



Childhood Cancer Project Step-by-Step Support Guide



Lions Clubs Ireland
Serving our Communities



Childhood Cancer

As you know, Lions Clubs of Ireland has launched a new partnership with Childhood Cancer Ireland to bring another Lions Club International Global Cause to Ireland and support hundreds of families affected by childhood cancer around the country.

We are delighted to partner with Lions Clubs of Ireland, particularly during September, which is Childhood Cancer Awareness Month.

In this document, you will find out more about how your Club can support Childhood Cancer Ireland this September and how we will support you along the way.

About Childhood Cancer Ireland

Childhood Cancer Ireland is the national parent and survivor-led childhood cancer charity representing the voice of children, adolescents and young adults with cancer, survivors and their families.

We understand that a diagnosis of childhood, adolescent or young adult cancer has a devastating impact on the entire family. We help to ease the burden of diagnosis and treatment by raising funds to provide practical and emotional supports for families and survivors.



Learn more about our work at www.childhoodcancer.ie



How Fundraising Helps

Childhood Cancer Ireland does not receive any Government funding. We are funded through the generosity of community and corporate donations.

Some of our current projects:

- 🎗 Nationwide workshops for parents to help them process the experience of childhood cancer.
- 🎗 Financial workshops for parents to help them recover from the financial strain of childhood cancer - research has shown an average cost of €15,000 per annum.
- 🎗 We brought the Beads of Courage® Haematology/Oncology Programme to Ireland and continue to fund it.
- 🎗 We refurbish Paediatric Oncology isolation rooms / treatment rooms in 16 shared care hospitals around the country.
- 🎗 Gold Ribbon Conversations podcast.



"We have wanted a room recognising the importance of the oncology service for children and young people now for decades, so it is amazing to have it now. Some days you would have to use an empty office to change dressings or clean the lines so to have a child-friendly, non-clinical room now makes all the difference"

Connie Crehan CNS, Our Lady of Lourdes Hospital, Drogheda



About Childhood Cancer Awareness Month and Light It Up Gold

In September, the Light It Up Gold campaign helps shine a light on the challenges that children and families living with childhood, adolescent and young adult cancer face during treatment and into survivorship.

As more children, adolescents and young adults are being diagnosed with childhood cancer every year, demands for supports for children, young people and their families are increasing.

Thankfully, the 5-year survival rate is also on the rise but survivors may live with the long-term and late effects of their treatment well into adulthood.

The early days of Light It Up Gold – by Mary-Claire Rennick, Voluntary Director and parent of a survivor

“We started as a number of families who wanted to create greater awareness of childhood cancer and for our children – whether they were out of treatment or still in treatment to have a space to come together outside of hospital. We wanted to remember and cherish those children who had sadly passed away and for their parents to know that they are never forgotten.”

Read blog in full: <https://childhoodcancer.ie/light-it-up-gold/>



How can your club support Childhood Cancer Ireland this September?

We want to make this as easy as possible so here are some ideas that we know work well. But you may have ideas of your own or your own events that you run so please register your plans [HERE](#) and we will support you with fundraising materials.

Depending on your location, you may wish to join together with another Club to hold an event.

Our main event is our Light It Up Gold Childhood Cancer Awareness Walks, which we will outline further below.

We also attempt to light prominent buildings gold at some point during the month.

This helps to increase visibility of childhood cancer in the community and creates photos which can be used on social media to spread the word further.

If there is a public or prominent building in your area that you could approach to Light It Up Gold this September, we have provided a letter with all of the relevant details which you can use to contact them.

Some other event ideas are:

- 🎗 Coffee morning
- 🎗 Bake sale
- 🎗 Awareness stand in local shopping centre/shop to sell gold ribbon pins
- 🎗 Tractor run / vintage car show or rally
- 🎗 Luncheon
- 🎗 Golf classic



Light It Up Gold Walk Event

One of the most important aspects of the Light It Up Gold awareness campaign is to make visible the reality of living with and beyond childhood cancer. The campaign offers solidarity to families, creates greater awareness and understanding of what it means to live with childhood cancer and to be a survivor, as well as spreading vital knowledge on the signs and symptoms to look out for in our children, adolescents and young adults.

The Light It Up Gold walks bring the community together in solidarity with families living with childhood cancer and to honour all children in the community who have been taken too soon by this terrible disease.

[Click here to see some of our previous walks](#)





Suggested distance

You can choose the distance but usually the walk is around 3km.



Suggested venue

You may decide to use a sports venue with a hall and to loop the pitch for your walk.
You could also choose a local park or route in the town.



Who will attend

This event will appeal to the club's audience, local community, families affected by childhood cancer in the area and other community groups.



How to promote

Childhood Cancer Ireland will list all walks on our website to inform families and we will promote on our social media and other channels. Your club can also promote the event via your own social media and on local press and radio.



Fundraising

Light It Up Gold is primarily an awareness event and, although there is no onus on clubs to fundraise, all donations to the charity are appreciated. You may like to incorporate a fundraising element to your event and we will make every effort to keep any funds raised in your community, through our shared care projects, workshops and other regional work. Any funds raised in Northern Ireland will be used to extend parent peer support to NI in late 2023 / early 2024.

Our flagship Light It Up Gold Walk

Childhood Cancer Ireland will hold a flagship Light It Up Gold Walk in Maynooth, Co. Kildare for the first time since 2016 and would welcome any involvement from clubs who may like to support.

Light It Up Gold Walk Event Outline:

| | |
|--------|--|
| 5.30pm | Event starts with registration and networking, and a few fun activities for children |
| 6.30pm | A short Candlelight walk starts |
| 7.15pm | A speaker of your choice addresses the gathering |
| 7.30pm | Local choir to perform |
| 8.30pm | Event ends |

Key Elements

| Description | Led by | Notes | Est cost |
|---|--|--|--|
| <p>Event space</p> <p>This will provide a space to gather before the walk, network, allow families to chat and children to play. tea/coffee- cupcakes</p> | Lions Club Local Organising Committee | <p>Some venues donate the space.</p> <p>CCI can provide a letter of support to help you engage local sponsors if necessary.</p> <p>You could try your local sports club, who may be willing to host.</p> | Hotel Venue - €350 approx |
| Children's Activities | Lions Club Local Organising Committee & Volunteers | <p>If you decide to engage a children's entertainer you will require a letter of Indemnity from their insurer.</p> <p>Alternatively link in with other local groups that could play some activities, such as a dance instructor.</p> | <p>1 hour between €150 - €250 – Children's entertainer.</p> <p>€30 per face painting pack.</p> |
| Local Choir & Performers | Lions Club Local Organising Committee & Volunteers | One of the most special moments of our walks has been a choir singing Something Inside So Strong | |
| <p>Signage, posters and banners</p> <p>CCI Gold Ribbon Pins</p> | CCI | <p>We can provide generic signage and posters that you can print locally with your event details. We cannot provide event-specific posters</p> <p>Donations can be taken for Gold Ribbon Pins.</p> | <p>No charge</p> <p>No charge</p> |
| Childhood Cancer Ireland t- shirts for volunteers | CCI | Orders for t-shirts must be placed no later than the 2nd week in July. | No charge |

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| LED Candles | CCI | We will order these in June and distribute candles and t-shirts in August. | No Charge – A small donation to be requested from event attendees |
| Walk route | Lions Club Local Organising Committee | Permits will need to be obtained from local authority and Gardaí. This could take 6-8 weeks so please pursue early. | |
| Health and safety plan and risk assessments | Lions Club Local Organising Committee | Will need to be supplied to the charity with a copy of the same at least 2 weeks before your event. It will be necessary to have some level of medical support available, such as St. John's Ambulance / Order of Malta. | Will need to be supplied to the charity with a copy of the same at least 2 weeks before your event. It will be necessary to have some level of medical support available, such as St. John's Ambulance / Order of Malta. |
| Event insurance | Lions Club Local Organising Committee | Childhood Cancer Ireland will require a letter of indemnity from your Club's insurers. | this would be an add-on event to an existing community group insurance policy, it may cost an additional €50 approximately. |
| Press Release | CCI | Together with the Lions Clubs | |
| Event Photographer | Lions Club Local Organising Committee & Volunteers | | €200 ex VAT |

Childhood Cancer Project Checklist

- ☐ Discuss at April Club Meeting and decide on suitable event
- ☐ Choose a date for your event
- ☐ Register your chosen event [HERE](#) by 22nd May
- ☐ Book venue
- ☐ Final order for Childhood Cancer Ireland merchandise by 10th July:
 - T-shirts
 - LED candles
 - Leaflets
 - Gold ribbon pins
 - Posters, signage, etc
- ☐ Plan your walk route
- ☐ Organise entertainment
- ☐ Organise catering – tea/coffee/cupcakes
- ☐ Organise local choir
- ☐ Organise permits with Local Authority and Gardaí. The relevant Local Authority contact will differ from county to county.
- ☐ Submit key documentation :
 - Health and safety plan
 - Risk assessment
 - Event insurance
- ☐ Press release from CCI will be sent in August to allow you to promote the event locally

Key Contacts

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