child. He deserved so much better than the hand he was dealt and we miss him so much.

I was inspired to start Larsen's Pride after reflecting on his treatment journey. So much of children's cancer treatment is utterly horrifying - heartbreaking - and Larsen's was no different. It made me want to ensure all children have access to the small things that made a big difference.

Larsen's Pride brings courage and comfort to children upon diagnosis of a brain tumour. We protect childhood, we find space for school, life, play, and friendship.

We defend children's rights to a childhood - no matter their prognosis.



## Holly and Larsen

Holly is our Chair of Trustees and can be contacted here:  
[hello@larsenspride.co.uk](mailto:hello@larsenspride.co.uk)

# A LITTLE ABOUT OUR CHARITY

Every year more than 500 children and their families are given the devastating diagnosis of a brain tumour, turning their lives upside down. Our goal is to bring courage and comfort to children under the age of 12 upon diagnosis of a brain tumour and throughout treatment. Treatment is gruelling and cruel and it takes so much from these young children; keeping them out of school and nursery, away from home and feeling very sick. We are passionate about finding ways to hold space for childhood through every step of the treatment journey.

We do this through the delivery of beautiful Jellycat soft toys and funding projects which improve the lives of children with brain tumours during their treatment.

Thank you for helping us to do this.

This fundraising pack has been created to help you to find your own way of fundraising and contains lots of brilliant ideas, from the silly to the strenuous, with lots of simple ways to make sure you can raise as much money as possible.

However you choose to fundraise for us, we will be here to support you in making it a roaring success!



# HOW YOUR FUNDRAISING HELPS



Larsen's Pride was established in memory of Larsen Roberts, who was diagnosed with an extremely rare brain tumour in 2018 and died, aged just five years old, from the toxicity of chemotherapy at Christmas 2019. Larsen's brain tumour journey, from misdiagnosis and mistreatment, to 11-hour brain surgery and weeks spent in hospital, inspired us to start a charity that brings courage, comfort and childhood back to children facing similar journeys.

## WHO WE SUPPORT

Larsen's Pride exists to bring courage and comfort to the youngest brain tumour patients – children under the age of 12 – in England and Wales. Many of these children face life changing surgery, long stretches in hospital and cruel chemotherapy treatments and miss out on much of the childhood they want and deserve.

## LARSEN'S BIG CATS

The charity brings comfort to children with brain tumours through donations of Larsen's favourite Jellycat big-cats. In 2022 we served three regional treatment centres; Nottingham Children's Hospital, UCLH and Noah's Ark Children's Hospital in Cardiff and hope to reach even more this year.

## OUR PROJECTS

We work with healthcare professionals and families on projects and resources that will improve the lives of children during treatment. In 2022/23 we have focused on the radiotherapy treatment pathway and commissioned an animation which will support children to access radiotherapy without general anaesthetic.

# ANNUAL FUNDRAISING EVENTS



Every year, we host three official fundraising campaigns for our supporters to take part in.

The first is **Larsen's Easter Slideathon**. This is a brilliant, child-friendly event which enables our youngest supporters to make a big difference to their peers - the children we support.

In September, we **Eat Cake for Larsen**, in celebration of Larsen's birthday and as a way of engaging with Childhood Cancer Awareness Month. There are plenty of ways to get involved from tea parties to bake sales.

At Christmas, we run our **Sponsor a Cuddle** campaign where you can purchase one of our beautiful Jellycat big cats for a child with a brain tumour in return for a beautiful gift certificate. The perfect present for that friend who has it all.

The next part of this pack will talk you through our official campaigns in more detail so you can get involved!





**APRIL**

# JOIN THE SLIDEATHON CHALLENGE!



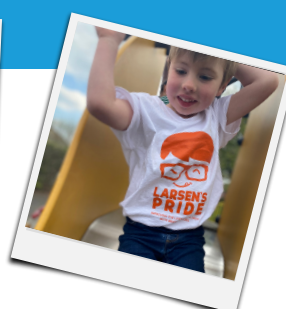
Larsen invented the **Slideathon** in 2019 to raise money for other children who had to spend lots of time in hospital. He wanted a challenge that was made for a child. It needed to be impressive, it needed to raise lots of money AND it needed to be fun. The **Slideathon** was born!

Larsen used all of his superpowers to go down 26 slides in one day! He travelled to water slides, farm park slides and lots of different play parks near his home.

Since that amazing day, lots of other children (like you) have joined in with the Slideathon and they have all made a big difference to the lives of children who have to spend time in hospital.

**This Easter, join our Slideathon and help us make a BIG difference. Invite family and friends to take part, too!**

You can go down the same slide 26 times or you can choose 26 different slides to go down, it doesn't matter - all that matters is that you use your imagination and have fun!



# TAKE PART AS A SCHOOL, CHILDCARE PROVIDER OR CLUB...

**There are two ways you can get involved in the Slideathon. You can take it on as a group event or individual challenge:**

1. Take part as a group and slide together, In 2022, the children of Broad Haven school took on the Slideathon challenge together. The staff took children to the local park one class at a time and they raised an incredible £1,750!
2. Set the Slideathon as an Easter challenge. Share our parent/carer information with families and make time to discuss their adventures after the break. Who took on the longest slide? The fastest? The farthest away?



**If this sounds like lots of fun then we would love to help you get involved. We can provide assembly resources and educational information to make your Slideathon as successful as possible.**

**Drop us an email:  
[hello@larsenspride.co.uk](mailto:hello@larsenspride.co.uk)**





**SEPTEMBER**

# EAT CAKE FOR LARSEN



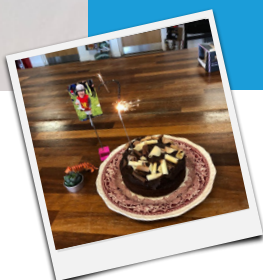
**IN SEPTEMBER WE CELEBRATE LARSEN'S BIRTHDAY AND CHILDHOOD CANCER AWARENESS MONTH BY EATING CAKE!**

So, don't just lion around...

Join the Larsen's Pride family this September and host your own roarsome tea party or cake based fundraiser to raise awareness of childhood brain tumours, as well as much needed funds for the charity.

Eat cake for Larsen or, in memory or support of a loved one. Whether it's cake in the garden, a wild afternoon tea party, or a big-cat picnic with friends and family, you can take part in a way to suit you.

Why not ask attendees to come in big cat fancy dress and make a donation, sell yummy baked goods, or hold additional fundraising activities – big-cat face painting, name the teddy or a fancy dress competition. Your tea party, your way!







# YOU ARE INVITED!

**Join us this September for Childhood Cancer Awareness Month to raise awareness of paediatric brain tumours.**



## **You, your children and family**

Hold a Big Cat Tea Party in your own home or garden. Make it a picnic! Celebrate a birthday or simply #EatCakeForLarsen. You could offer face painting or a fancy dress competition, it's entirely up to you!



## **Schools, clubs and workplaces**

Hold a lunch time bake sale, a cake decorating competition, or raffle a hamper of tasty treats. This event is completely adaptable to you and your community group. How will you #EatCakeForLarsen?



## **Cafes, restaurants and bakeries**

Keep it small and dedicate a popular treat to Larsen's Pride this September. Go large and host a Big Cat Tea Party in your cafe. There are so many ways to get involved and support us this Childhood Cancer Awareness Month.

**IMPROVING THE LIVES OF CHILDREN WITH BRAIN TUMOURS**

# YEAR ROUND FUNDRAISING IDEAS



Can't wait for Easter or September to take part in our campaigns? This list of easy fundraising ideas includes some of our favourite ways to raise money for Larsen's Pride. They can take place at home, with family or with friends and colleagues.

- o **Challenges** - Get active! Set a physical challenge for yourself or with a team; a fun run, cycling, swimming, climbing or walking challenge. Could you dance for 24 hours? Or take on an epic cycle challenge? We work in partnership with **CharityChallenge.com** to offer you some of the biggest and best adrenaline fuelled challenges!
- o **Things to do together** - Meet up and have some fun while raising money. Hold a coffee morning, music quiz, bake-off, or dinner with friends and family. And if you can't get together in person, lots of these ideas can be done virtually too!
- o **Virtual clubs** - Get together regularly and donate a fee for each session, think book club, movie club, photography club, crafting club or language club ... How unique could your club be?
- o **For Sale** - Ask friends and family to donate items to sell online, or get the street involved for a local safari sale. Perhaps you have a holiday home or caravan that you could auction for a weekend.
- o **Calling all artists and musicians:** Why not hold a virtual gig or exhibition and ask people to donate their entry fee.
- o **Donate the cost** - Give something up and donate your savings - coffee, lunch in the staff cafe, a glass of wine or even the gym! Similar ideas include a swear jar - donate £1 every time you're caught saying something taboo!
- o **Take part in our annual events:** Larsen's Slideathon every Easter and Eat Cake for Larsen every September - we run these events with children in mind, and love to see how they engage with making a big difference, no matter how small they might be.

# TAKE INSPIRATION FROM OUR FUNDRAISERS...

Keen cyclist? Larsen's dad, Lyndon, started an epic bike challenge on 1 January 2022: to ride the distance of the perimeter of Wales by the end of the year. That's 1050 miles! Lyndon had to ride 5k every day, and if he missed a day, the distance doubled for the next ride.



Or, why not challenge yourself to achieve something you never thought possible? Estelle was not a runner before she took on the Southampton Half Marathon but her desire to raise money for Larsen's Pride spurred her on into the unknown. Estelle started with Couch25k and just a couple of months later ran her first half marathon. We think she's amazing!



Or perhaps you're more of a dancing queen? Steph set herself an incredible 24 hour dancethon challenge! With the support of her local pub, Steph danced from 12 pm – 12 pm, entertaining customers, taking a salsa class and changing outfits to suit a whole host of musical genres.





# SET UP YOUR FUNDRAISING PAGE

It's easy and secure to support Larsen's Pride with JustGiving

## DECIDE ON YOUR FUNDRAISER

Decide whether you are going to take part in one of our annual campaigns, or a fundraising event of your own.

## PLAN YOUR OWN EVENT

Start by getting in touch and letting us know about your event - we would love to support however we can:

**hello@larsenspride.co.uk**

Find us on JustGiving **www.JustGiving.com/larsenspride** and click 'Fundraise for us'. Fill in the details of your event and share your link. It's as simple as that!

## JOIN AN ANNUAL CAMPAIGN

Every year, we set up a new Campaign page on JustGiving where all of our **Slideathon** and **Eat Cake for Larsen** fundraisers can register their events. The up to date links can be found on our website, social media and via the QR codes on the Campaign pages in this pack.

# CORPORATE FUNDRAISING

Are you looking to support our charity with your office or workplace? There are so many ways to get involved and the Larsen's Pride team are here to help. We work with a number of partners to help your workplace do something good. So, whether you are looking to take on a team challenge, join one of our annual campaigns or give as you earn, we can help you to work for good!

The JustGiving logo is displayed in white text on a purple square background.

JustGiving™

The easyfundraising.org.uk logo features a stylized 'e' icon and the text 'easyfundraising.org.uk' and 'feel good shopping' on a light blue background.

easyfundraising.org.uk  
feel good shopping

The Charity Challenge logo uses large, bold letters with a stylized arrow integrated into the 'H' of 'CH' and the 'H' of 'CHALLENGE' on a white background.

CH>RITY  
CH>ALLENGE®

The work for good. logo features the words 'work for good.' in white on a blue square background, with a yellow heart icon replacing the word 'for'.

## CHARITY CHALLENGE

Take on a walking, cycling, running or hiking event via Charity Challenge.

## WORK FOR GOOD

Sign up your workplace to give as they earn via Work For Good.

## EASY FUNDRAISING

Do your online shopping via easyfundraising and raise money for Larsen's Pride.

# THANK YOU

It doesn't matter how young or old you are, or how big or small you feel. It doesn't matter whether you raise pennies or pounds; **you can make a difference** and your support means so much to us and the children we support.

We pride ourselves in having some of the most creative supporters around so make sure you tag us in all of your event pictures on social media!



@LARSENS\_PRIDE



## My fundraising plans

To do list...



# DO YOU WANT TO MAKE A DIFFERENCE?

Lots of different people do lots of important things, but when you are young it can be hard to imagine doing anything very important at all.

Well, I am going to tell you a story about how one small boy made a BIG difference and how he inspired all his friends to make a big difference too, and how you (yes, you!) no matter how small you are, can also make a difference...

