



HELPING CHILDREN BEAT CANCER FUNDRAISER KIT





Welcome to Gift of Life!

Dear supporter,

We are grateful and excited about your decision to join Gift of Life as a volunteer fundraiser. This handy fundraiser kit is for you to stay informed and all set for your campaign at JustGiving.com. Time is precious, so in order to avoid delays and misunderstandings we strongly recommend you read through this kit and check JustGiving.com for tips and inspiration.

Don't hesitate to drop us an email if you have further questions. We hope you will enjoy your fundraising experience with us and JustGiving.com.

Yours faithfully,
The Gift of Life team
www.giftoflife.eu

And now on to the kit. On the next few pages you will find the following information on Gift of Life:

- **Who we are: about Gift of Life**
- **What we do: our main projects**
- **How you can help: fundraising for us at JustGiving.com**
- **What else you can do: giving single or regular donations, raising funds offline, volunteering with us and spreading the word**
- **Depositing your donation: ways to send funds online and offline**
- **How to stay in touch: Gift of Life on social media and our contacts**

Who we are

GIFT OF LIFE IS A UK CHARITY FOUNDATION REGISTERED IN ENGLAND AND WALES.

We were brought to life in March 2011 as a sister charity to Podari Zhizn, one of the major non-profit foundations in Russia. Every year, Podari Zhizn helps over 4,500 children diagnosed with cancer and oncological and hematological diseases, such as leukaemia, which is the most common type of children's cancer.

Gift of Life proudly supports Podari Zhizn's international programmes for making sure that dozens of young cancer patients in Russian hospitals have access to life-saving medications, surgeries, and bone marrow transplant treatments. Our charity is also active in campaigning for the development of medical facilities and better access to life-saving treatments and medicines in Russia.

Thanks to people like you, since March 2011 Gift of Life has been steadily growing and has managed to become a reputable and well-established British charity with a Russian heritage.

We are constantly improving ways of collecting funds through our own charity events, partnership projects and volunteer fundraising initiatives. Gift of Life helps over 50 children, teenagers and young adults with life-threatening diseases every year. Our ultimate aim is to fulfill all the requests we receive from families of ill children throughout the year. In order to be able to do this, we need to raise 3 million pounds a year. This is a big challenge and a great inspiration at the same time. Having you among our supporters is very reassuring.

The sky is the limit when we work together!

Gift of Life, registered charity in England and Wales (1140638). A company limited by guarantee. Registered company in England and Wales (7471547). Registered office: 2 Putney Hill, London, SW15 6AB

What we do

GIFT OF LIFE'S
MISSION:
“WE HELP
CHILDREN
RECEIVE
TREATMENT,
AND HELP
DOCTORS TO
GIVE IT”.

Our vision: Cancer can kill, so children and their parents have to receive practical and financial support when dealing with such an ordeal.

We believe that cancer is curable. Even in its most aggressive forms, cancer shows a better ratio of cured cases in developed countries. There is vast room for improvement in Russia, but with better access to timely treatment the statistics are certain to improve.

People are willing to help. To keep up with growing demand we invest time and talent in ongoing relationships with our donors. We make use of proven fundraising techniques and also develop money-raising activities which are relatively new to us, including volunteer fundraising at [JustGiving.com](https://www.justgiving.com). We spend wisely and use your precious donations with care. With only two paid employees, we manage to keep high administrative expenses at bay. All Gift of Life charity events are sponsored, which ensures that all proceeds from ticket sales go towards buying medicines.

Work ethics are key. We rely on expert medical conclusions made by Podari Zhizn doctors, who treat each case competently and in line with the highest standards. After careful medical review, approved cases are studied by the Gift of Life [Trustees and Directors](#). Finally, cases which pass this two-stage review are assigned funding, and payments for necessary medications, surgeries and vital treatments are made.

What we are dealing with daily

GIFT OF LIFE WORKS HARD TO MAKE SURE RUSSIAN CHILDREN AFFECTED BY ONCOLOGICAL AND HEMATOLOGICAL DISEASES GET ACCESS TO TIMELY TREATMENT AND MEDICAL SUPPORT.

AT THE MOMENT WE ARE RUNNING THREE MAIN PROJECTS:



- Medications – the purchase of expensive medications such as Erwinase, most of which are unregistered in Russia;
- International specialists – payments for remote consultations with international experts, double-checking test results in foreign labs, surgeries performed by renowned European doctors at Russian clinics, helping Russian doctors take part in international medical conferences and symposiums, and other professional education expenses aimed at improving their qualifications. This project also includes the costs of occasional treatments received by our patients at international clinics. Our charity mainly supports and pays for the development of medical help at Russian hospitals, but sometimes ill children need to be sent abroad for therapy and treatments completely unavailable in Russia;
- Treatments – costly life-saving procedures, particularly bone marrow transplants.

What we are dealing with daily

As a part of our international programmes for Podari Zhizn, we regularly buy [highly effective medications](#) such as Erwinase, Foscavir and Atriance in the UK and Europe, and send them directly to children in Russian hospitals. This is where we use most of our funds throughout the year. Like most requirements for treating cancer, Erwinase is staggeringly expensive. A pack of five vials costs around £3,000, and a child might need up to 15 packs. That's as much as £45,000 per child. A sky-high price even for the UK, to say nothing of Russian standards.

Another regular cost we cover is fees for medical consultations and vital surgeries performed in Russia by leading European doctors. A standard operation performed by a renowned German oncological surgeon costs around £4,000. Add to this the doctor's visa and travel expenses, and you can clearly see that the final costs would be unmanageable to repay for a typical Russian family.

Last but definitely not least, Gift of Life financially supports cases where there is urgent need for a bone marrow transplant. In practice, a bone marrow transplant is the last hope for patients when pharmaceuticals, surgery, chemotherapy and radiation treatments haven't worked. Luckily, most patients have a matching donor within the family. But for about 40 Russian children a year, a bone marrow donor must be searched for outside of the country in regions like Europe, the States and Asia. There is absolutely no way around this because a registry of bone marrow donors does not exist in Russia. To find donors, Gift of Life works closely with the Stefan Morsch Foundation, one of Europe's largest bone marrow donor registries. A typical total cost for a bone marrow transplant is in the region of £12,000. But rarer cases require considerably bigger spending, up to £24,000 for a donor eventually found in Japan for one of Gift of Life's young patients.

Considering the above-mentioned costs and the tight limits of public medicine in Russia, many Russian children diagnosed with cancer simply wouldn't have a chance to survive. But thanks to people like you, Gift of Life can provide the means to save children's lives, and to give its young patients futures full of hope, confidence and joy.

How you can help

FUNDRAISING FOR US AT JUSTGIVING.COM

Raising funds for Gift of Life at JustGiving.com is easy, convenient and can be good fun. If you are reading this, then you have probably already chosen a good cause and set up a campaign. It's good to know that our fundraisers are well-organised people with passion at heart! If a clear understanding of how exactly to raise money for us is nowhere in sight, think a bit about what really pulls your strings. Nothing contributes to success like passion, so do follow yours.

Reportedly, sports campaigns are on the rise at JustGiving.com, with charity runs beating all competition. A campaign for running attracts £360 on average, whereas completing a more demanding triathlon distance draws in twice as much – £740. This leads to a simple conclusion: you either do something big and challenging like a super-marathon or an Everest climb once in a while, or take it easy with more or less regular cupcake bakes and sales. You're the one to embrace this challenge!

Setting the right target is really important. Although you have the option of going without a definite target, we would ignore it and announce a figure you aspire to reach. Don't be shy to set high but manageable targets.

Every campaign, no matter how big or small, will benefit from good storytelling and multichannel promotion. We strongly recommend that you take your time completing your Fundraising page. Think of what would encourage your supporters to get involved and donate, and present your story in a friendly, likable manner. Remember that good humour, striking images and relevant figures sell really well. Having the right content is only part of the game. Decide how to promote it at the very beginning so you can come up with a schedule for your very own ad and PR campaign. It sounds rather glamorous, but it's proven to be effective. From our past experience, we advocate an inclusive approach: share your campaign across all the social media you and your target audience are using (we bet on Facebook turning out to be the most popular) and send it through your mailing list.

As a source of advice and ideas, JustGiving.com helps a lot. You can start [discovering their tips](#) on successful fundraising.

How you can help

Bake sale (cupcakes and muffins tend to be the most popular varieties)



"Wear denim" day

Book sale

At School

Sports competitions and tournaments

Sponsored walk or run

Birthday party with donations instead of presents



Sports challenges of any sort, such as swimming across local rivers or cycling from London to the middle of nowhere

Family anniversaries and celebrations

With Friends and Family

Shave your head or grow a beard as a personal challenge

Movie night in with home-made pizza and popcorn



Walk or run for 5K or 10K

Afternoon tea with home-baked treats

Casual dress or pyjama day

Swear box

Karaoke night

At Work



Team sports competition

Office party

THE OPTIONS ARE MANY.
CHECK IF ANY OF THE FOLLOWING
APPEALS TO YOU AND
THE PEOPLE YOU KNOW

How you can help

Sergey's La Diagonale Des

Fous - Sergey Ionov's mindblowing 164km ultra-marathon run in France supported by 22 donors raised over £2,500.



Victoria Berezhnaya's Birthday

– Victoria kindly asked her friends for donations to Gift of Life as her perfect birthday present, and they raised almost £9,300 across 23 donors.



Dina's Mad Tea Party – Gift of Life co-founder and patron Dina Korzun hosted a cosy tea party to celebrate the 9th birthday of Podari Zhizn and support the Mad Tea Party, an annual international charity initiative. At this event, arranged in collaboration with Maria Grachvogel, a renowned UK fashion brand, over £10,000 was raised, with £3,907 collected at JustGiving.com in 26 donations.

CHOOSE YOUR APPEAL
WISELY, SET UP AN
ATTRACTIVE PAGE, STAY
POSITIVE AND PROACTIVE,
UPDATE YOUR SUPPORTERS,
ENJOY THE PROCESS, BE
PLEASED WITH THE RESULTS,
SAY THANKS, RECEIVE
THANKS FROM US, REVIEW
YOUR CAMPAIGN FOR
FUTURE IMPROVEMENTS,
AND REPEAT 😊
GOOD LUCK!

What else you can do

Apart from arranging a dedicated campaign at JustGiving.com there are many other things you can try. Giving single or regular donations, raising funds offline, volunteering with us and spreading the word about Gift of Life and all the wonderful work we do among the people you know would really help us keep improving on our performance.

RAISING FUNDS OFFLINE

Justgiving.com is not the only tool for voluntary campaigns. Why not to try raising donations (cash or bank transfers, as you prefer) offline by doing your thing at your own pace wherever it suits you? When you arrange events at your workplace or university or your kids' school, throw parties for friends or organise family celebrations, you can add a charity appeal and announce to everyone that you are fundraising for Gift of Life, where every donation, big and small, helps children beat cancer. Let's be clear that you are not allowed to ask for money as an employee of Gift of Life or on behalf of the charity. You can only raise money as an individual, supporting the work of Gift of Life. Before you start, please email Marina@giftoflife.eu so we could help with advice and to track records of your contribution.

VOLUNTEERING WITH GIFT OF LIFE

Permanently based in London and have the luxury of some spare time on weekends or even working days? We are looking for people like you! The Gift of Life volunteers' team is the right place for you to shine with great interpersonal, communication and creative skills. The total number of people who have voluntarily helped Gift of Life at least once is over 100. We work closely with over 30 regular volunteers from different cities in Russia, Europe and the UK. And we are friends too, sharing the same ethics and aspirations. And sometimes enjoying a good cuppa on a sunny or not so sunny London afternoon ☺ Please email Marina@giftoflife.eu to join as a volunteer. Giving time to a good cause always pays off.

SPREADING THE WORD

Too busy to seek and bring in money or give time? Totally understandable. We are ordinary people too, living in one of the world's craziest cities, having a great deal to do every day and bombarded by requests 24/7 on social networks. If you enjoy or have to keep up a constant online presence, that might help us too. You can be a champion of our cause and spread the word of the work we do across your online social network. Make your Facebook friends and followers aware of Gift of Life's news, updates and events with likes and public shares of our content. Subscription to Gift of Life's [Facebook](#) page is the best way to stay informed about our fundraising campaigns, charity initiatives, achievements and milestones. All photos from our public charity events end up here as well. Hit the like and share buttons if you enjoy Gift of Life's images as much as we do! And be sure to follow us on [Twitter](#) and [Instagram](#).

What else you can do

LET'S SEE WHAT OUR SUPPORTERS HAVE DONE SO FAR:



Vadim Levin, a photographer and philanthropist, and the GRAD contemporary art gallery raised £6000 by exhibiting and selling Vadim's pictures of otherworldly Icelandic landscapes in [Impressions of Iceland.](#)



Stolle and Urban Events Consulting organized [an evening with Elena Yakovleva](#), an amazing Russian actress, and raised £920 for Gift of Life.

The Oxford Student Foundation raised over £150 for us during their Drinks and Canapes reception.



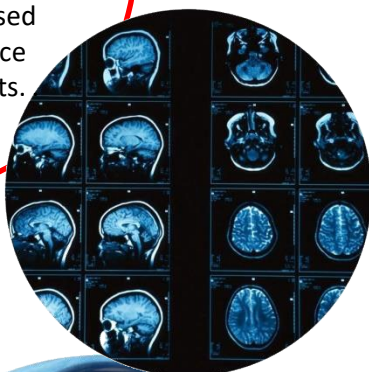
[London Legal Run 2017](#) in Hyde Park, kindly arranged by Fieldfisher and KIAP teams attracted over 50 runners and raised £1433 for Gift of Life.



Where your money goes

£120

pays for a distant consultation with a leading Germany based specialist in reference reviews of MRI results.



£30000

buys a pack of Erwinase. It consists of 5 vials and lasts for approximately 2 weeks. A child might require up to 22 packs of this life-saving medicine.



£40000

covers costs of a vital surgery performed in a Moscow clinic by a leading foreign specialist. A surgeon comes to Moscow, performs a surgery and shares his knowledge and expertise with Russian colleagues.



£150000

is required for an activation of a bone marrow donor in one of the international registers. It is an absolute necessity if there are no matching donors among patient's



Depositing your donation

USING JUSTGIVING.COM IS AS SIMPLE AS A COUPLE OF CLICKS

Fundraising for us at JustGiving.com is easy. At the end of the campaign there is no need to worry about depositing your donation – it will go to Gift of Life's bank account automatically. So we will be able to pay for vital medication and surgeries for Gift of Life patients with the money you raised straight away. The same applies to both single and regular donations at JustGiving.com. Very handy!

[Click here](#) to set up a regular donation with JustGiving.com.

[Or here](#) to do a one-off donation to support one of our current appeals.

Please note that JustGiving.com deducts a 5% fee as a commission for their services, plus a certain fee for processing your debit/credit card or PayPal. You can read about their fees policy [here](#).

GIFT AID: As a UK taxpayer you are eligible for Gift Aid, which can be applied to all your donations at JustGiving.com.

Read the Gift Aid T&C carefully, tick the box and boost your donation by 25 percent. With Gift Aid, every £10 you give becomes £12.50 received by Gift of Life.

NOT REGISTERED WITH JUSTGIVING.COM? NO PROBLEM

If for some reason JustGiving.com is not an option, you can donate with PayPal.

Just click [PayPal at Gift of Life Donate](#) to make a one-off or recurring monthly donation. Quick, reliable and safe.

It is PayPal who processes transactions, and Gift of Life does not collect or store your card details. We only accept your kind donations with thanks!

Depositing your donation

Online transfer from your bank account to GIFT OF LIFE with the reference “DONATION”:

GIFT OF LIFE Bank details: HSBC Bank plc

65 Cornmarket Street, Oxford OX1 3HY

Account name: Gift of Life

Account number: 62818779

Sort code: 40 35 34

IBAN: GB89MIDL40353462818779

SWIFT: MIDLGB22

Reference: DONATION

Transfers can be processed or cash deposited at your local bank branch. Just use the same payment reference DONATION and the above details.

Good old cheques work for us as well. Please, make it payable to GIFT OF LIFE and send to: GIFT OF LIFE, 2 Putney Hill, London SW15 6AB.

Postal orders can also be used to make a donation.

Text to donate. Just text **GOLF00 + amount (£1, £2, £3, £4, £5, £10) to 70070**. Example: to donate £5, text GOLF005.

Remember about GIFT AID.

As a UK taxpayer you are eligible to Gift Aid, which can be applied to all your donations, no matter one-off or recurring. Just fill in the form enclosed and post it to us. Thank you!

How to stay in touch

To stay connected and aware of what we do:

[Gift of Life Facebook](#)

Gift of Life Twitter [@giftoflifefund](#)

Gift of Life Instagram [@gift_of_life_charity](#)

[Gift of Life website](#)

Marina@giftoflife.eu for volunteering and fundraising for Gift of Life

Info@giftoflife.eu for general queries

ACKNOWLEDGING ALL THE WONDERFUL WORK YOU DO

We want to express our gratitude for the support and making Gift of Life your charity of choice. We would like to keep you updated regarding Gift of Life's progress and achievements. No effort is too small, and we want to acknowledge every contribution we receive. So please, help us by marking our emails as "trusted".

Every donation counts, and saying a warm thank-you to people who supported your campaign seems like a good idea. So you might find the enclosed draft useful for this purpose. Just amend it to your liking, fill in the names and the amount you managed to raise together, and send it to your supporters.

How to stay in touch

THANKS EMAIL TO DONORS FROM FUNDRAISER

Dear _____,

I can't thank you enough for taking part in my fundraising campaign in aid of the Gift of Life charity foundation at JustGiving.com. Your support means the world to me and makes a big difference to the charity.

Running campaigns like this is not the easiest thing in the world. Together we've managed to raise £XXX for children and young people receiving anti-cancer therapy in Russian hospitals. Unfortunately, more often than not, public medicine in Russia struggles to provide access to vital surgeries and medications to those in need. This is when Gift of Life steps in. It works hand in hand with major Russian charities, such as Podari Zhizn, to make sure that life-saving treatments are delivered on time. Because when fighting cancer, every day counts.

I strongly believe that voluntary fundraising is a powerful tool. With donors like you and me, children in Gift of Life's care have a better chance to overcome cancer and go on to live life to the fullest. That is why I suggest that you do the same and raise funds for Gift of Life. Just click [Gift of Life at JustGiving.com](#), log in or create a personal fundraiser account and choose **"Fundraise for us"** to set up and run your own campaign. I'm sure it will be a success!

For Gift of Life's news, events and projects, check:

Gift of Life [Facebook](#)

Gift of Life [Twitter](#)

Gift of Life [JustGiving page](#)

[Giftoflife.eu](#)

Yours sincerely,
FUNDRAISER OF THE YEAR 😊



Make the most of your donation
Use **Gift Aid** for Gift of Life

Gift Aid means that for every pound you donate Gift of Life will receive an extra 25 percent from HM Revenue & Customs. For example, a donation of £10 can be turned into £12.50 and it won't cost you another penny. Please send this form to us and we'll do the rest.

Full name.....

Home address.....

Postcode.....

Telephone.....

E-mail address.....

Tick all that apply*

- ☐ I am a UK tax payer
☐ I would like to Gift Aid all my donations until further notice
☐ I would like to Gift Aid all donations made to the charity in the past four years

***Notes:**

- * To qualify for Gift Aid, you must be a UK tax payer and understand that if you pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all your donations in that tax year, it is your responsibility to pay any difference.
- * Gift of Life will reclaim 25p of tax on every £1 you give.
- * If you pay Income Tax at the higher rate, you must include all your Gift Aid donations on your Self Assessment tax return if you want to receive the additional tax relief due to you.
- * You can cancel this Declaration at any time by notifying us.
- * If your circumstances change and you no longer pay enough Income or Capital Gains Tax to cover the amount claimed by Gift of Life, you can cancel your declaration.
- * Please notify us if you change your name or address.

Signature..... Date

Please return this form to:
Gift of Life, 2 Putney Hill, London, SW15 6AB